

Carrying out post-click tracking using Google Analytics

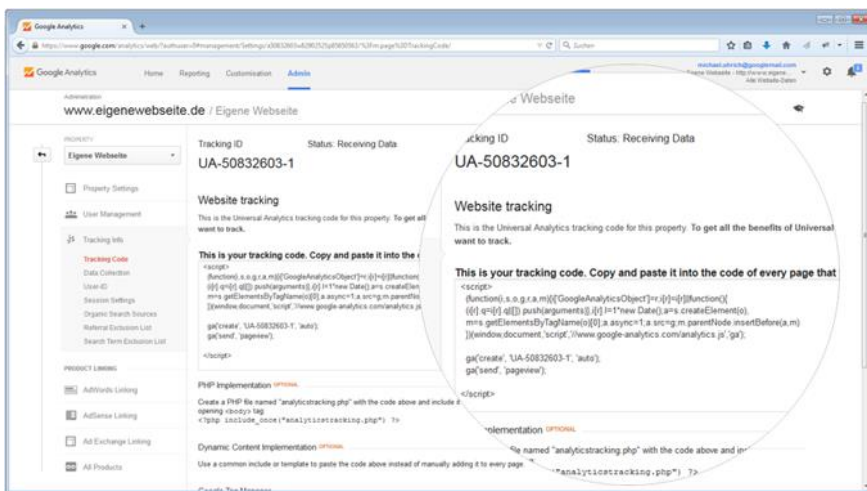
Smart Guide

This Smart Guide shows you how to use post-click tracking with Google Analytics on your website and in your mailings [1].

Preparation for the websites

If not already available, create a Google account using the following URL: <https://marketingplatform.google.com/about/analytics/>

1. Follow the Google configuration dialog.
2. A tracking code for the website is generated and displayed in a box.
3. Insert the tracking code directly in front of the </body> tag on all websites that are to be recorded by Google Analytics [2].



Link Google Analytics to a smart template

1. Open the required mailing.
2. Add the *Web tracking* element, if you have not already done so. Click **+** (*Add element*) and Google Analytics.

Note: The 'Web tracking' element is available in all Inxmail smart templates. It is also possible to integrate the feature into every Inxmail Enterprise template, upon request.

3. Complete the *Source*, *Medium*, *Contents* and *Campaign* fields [3].

[1] POST-CLICK TRACKING

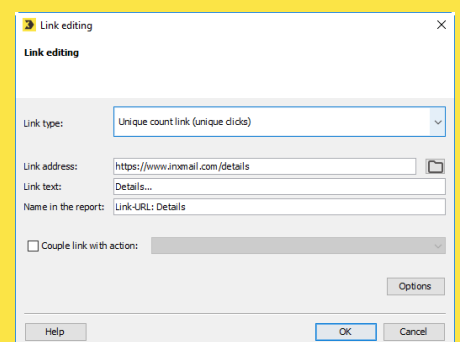
Post-click tracking not only records open and click rates within your mailing, it also records additional information such as the origin, surfing behaviour, Web pages opened or purchases made by your recipient.

[2] TRACKING CODE ON WEBSITES

Store the tracking code on websites that are opened directly via the links in the mailing (landing pages) and those for analysing important following pages.

[3A] GOOGLE ANALYTICS VALUES

We recommend working with the [LINK-NAME] variable as the content value. Here, Inxmail takes the *Name in the report* value that was previously assigned to the respective tracking link.



Web-Tracking

Kodierung der Parameter
UTF-8

Trackingcontainer

Trackingparameter 1

| Parametername | Wert |
|---------------|--|
| utm_source | xpro <small>Um den Namen im Bericht des jeweiligen Links zu übernehmen, verwenden Sie die Variable „[LINK-NAME]“.</small> |

Trackingparameter 2


| Parametername | Wert |
|---------------|---|
| utm_medium | email <small>Um den Namen im Bericht des jeweiligen Links zu übernehmen, verwenden Sie die Variable „[LINK-NAME]“.</small> |

Trackingparameter 3

| Parametername | Wert |
|---------------|---|
| utm_campaign | WEMMNAK <small>Um den Namen im Bericht des jeweiligen Links zu übernehmen, verwenden Sie die Variable „[LINK-NAME]“.</small> |

Trackingparameter 4 + [icon] ↑ -

| Parametername | Wert |
|---------------|---|
| utm_content | [LINK-NAME] <small>Um den Namen im Bericht des jeweiligen Links zu übernehmen, verwenden Sie die Variable „[LINK-NAME]“.</small> |

1. Click  (Save).
2. The parameters are now automatically attached to every tracking link (personal tracking) stored in the mailing [4].

Link Google Analytics in a mailing without a template

Google parameters must be attached to every link in the mailing that is to be included in the analysis. This is the only way to ensure that the URL is correctly entered in Google.

When working without a template, the individual tracking links have to be created manually and integrated into the mailing [5].

1. Complete the individual fields and click *Send*.
2. A parameterised link is subsequently generated and it must be stored in Inxmail Professional.

`https://eigenewebseite.de/?utm_source=newsletter&utm_medium=email&utm_campaign=winter_aktion&utm=textlink`

A link integrated into *Inxmail Professional* in HTML source code may appear as follows:

```
<a href="https://eigenewebseite.de/?utm_source=newsletter
&utm_medium=email&utm_campaign=winter_aktion&
utm_content=textlink">Link</a>
```

Repeat the process (Steps 1–2) for each individual link that is to be tracked using Google Analytics [6].

[3B] GOOGLE ANALYTICS VALUES

This makes it possible to differentiate the individual links in Google Analytics later on.

The Source, Medium and Campaign values are fixed values and should not change. This is why it is usually not necessary to use a variable here. Specify a unique campaign name for each mailing.

[4] GOOGLE ANALYTICS REPORTS

Once the tracking code has been installed on the website and a newsletter with tracking links has been sent, it is possible to open the report evaluation in Google Analytics. This allows you to review the success of the campaign.

The dashboard is user-defined and can be adapted according to individual requirements.

[5] URL BUILDER TOOLS

We recommend the Google Analytics URL builder tool for generating links:

<https://support.google.com/analytics/answer/1033867#>

[6] GOOGLE ANALYTICS VALUES

The Campaign Content value is also very important here. This ensures it is possible to differentiate between the individual links in Google Analytics later on.