Tracking E-mail Campaigns with G-Lock Analytics

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For users of G-Lock EasyMail v6.7 or higher

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Introduction

With G-Lock Analytics service you can clearly understand what is happening to your emails after they are sent.

With our reports you can figure out if your customers find your emails interesting, or what part of them they like more. For instance, if you are selling products online, and you send out a regular newsletter with a list of new products, you could use G-Lock Analytics to see what your customers are most interested in.

With G-Lock Analytics you can track:

- Email opens (for HTML emails)
- Link clicks (for HTML and text emails)
- Email prints and forwards
- How many recipients read your email in the plain text format
- Unsubscribes
- Most engaged recipients
- Which email clients your recipients use to open your message
- Geographical localization of unique opens and clicks

All the stats are delivered to you in real time! And you can export email tracking reports to a file at any time.

Warning! G-Lock Analytics interface is NOT compatible with the Internet Explorer 6. Please, don't use IE 6 to open G-Lock Analytics.

Why Use G-Lock EasyMail with G-Lock Analytics?

The use of G-Lock EasyMail provides you with the following *advantages*:

- you can add an email campaign to your G-Lock Analytics account directly from G-Lock EasyMail;

- G-Lock EasyMail inserts a tracking image HTML code into the message automatically;

- G-Lock EasyMail converts regular links into tracking links automaticallyduring the sending process;

- G-Lock EasyMail merges the Email field into the tracking links to collect the email addresses of the recipients who opened your email and clicked on the links automatically;

- G-Lock EasyMail automatically reports the number of recipients in the group to G-Lock Analytics;

- you can easily segment your email list based on the email tracking metrics: add the email addresses of the recipients who opened your email or who unsubscribed to the Exclusion list, or copy them to another group, or save them to a file;

- you can collect bounced emails using the Bounced Manager module in G-Lock EasyMail and report the quantity of bounces to

G-Lock Analytics in order to get more accurate email tracking stats;

Creating User Account on G-Lock Analytics

To start, create a user account on G-Lock Analytics. This is where email tracking metrics will be stored. You will be able to login and see the reports at any time. To create a user account:

1. Go to G-Lock Analytics
2. Select the plan
3. Click "**Signup**"

Our plans are limited by the number of subscribers. A "subscriber" means a unique person (email address) in your list. For example, if you have a list of 8000 recipients, the Basic plan is enough. And you can send as many emails to those people per month as you want. The number of email messages (campaigns) per month does not matter. The most important thing is to watch that the number of unique email addresses in your list does not exceed 10000. When you see that you have more than 10000 subscribers, you need to upgrade to a higher plan.

After you signup for a plan, the system will automatically create your user account on glockanalytics.com. Your login email address and password will be sent you via email. You will be able to change your password from your account.

Downloading Redirect Script

After you login, you will be asked to download a redirect script and upload it to your website. Uploading a redirect script to your website is highly recommended because this will allow you keep your brand in front of your recipients and not confuse them with a generic click tracking link.

You don't want to send subscribers to a third-party website. Links that go to a tracking domain may cause some recipients to not trust you and to not click through.

If you upload a redirect script to YOUR website, tracking links will go through your own domain and will look like
http://www.yourdomain.com/r.php

If your website is hosted on a Unix/Linux platform,
[download a PHP redirect script](#).

If your website is hosted on a Windows platform,
[download an ASP redirect script](#), or [download an ASPX redirect script](#).

Upload the redirect script to your website. If you don't know how to upload the redirect script, send us at support@glocksoft.com your login and password for your website (FTP server) and we will upload the script for you.

Connecting from G-Lock EasyMail to G-Lock Analytics

To be able to track the emails and collect email metrics, you need to connect to your account from G-Lock EasyMail. To do this:

1. Open G-Lock EasyMail
2. Click **Home** -> **Settings** -> **G-Lock Analytics**
3. Enter your login email and password
4. Click Test and click OK
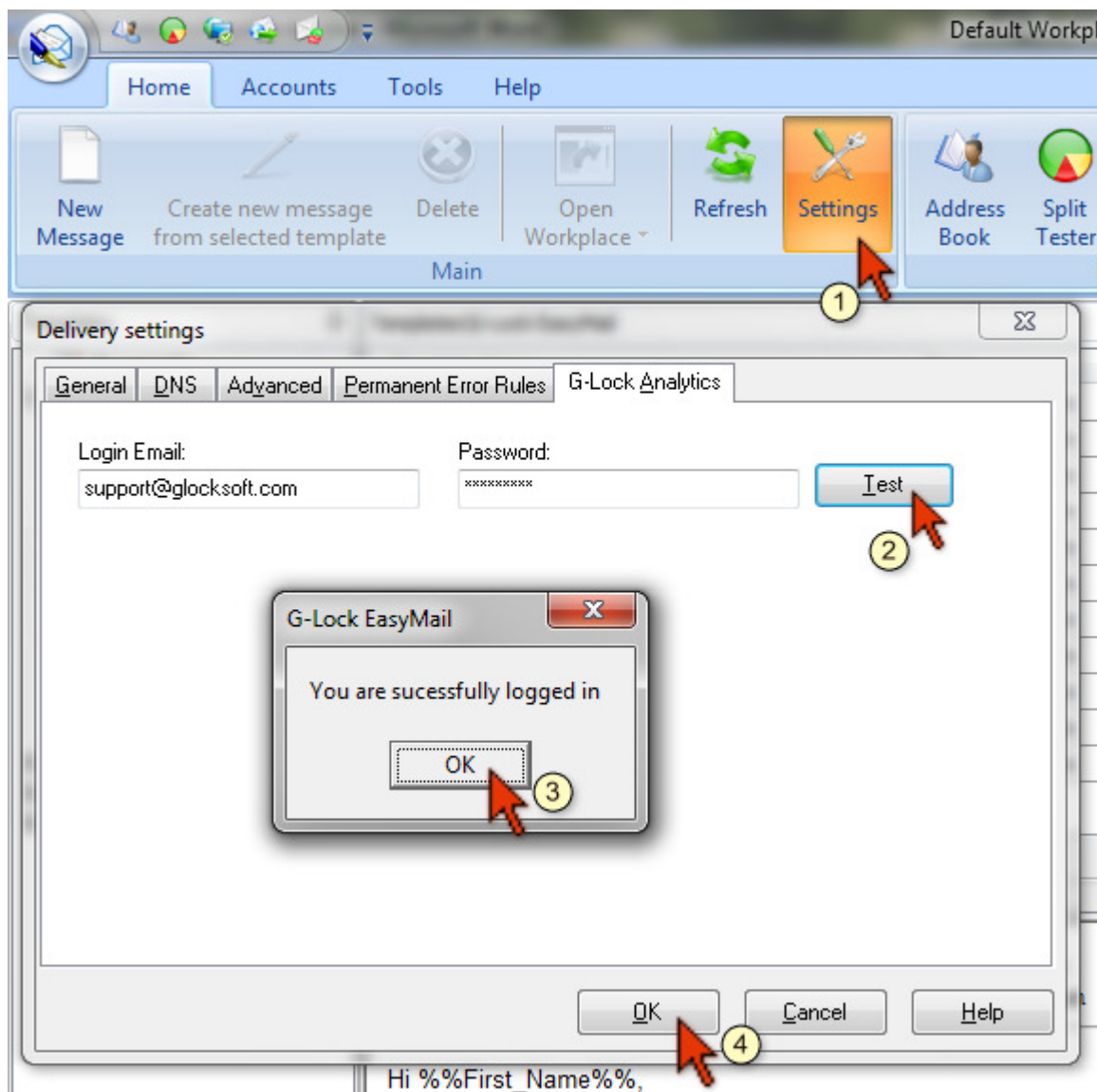
Adding Email Campaign from G-Lock EasyMail

After you successfully connected to your account on G-Lock Analytics, you can add an email campaign. To do this:

1. Create an email message or open a draft or template in the **Edit Message** window.

2. Click on **G-Lock Analytics** tab on the **Edit Message** window.

3. Click on **Enable Tracking**

4. Click on **Add New Campaign**

5. Fill in the form

Campaign Name:	Any name for your campaign (you can enter the subject of your email, for example)
Tag:	Type a tag for the campaign (optional). For example: [G-Lock EasyMail].
Redirect Script URL:	Check the "Use Redirect Script:" box and type the URL of the redirect script on your website, for example: http://www.yourdomain.com/r.php

6. Click **Add** to add the campaign.
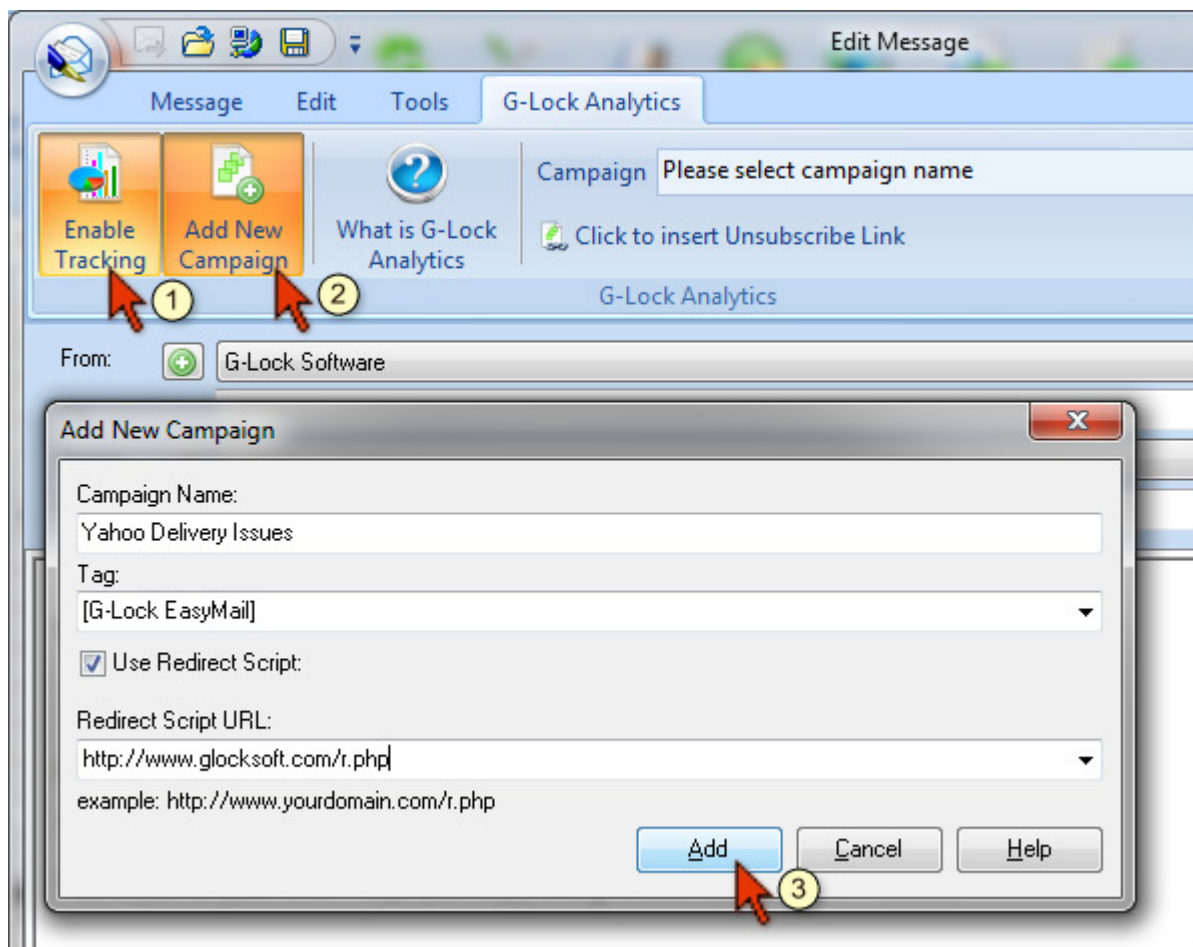
The campaign will be added to your account on G-Lock Analytics and selected in the Campaign field.

Adding Unsubscribe Link

If you want to collect people who unsubscribed into a separate report in your account, insert a tracking unsubscribe link into your email. G-Lock Analytics generates an unsubscribe link for you. To insert the unsubscribe link into your email, do this.

Click on G-Lock Analytics tab on the Edit Message screen.
Click on **"Enable Tracking"** button and select the campaign.

Highlight the text to which you want to attach the unsubscribe link to, for example, *"Click here to unsubscribe"*, and click on the **"Click to insert Unsubscribe Link"**.
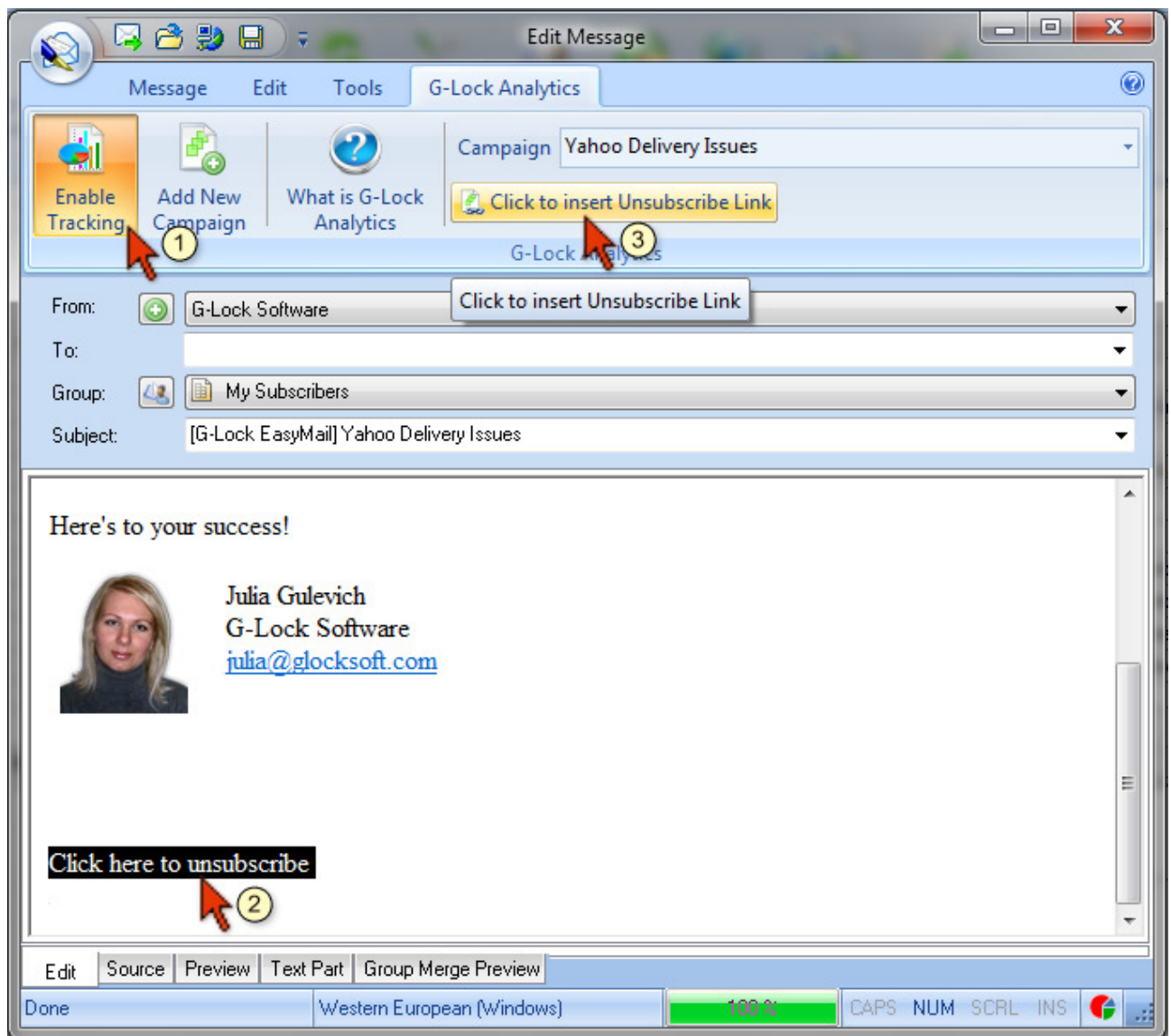
If you don't have any anchor text, just put the mouse at the place where you want to add the unsubscribe link and click on the **"Click to insert Unsubscribe Link"**. The link will be inserted using "Unsubscribe" as the anchor text.

Now go to the plain text part of your email, put the mouse at the place where the unsubscribe link must be added and click on the **"Click to insert Unsubscribe Link"**.

The unsubscribe link will be inserted in this format:

http://www.glocksoft.com/r.php?u/18n/%%Encoded_Email_Analytics%%

Tracking Email Opens, Prints and Forwards

During the sending process G-Lock EasyMail will automatically add a code which tracks email opens, prints and forwards to your message source. No action is required from your part.

While email opens can be tracked in ALL email clients and web based services, not all email clients and web based services allow track email prints and forwards. See the table below to know where it works and where it doesn't work.

Email Client/Web Mail	Print Tracking	Forward Tracking
Yahoo!Mail	✅	--
AOL Web	✅	--
Gmail	✅	✅
Hotmail/MSN/Live	✅	✅
GMX.com (web mail)	✅	✅
Windows Mail	✅	--
Outlook 2010	--	--
Outlook 2003	✅	--
Mozilla Thunderbird	✅	✅

Each time the recipient **prints or forwards** the email, G-Lock Analytics records **an additional open**. Because of this the number of opens for the recipient may be higher than the real number of times the recipient opened the email.

Tip: Many email clients block the images by default. If your email message contains some pictures, for example, pictures of the products, goods you're selling or the like, it is a good incentive for the recipient to click on the link and download the images. The open will be counted in this case. But what if your email doesn't contain any images besides the tracking one? Why will the recipient download any pictures if the email doesn't contain them? Therefore, I would recommend that you insert your photo near your signature at the end of the message (like I did in my emails). As the alternative text for the photo you can write something like "My Photo". It won't arouse any suspicion with the recipient and there is a chance the recipient will download the photo to see you. The tracking image will be loaded together with your photo and the open will be counted.

Tracking Link Clicks

To track link clicks, G-Lock EasyMail will replace your regular links with tracking links generated by G-Lock Analytics.

If your HTML message includes an image which is attached to a link and clickable, G-Lock EasyMail will replace the link to the image with the tracking link too so the image clicks will be tracked.

Important! During the sending process ALL regular links in your message will be replaced by the tracking links. But there are two cases when links **will not be replaced** by tracking links:

1. If a link includes a merge field, for example,
http://twitter.com/glocksoft%%Comment%%

2. If a link is already converted into the tracking link.

Trick: Here is a trick **how to keep an original link** in the email if you don't want to track it.

Go to the HTML source of the email, find the link, put the mouse at the end of the link, click on the Merge menu and merge a field that is empty for this group in G-Lock EasyMail address book. For example,

http://twitter.com/glocksoft%%Comment%%

Then go to the plain text part of your email and merge the same field at the end of the link in the text part.

Now when the link contains a merge field, it will not be replaced with the tracking link. Since the %%Comment%% field is empty in the address book, nothing will be merged at the end of the link. The link will look like http://twitter.com/glocksoft when the users receive the email.

Merging Custom Field into Tracking Link

By default G-Lock EasyMail merges the encoded recipient's email address into the tracking links to identify the recipients who opened the email and clicked on the links.

But in some cases email senders need to embed a certain custom field, for example UserID, into the link. That field will not be passed to G-

Lock Analytics, it will be passed to the browser only and used to identify the recipient on the server to access certain content.

To merge a custom field into the tracking link and pass that field to the browser once a recipient clicks on the link in the email, follow these steps.

Copy the original link in your email, for example, http://www.glockeasymail.com

Go to your account on G-Lock Analytics and add a campaign.

Go to **"Tracking Code and Links"** tab and click on **"Add Link"**.

Paste the original link and click on **"Add Link"**.

Copy the tracking link and paste it into your email message instead of the original link.

Merge your custom field (for example, *userid=%%UserID%%*) into the tracking link and add **?** before your custom field. In the result your tracking link must include **?userid=%%UserID%%**, for example:

http://www.glocksoft.com/r.asp?c/j70?userid=%%ID%%

The URL the recipient will see in the browser when he clicks on the tracked link will be:

http://www.glockeasymail.com/?userid=111

Note that you need to paste the tracking link and merge your custom field into the link in both HTML source and plain text part of the message.

Testing Email with Tracking Links

Before sending the email to the whole group, it's recommended that you send it to a test group which contains your test email addresses.

Receive the email on your test accounts, open the message and click on the links. Then go to your G-Lock Analytics account and ensure that email tracking metrics are collected.

A good idea is to create test email accounts on most popular email services like AOL, Hotmail, Gmail, Yahoo and send a test email with tracking links to those accounts. Not only will you be able to check if the email metrics are calculated, you will also be able to see how your message is treated by those services. If your email arrives into the Bulk or Junk Email folder on any of your test accounts, you'll need to make the necessary corrections to deliver it into the Inbox.

Note: if you send an email to a group, G-Lock EasyMail reports the quantity of sent emails to G–Lock Analytics (Number of Recipients). But if you type an email address or several email addresses into the To field, G-Lock EasyMail doesn't report the number of sent emails to G-Lock Analytics (though opens and clicks are calculated).

Reporting Bounced Emails to G-Lock Analytics

You can use the Bounced Manager in G-Lock EasyMail to collect bounced emails after your email campaign is complete and report the number of bounced emails to your G-Lock Analytics account. The email metrics will be calculated with regard for bounces and you will get more accurate results.

To report bounced emails to G-Lock Analytics:

1. Click on **G-Lock Analytics** tab in the Bounced Manager
2. Click **Login** to connect to your G-Lock Analytics account
3. Select a campaign you want to report bounces for
4. Click **Report Bounces** button
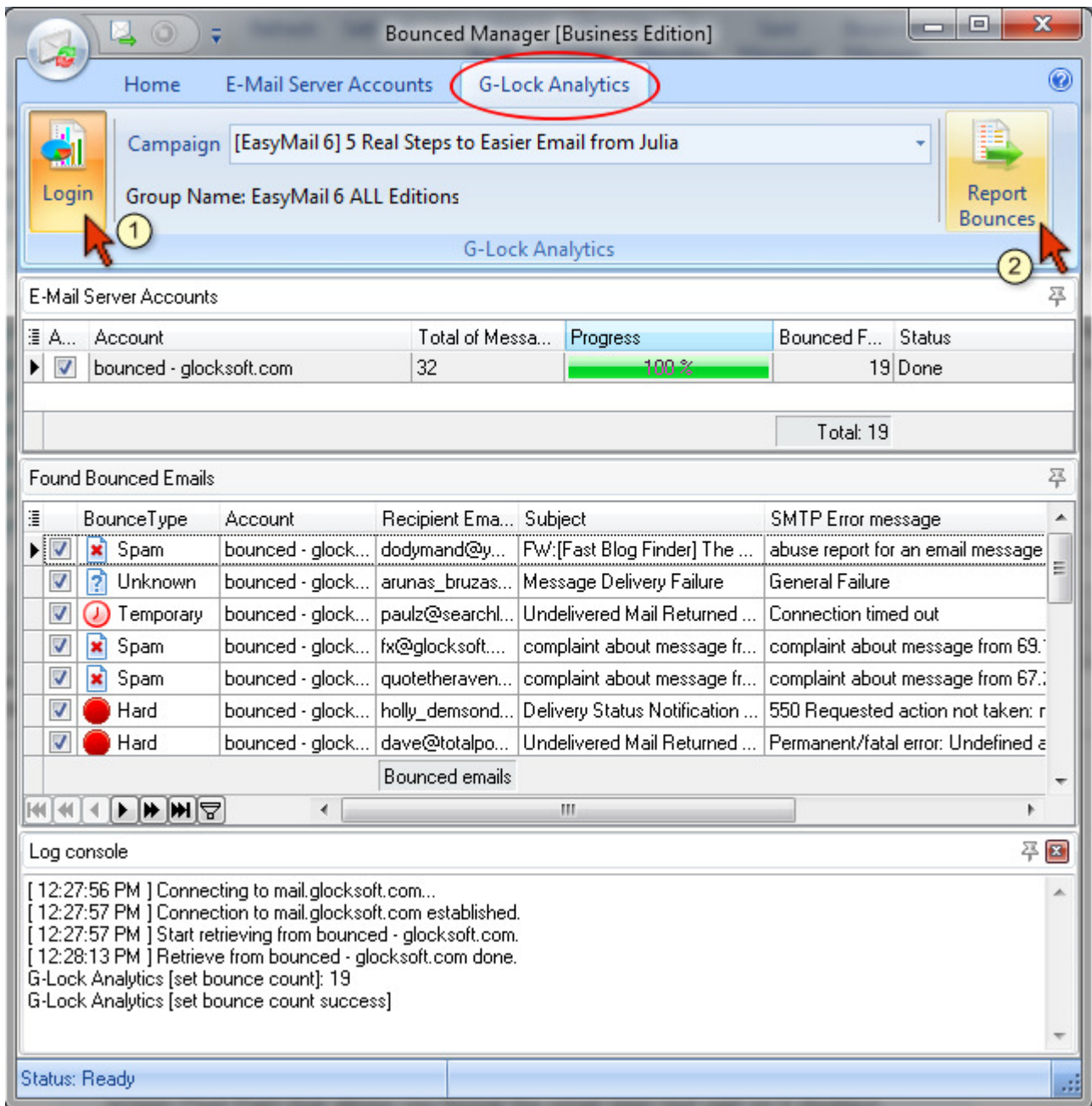
The number of bounced emails will be reported into "Number of Bounced" field on G-Lock Analytics. You can open your account on G-Lock Analytics then, click on Edit button for the campaign and check the number of bounced emails. If the Bounced Manager wasn't able to report the correct number of bounced emails, you can enter the number of bounces yourself.

Managing Opens and Unsubscribes in G-Lock EasyMail

In G-Lock EasyMail address book you can copy the email addresses of the recipients who opened the email or unsubscribed from your mailings to a new group in the address book, or add them to the group exclusion list, or save them to a file.

To do this, use **Who Opened** and **Who Unsubscribed** menus in the address book.

For more information read the article on our website about how segment the list based on email tracking results and [send the email only to the recipients who didn't open your last message or didn't click any links](#)

Viewing Email Tracking Reports on G-Lock Analytics

After your email message is sent, you can go to your G-Lock Analytics account and watch email tracking statistics collecting in real time. Click on the campaign name and see the reports:

Overview

The "Overview" report gives you the general stats on your campaign.

Here you can see:

- total of recipients
- number of unique/total opens
- how many recipients opened your email in the plain text format (%)
- number of unique/total clicks
- number of prints and forwards
- number of bounced emails
- number of unsubscribes
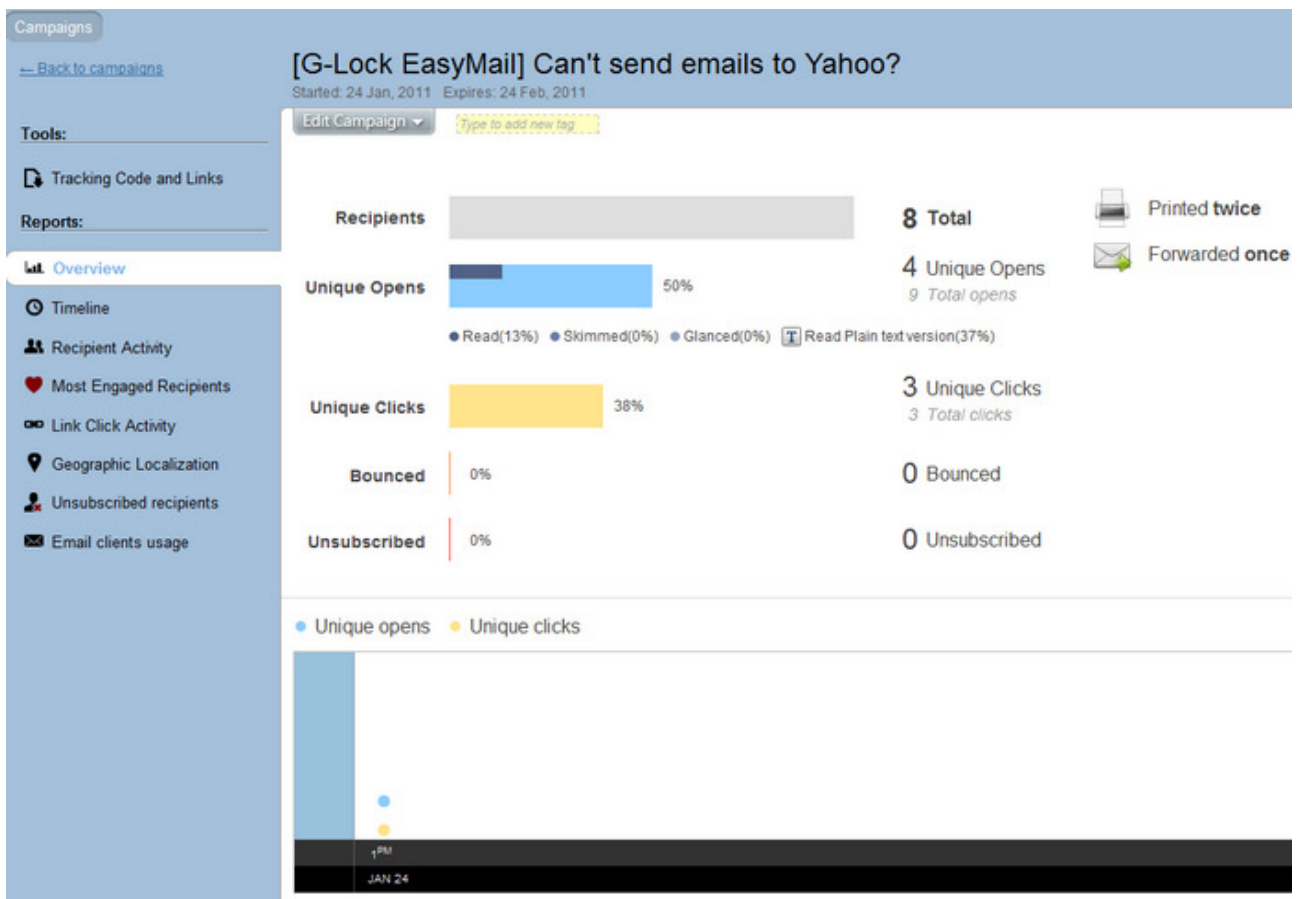
Timeline

The "Timeline" report will show you the campaign statistics for a certain period of time. You can define the time period yourself: month, day, or hour.
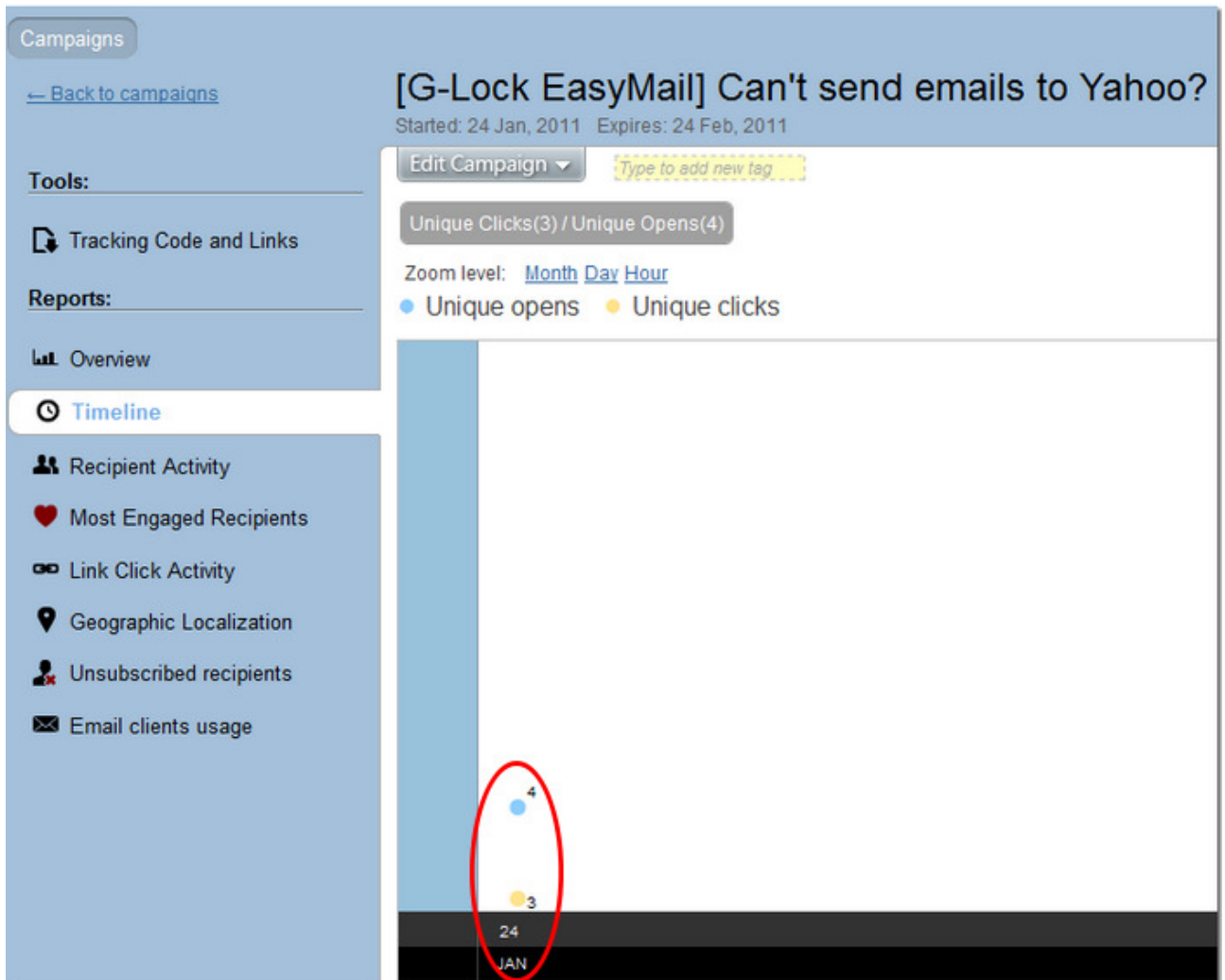
Recipient Activity

In the "Recipient Activity" report you can see the email addresses of the recipients who opened your email, clicked on the links within the email as well as who printed and forwarded your message. You can export the email addresses either to a CSV file or Excel XML file.

Note: Each time the recipient **prints or forwards** the email, G-Lock Analytics records **an additional open**. That's why the number of opens for the recipient may be higher than the real number of times the recipient opened the email.

Most Engaged Recipients

Here you can see a list of most engaged recipients of your email campaign. Most engaged recipients are determined based on the number of opens/clicks that you define in your account settings. Click on the "Account" and look at the bottom of the page.

By default most engaged recipients are selected by 3 opens/clicks. This means in the "Most Engaged Recipients" report you will have a list of recipients who opened your email or clicked on the links 3 times or more.

Link Click Activity

The "Link Click Activity" report will show you which links in your email were clicked, who clicked them and how many times.

You can export the report either to a CSV file or Excel XML file.

Geographic Localization

Under "Geographic Localization" you can see the recipient's activity on your email all over the world for a selected period of time. Put the mouse on a country to see how many visits your email got from that country.

Under the map there is a list of countries and the number of email opens from each country.

Unsubscribed Recipients

Here your unsubscribed recipients will be collected if you use the unsubscribe link generated by G-Lock Analytics. You can export unsubscribes to a CSV file, zipped CSV file or Excel XML file.

Email Clients Usage

G-Lock Analytics registers what email client the recipient uses to open your email and saves collected data to the report called **"Email clients usage"**.
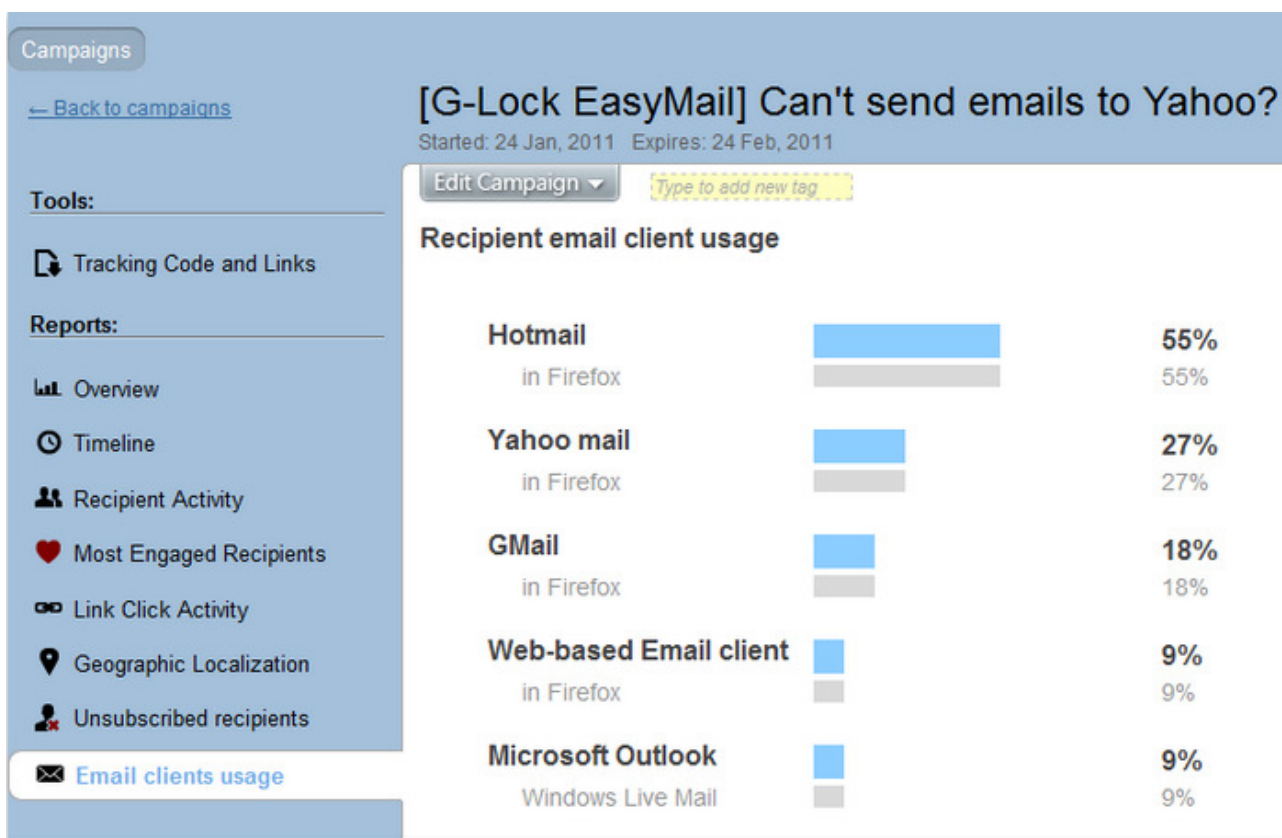
This report provides a great overview of which email clients are popular and splits them up by version. This is crucial for email clients like Outlook, where your real concern is Outlook 2007 users as opposed to

those using older versions. We list the most popular clients at the top of the report so you can quickly see the versions that need your attention.

Why is this useful? For testing purposes. The hardest part about designing email newsletters is making them look great in different email clients. This report is a huge time saver. Once you know what email applications your subscribers use to read your emails, you can setup test accounts in these clients/services and send a test copy of your message to those accounts prior to emailing to the whole list. You will clearly see what part of the email needs your primary attention. You will also understand whether your email is delivered to the Inbox, or to the Junk/Bulk email folder and fix potential problems before your email campaign is launched.

Afterword

We'd really love for you to tell us what you like and dislike in G-Lock EasyMail v6 and in G-Lock Analytics Email Tracking Manager. If you dislike anything and would like it to be improved, or have any suggestions for new features, please, take just a few seconds, and send us an email at support@glocksoft.com sharing your thoughts.

Your suggestions can make a big difference, and will help us develop and improve the program and service for you. It's thanks to our fantastic user-base that we keep adding more and more features - and that's what makes us the best email marketing tool.

Sincerely,
G-Lock Software Team
www.glocksoft.com
www.glockanalytics.com