

# Integrating a tracking bug into a HTML newsletter

## Smart Guide

This Smart Guide shows you how to integrate a tracking bug into a HTML newsletter. Tracking bugs are linked graphics that, when called, are recorded using tracking to determine the open rate of the mailing. In this example, the tracking bug is integrated into a HTML mailing with a module [1].

**Preparation:** To do this, the tracking must first be created as a global module. The advantage of a global module is that once it has been created, it can be used as often as desired and across all lists.

### Upload a tracking bug file onto a webspace

First of all, the tracking bug (image file) must be made available online to ensure it is possible to link it from the module. The file can be loaded onto a dedicated web server or an Inxmail webspace (if configured):

1. Open the  (*Global settings*) and the  *Files & web pages* agent. The Webspaces section is already open.
2. Select the path under which the tracking bug is to be saved.
3. Click  (*Upload file*) in the menu bar in the respective folder.
4. Click the ... button in the dialog box, select the tracking bug file and confirm with *Open*.
5. Click *Upload*.
6. After the upload, confirm the dialog box by clicking *Close*.

### Create module

Next, the module for the tracking bug is created.

1. In the  (*Global settings*) tab, open the  *Modules* agent.
2. Click  (*Create new module*).
3. Enter a name for the module and select the *HTML* format.
4. Click *Finish*. The module workflow appears.
5. In the  *Editing* workflow step, click  (*Insert commands*) and select  *Link image*.
6. Click  (*Link image from webspace*) to select the previously uploaded tracking bug. If the image is on a dedicated web server, the URL to the image can be inserted here.
7. The *Alternative text* and *Tooltip* fields do not have to be filled out. Specify the desired *Name in the report*.
8. Select the *Track graphic call-up* option and *Personalised tracking (unique-count)* [2].
9. Click *OK* to confirm, click *Save* and close the module.

#### [1] TRACKING BUGS IN TEMPLATES

You can integrate a tracking bug into a HTML mailing to measure the opening rate. Tracking bugs are already integrated into the Inxmail newsletter templates to ensure that the open rate is automatically recorded for all mailings.

#### [2] UNIQUE COUNT

Professional email marketing solutions can detect if the same recipient opens a mailing repeatedly. In practice, a distinction is often made between the number of all openings (count) and the number of unique openings (unique count). An analysis according to unique openings corrects multiple openings and indicates that the recipient has opened a mailing. In contrast, an analysis of all openings also records the repeated openings of a mailing.

#### [3] ANALYSIS

If a recipient opens your newsletter and loads the images, each opening is recorded by the redirection via the tracking server. You can view the results in the mailing analysis.

## Integrate a tracking bug into a mailing

1. Create a HTML mailing in the usual way.
2. In the  *Editing* workflow step, click the position in the HTML code at which you would like to incorporate the module.
3. Click the  (*Insert modules*) button and select a module.
4. Finish, check, approve and send the mailing in the usual way [3].

### [!] TIP

For a more precise measurement of the open rate, embedded images are displayed despite image blocking being enabled. However, these embedded images should only be used for important graphics (for example, a header with the company logo), as they increase the file size of the mailing and cannot be tracked. As a result, it is important to give the reader an incentive to subsequently load the images and link all of the article graphics.

## Tracking in email marketing

Click and open rates are among the core performance indicators that email marketers are particularly interested in. Professional email marketing solutions use a tracking server to determine recipient reactions in the form of clicks and openings.

When recording the click rate (link tracking), all of the links of a mailing are redirected via the tracking server. When a recipient clicks a link in the newsletter, the corresponding link on the tracking server is opened first. The click is recorded for the report here. The tracking server then automatically forwards to the actual URL. The recipient does not notice anything, as the redirection generally takes place within a fraction of a second.

In this way, recipient reactions can be used as the basis for complex email marketing campaigns or unsubscriptions. When a recipient opens and reads a newsletter in his inbox without clicking on any of the links in the mailing, it is not technically possible for you as a marketer to notice this. The same technology that is used in link tracking is therefore also used in a slightly modified manner in detecting the open rate. To this end, at least one linked image within the mailing must be tracked, or in other words, redirected via the tracking server. Once the recipient views the mailing with images, this can be detected and counted as an opening. Unfortunately, it is not possible to measure the open rate if image blocking is enabled. In practice, either the company logo is tracked or a special tracking bug is integrated into the mailing. This usually involves a small, inconspicuous 1x1 pixel image that is integrated into the HTML code without affecting the design.