

User Guide

Tracking E-mail Campaigns with G-Lock Analytics

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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.

Creating User Account on G-Lock Analytics

To start, you need to setup a user account on G-Lock Analytics. This is where your email campaign 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 site at <http://glockanalytics.com/pricing>
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. The redirect script is used to generate tracking links from normal links.

Uploading the redirect script to your website is required.

After you upload the redirect script to your website, tracking links will go through your own domain.

If your website is hosted on a Unix/Linux platform, download the PHP redirect script from <http://app.glockanalytics.com/scripts/r.php>

If your website is hosted on a Windows platform, download the ASP redirect script from <http://app.glockanalytics.com/scripts/r.asp>, or download the ASPX redirect script from <http://app.glockanalytics.com/scripts/r.aspx>

Then 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.

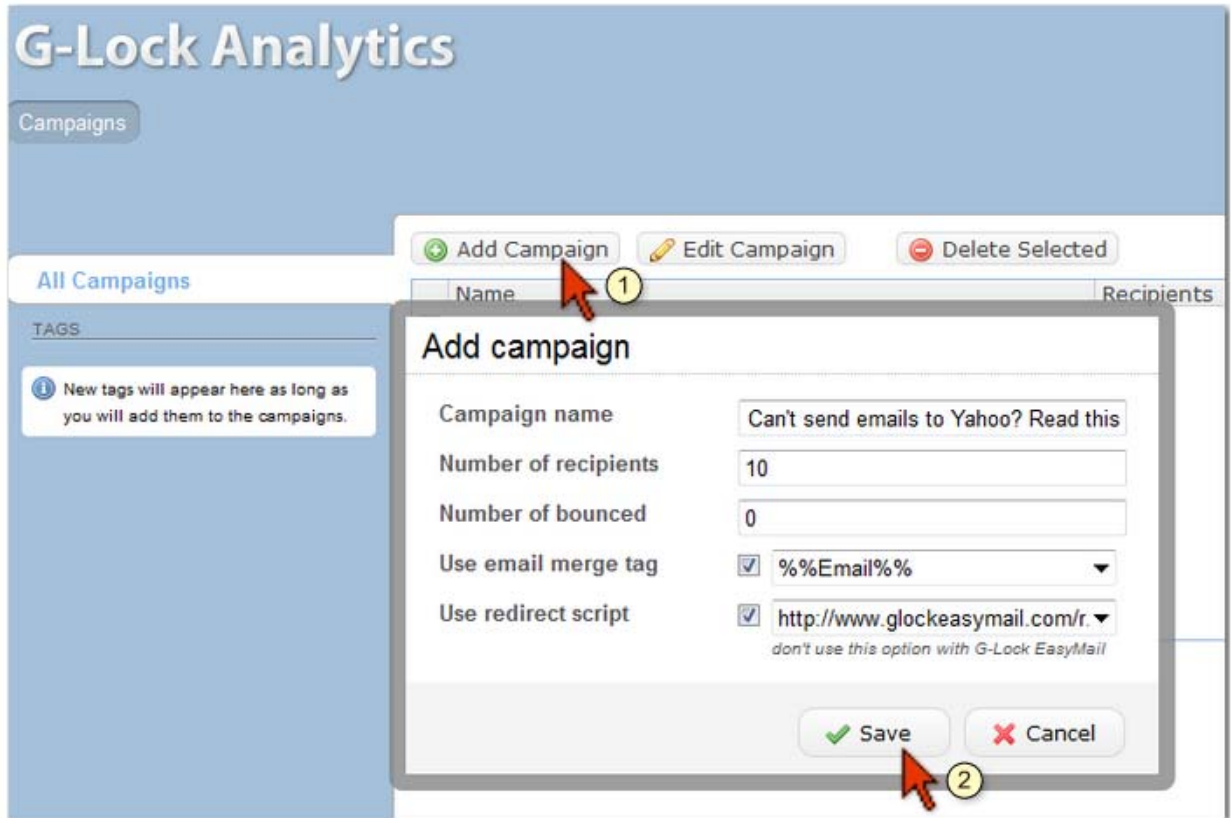
Adding Email Campaign to G-Lock Analytics

After you uploaded the redirect script to your site, you can add an email campaign to your account.

To add a campaign, click on **Add Campaign** button and fill in the form:

Campaign Name	Any name for your campaign (you can enter the subject of your email, for example)
Number of Recipients	Enter the number of recipients you will send the message to
Number of Bounced	If you process bounced emails, you can enter the number of bounces into this field after the email is sent
Use merge tag	Check this box and type the Email field name in the format supported by the Merge option in your email sending program. Example: [Email], or %%Email%%, etc. Merging the Email field is <u>required</u> if you want to see the email addresses of the recipients who opened your message and who clicked on the link.
Use redirect script:	Check this box and type the URL of the redirect script on your website, for example: http://www.yourdomain.com/r.php

After you complete the form, click **Save** to add the campaign to your account.



How to Track Clicks: Inserting Tracking Link into Email

Click on the campaign name and then click on the “Tracking Code and Links” at the left side.

There are two ways to add tracking links to the message: 1) by importing links from the email and 2) by adding links manually.

1) Importing Links from Email

If your message contains a lot of links that you want to track, use the “Import from Email” option to convert regular links into tracking links.

[G-Lock EasyMail] Can't send emails to Yahoo?

Started: 24 Jan, 2011 Expires: 24 Feb, 2011

Edit Campaign ▾

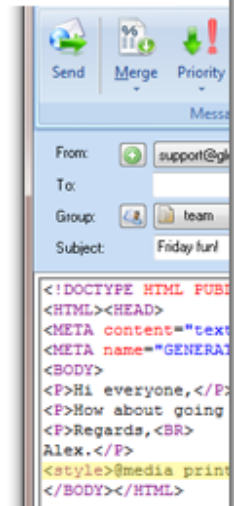
Type to add new tag

To track opens

Copy the code below and paste it into your email's HTML source.

If there is a </BODY> tag at the end of the HTML source, put the code before that tag.

```
<style media="print">.trking { background-image: url("https://emltr.com/p/b/%%Email%%");}</style><style media="screen">.trking { background: transparent;}@media print { .trking { background-image: url("https://emltr.com/p/b/%%Email%%"); }div.OutlookMessageHeader .trking .gmail_quote .trking .table .moz-email-headers-table .trking .blockquote .trking {background-image: url("https://emltr.com/f/b/%%Email%%");}</style><div class="trking"></div>
```



To track clicks



Import from Email



Add Link



Delete Selected

Add the links that you want to track below and replace them in your email with the tracking links from

To collect unsubscribes

copy the link below and paste it into your html email source.

If you send a HTML email, paste your HTML source. If you send a plain text message, paste your text and click on the “Import Links” button.

G-Lock Analytics will replace regular links inside your email into tracking links. After the links are converted, copy your email with tracking links and paste it into your email sending program.

[G-Lock EasyMail] Can't send emails to Yahoo?

Started: 24 Jan, 2011 Expires: 24 Feb, 2011

Edit Campaign ▾

Type to add new tag

To track

Copy the

If there is

that tag

<style m

/p/b/%%

transpar

/p/b/%%

trking

image:ur

</div><g

border=

To track

Add the

To collect unsubscribes

Import links from email

Paste here your html or plain text email to convert your links to tracking ones.

If you want to track links from both html and plain text parts just repeat the operation.

The links in your email were converted and replaced. Copy your email back.

Even whitelisted senders have recently started having troubles with delivering their messages to Yahoo email addresses. Despite correctly setup sender authentication records emails were moved to the spam folder on Yahoo. Why?

Click on the link below to find out the answer:

<http://www.glockeasymail.com/r.php?c/e/%%Email%%>

Here's to your success!

Julia Gulevich
G-Lock Software
julia@glocksoft.com

Undo

Cut

Copy

Paste

Delete

Select All

Highlight Keyword...

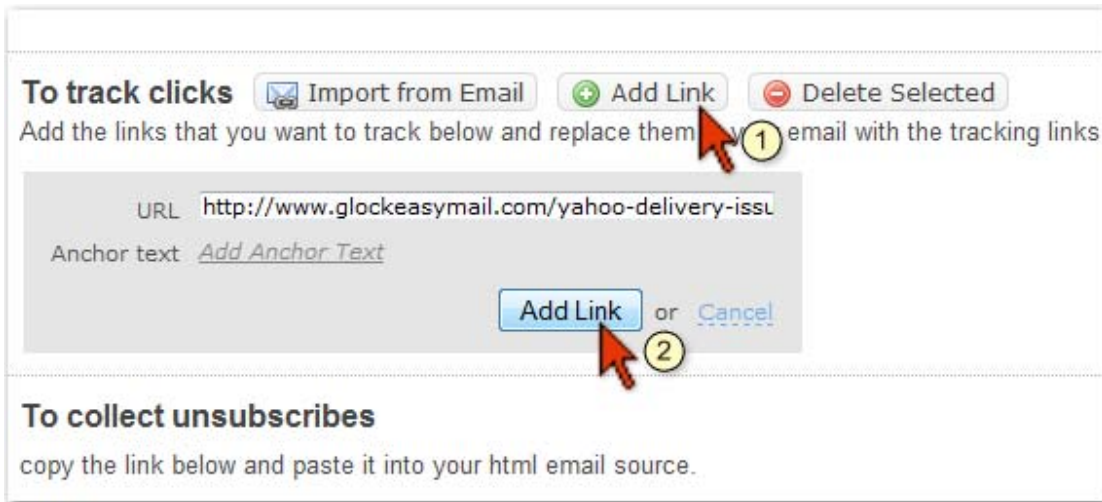
Show Keyword Density...

Cancel

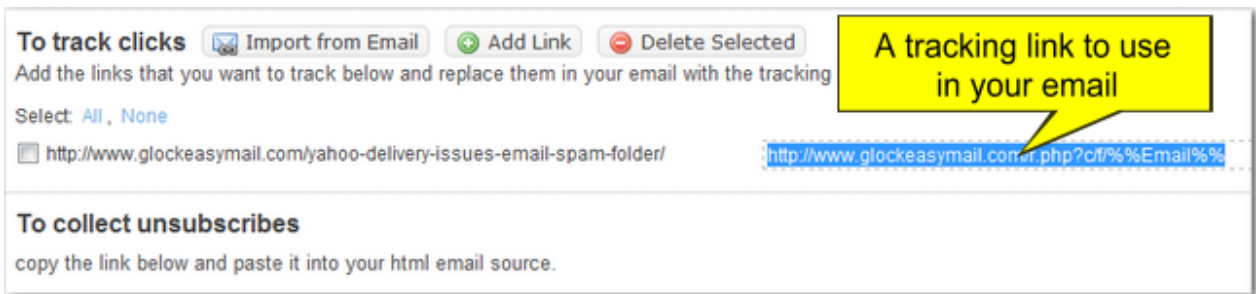
2) Adding Links Manually

If your message contains a few links, or if you want to track only specific links in your message, use the “Add Link” button to convert the links manually.

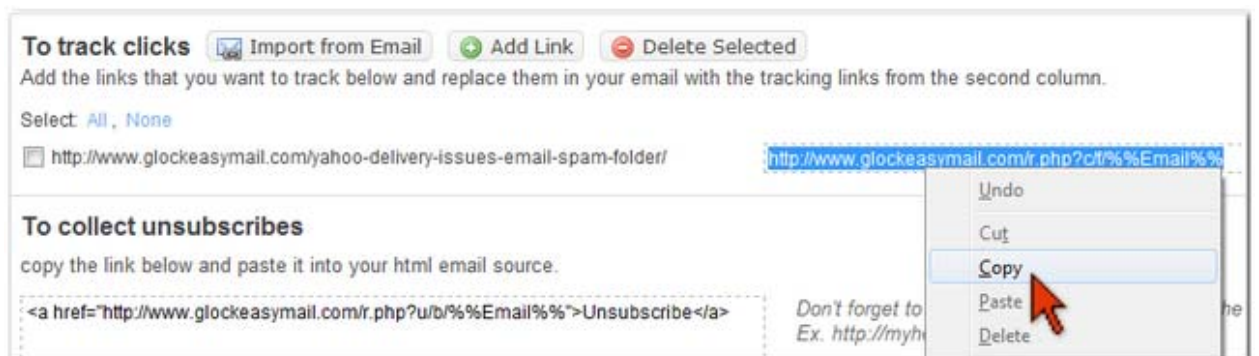
Type an URL including http:// and anchor text (optional) and click on “Add Link”.



The tracking link will be displayed at the right side.



Copy the tracking link.

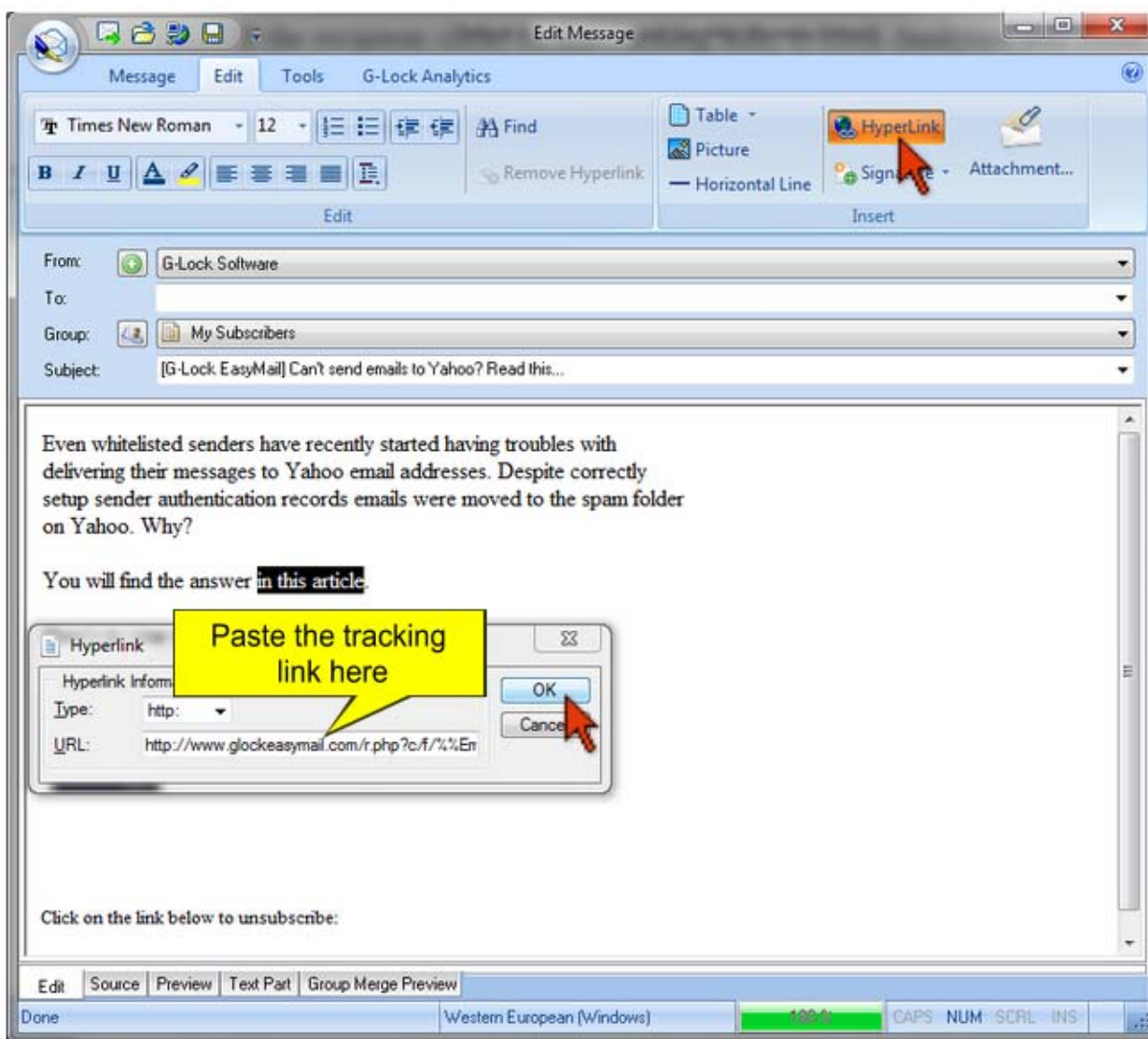


Open the message in your email sending program

Put the mouse at the place where you want to insert the link. Or, highlight the anchor text that you would like to hyperlink.

Click on **Insert Link** button and paste the tracking link you copied from G-Lock Analytics.

If the recipient clicks on the tracking link, G-Lock Analytics will count a click.



Tip: If you want to attach a tracking link to an image and track the image clicks, add a tracking link for the image to G-Lock Analytics, insert the image into the message, then select the image, click on “**Insert Link**” and paste your tracking link for the image. When a recipient clicks on the image, G-Lock Analytics will count an image click.

Important! To track the email addresses of the recipients who clicked on the link, you **MUST** merge the Email field into the tracking link. To do this, make sure you checked the “**Use merge tag**” option on the “**Add/Edit Campaign**” screen and typed the field name in the format that the Merge feature in your email program supports.

The tracking link with the merged field will look like below:

<https://www.glocksoft.com/r.php?c/kw4/%%Email%%>

where %%Email%% is the field name that stores the recipients’ email addresses in your address book.

How to Track Opens: Inserting Tracking Image into Email

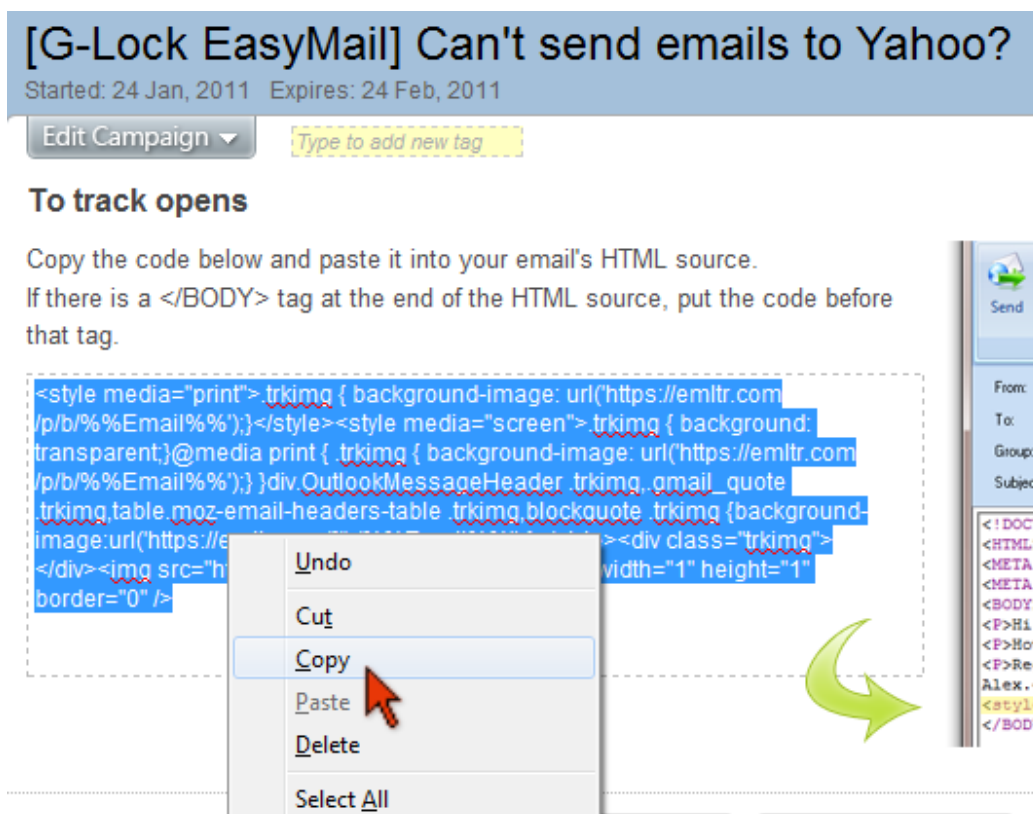
Opens are tracked by a small transparent image that you insert into the email source. When a recipient opens the email, the image code works and G-Lock Analytics counts an open.

That’s why opens can be tracked for HTML emails only. If the recipient reads the email with images blocked, or on a mobile device in the plain text format, the open is not counted.

G-Lock Analytics automatically generates a tracking image code for you. All you need to do is copy the code from G-Lock Analytics and paste it into your email source.

Just follow these steps:

1. Copy the open tracking code under “Tracking Code and Links” tab.



2. Go to the HTML source of your email and paste the open tracking code somewhere at the end of the HTML code, for example, before the </BODY> tag.

Important! To track the email addresses of the recipients who opened your email, you **MUST** merge the Email field into the tracking image link. To do this, make sure you checked the “Use merge tag” option on the “Add/Edit Campaign” screen and typed the field name in the format that the Merge feature in your email program supports.

```
<TR>
  <TD>
    <DIV>Even whitelisted senders have recently started having troubles with
    delivering their messages to Yahoo email addresses. Despite correctly
    setup sender authentication records emails were moved to the spam folder
    on Yahoo. Why?</DIV><BR>
    <DIV>You will find the answer <A href="http://www.glockeasymail.com/r.php?c/f/%%Email%%".
    article</A>.</DIV><BR>
    <DIV>Here's to your success!</DIV>
    <DIV></DIV>
    <TABLE style="BORDER-COLLAPSE: collapse" border="0">
      <TBODY>
        <TR>
          <TD style="width: 50px; height: 50px; vertical-align: middle; text-align: center;">
            
          <TD style="padding-left: 10px; vertical-align: middle;">
            software<BR><A href="mailto:julia@glocksoft.com">julia@glocksoft.com</A>
          </TD>
        </TR>
      </TBODY>
    </TABLE>
    <DIV><FONT size="2">Click on the link below to
    unsubscribe:<BR></FONT></DIV>
    <style media="print">.trking { background-image: url('https://emltr.com/p/b/%%Email%%');}</style>
  </TD>
</TR>
</BODY></HTML>
```













Paste the open tracking code here

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.

How to Track Email Prints and Forwards

You don't need to insert any additional code into your message source to track email prints and forwards. The code you use to track opens already includes the code for tracking prints and forwards.

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.

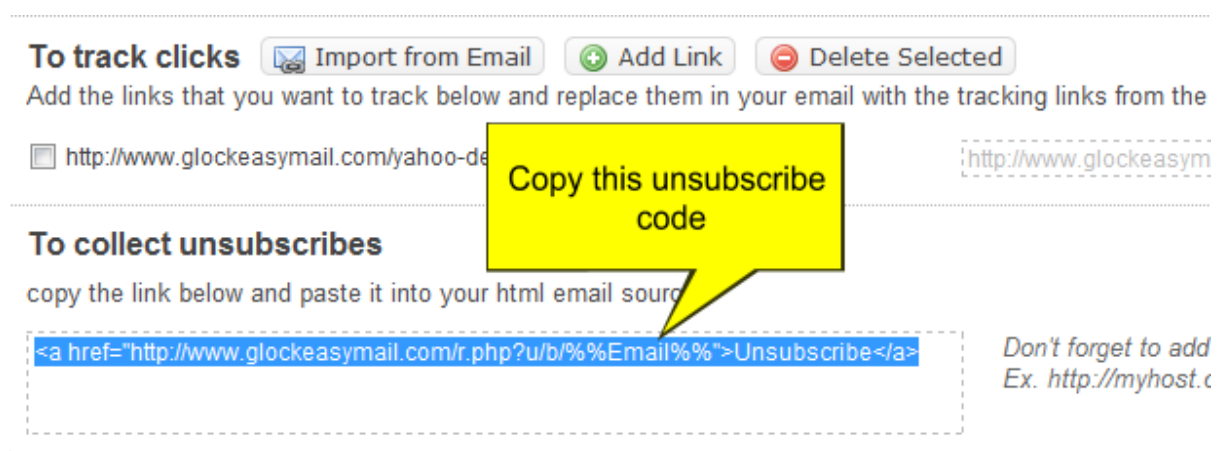
Email Client/Web Mail	Print Tracking	Forward Tracking
Yahoo!Mail		--
AOL Web		--
Gmail		
Hotmail/MSN/Live		
GMX.com (web mail)		
Windows Mail		--
Outlook 2010	--	--
Outlook 2003		--
Mozilla Thunderbird		

Note: 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.

Inserting Unsubscribe Link into Email

Using G-Lock Analytics you can collect unsubscribes from each email campaign. G-Lock Analytics automatically generates an unsubscribe code for you. You just need to copy the unsubscribe code from G-Lock Analytics and paste it into your email source. Just follow these steps:

1. Copy the unsubscribe code under “Tracking Code and Links” tab.



The screenshot shows the G-Lock Analytics interface. At the top, there are three buttons: "Import from Email", "Add Link", and "Delete Selected". Below these buttons, there is a section titled "To track clicks" with the instruction "Add the links that you want to track below and replace them in your email with the tracking links from the". A text input field contains the URL "http://www.glockeasymail.com/yahoo-de" and a "Copy" icon is visible. A yellow speech bubble points to the URL with the text "Copy this unsubscribe code". Below this, there is a section titled "To collect unsubscribes" with the instruction "copy the link below and paste it into your html email source". A text input field contains the HTML code: `Unsubscribe`. To the right of this field, there is a note: "Don't forget to add Ex. http://myhost.c".

2. Go to the HTML source of your email and paste the unsubscribe code at the place where you want the Unsubscribe link to show.

When the recipients open your email, they will see the Unsubscribe link. If they want to unsubscribe, they will click on “Unsubscribe”.

Merging Custom Field into Tracking Link

In some cases email senders need to embed a custom field other than Email, 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 tracking link and paste it into your email message instead of the original link. Example:

<https://www.glocksoft.com/r.php?c/kw4/%%Email%%>

This link must already contain the merged Email field in order G-Lock Analytics can record unique clicks. (**Note:** to merge the Email field into the tracking links, be sure to check the “Use Merge Tag” option when you add the campaign and type the field name in the appropriate format supported by the Merge feature in your email sending program).

To merge another custom field into the tracking link, add the & character after the “Email” field and type your custom field in the right format, for example:

<https://www.glocksoft.com/r.php?c/kw4/%%Email%%&userid=%%ID%%>

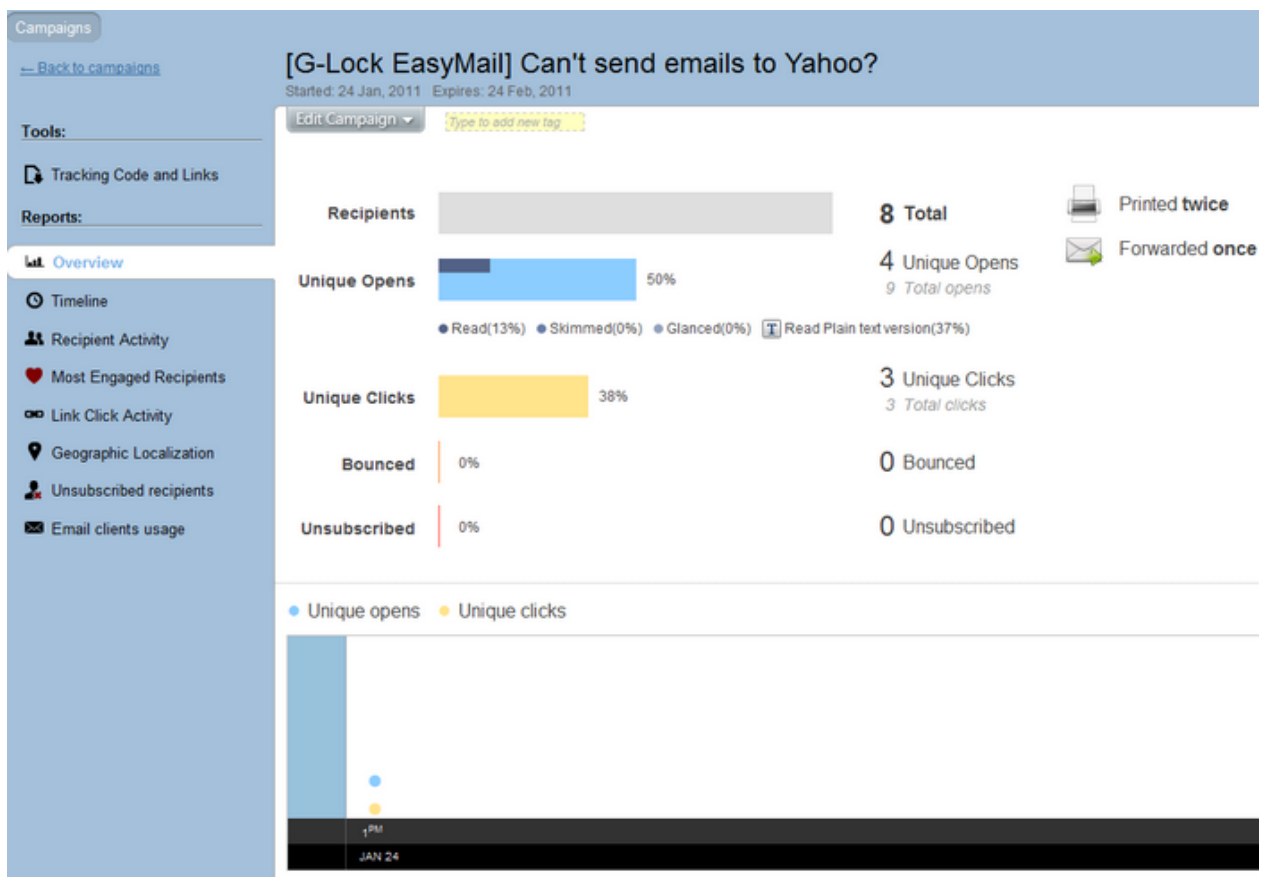
Note that you need to paste the tracking link and merge your custom field into the link in both HTML source and plain text part of the message.

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.



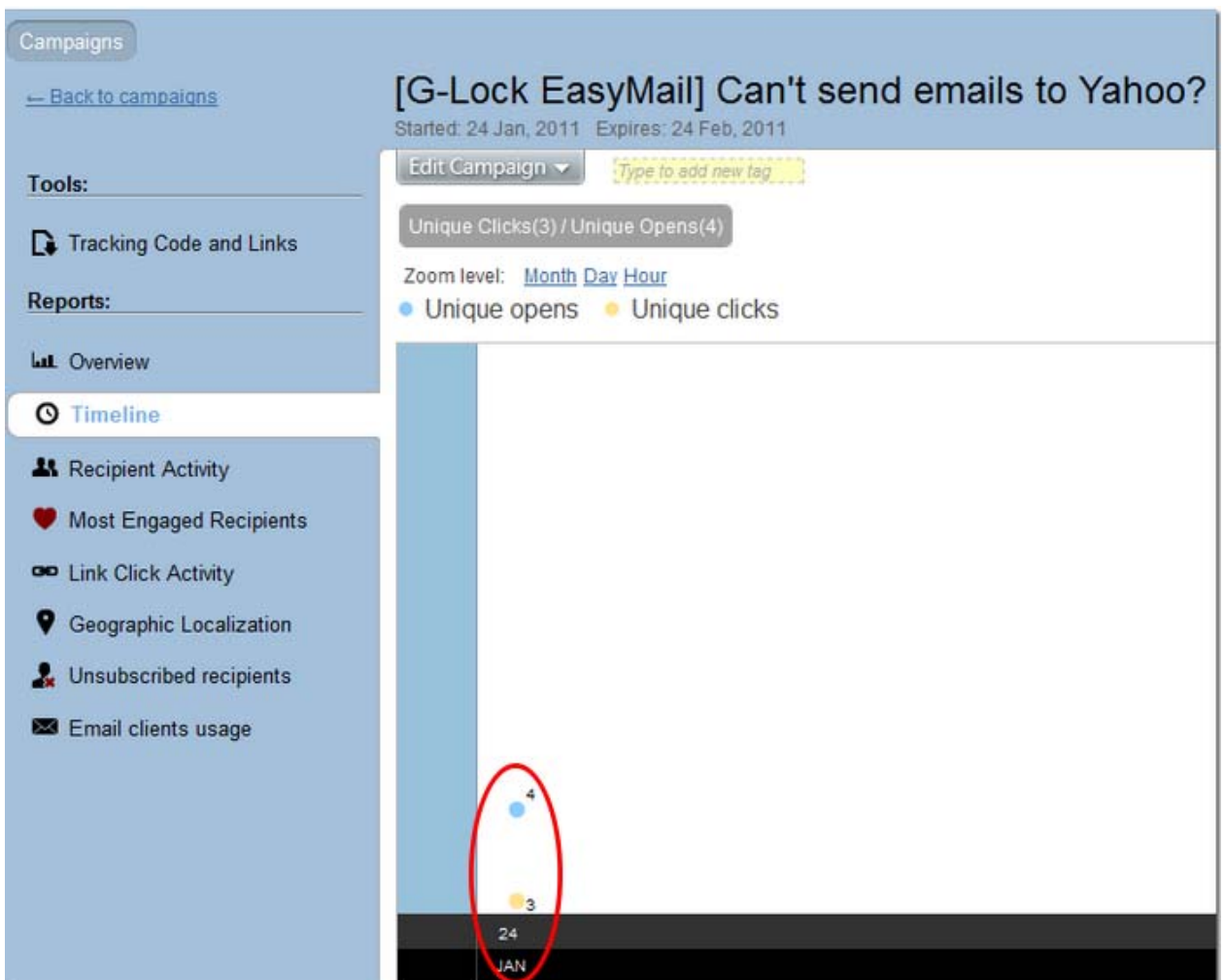
Here you can see:

- 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

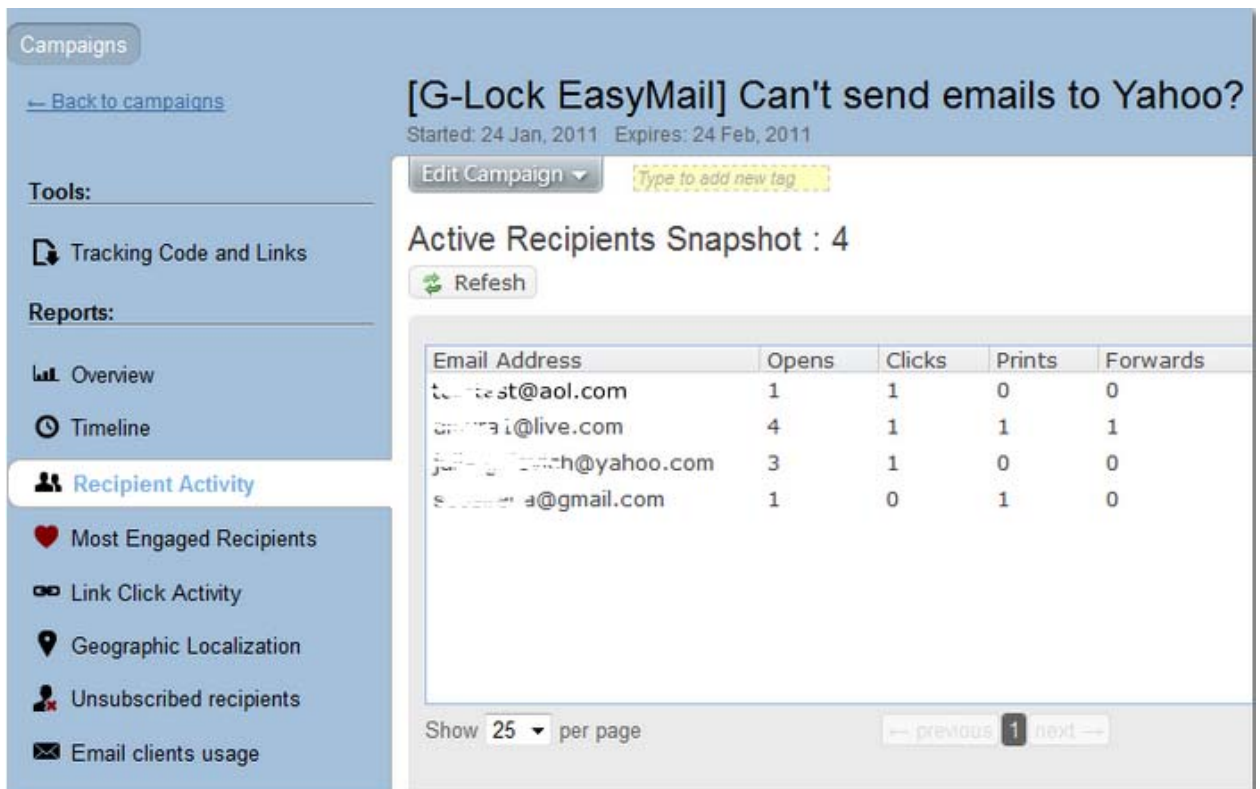
The “Timeline” report will show you the campaign statistics for a certain period of time. You can define the time period yourself: month, day, or hour.



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.



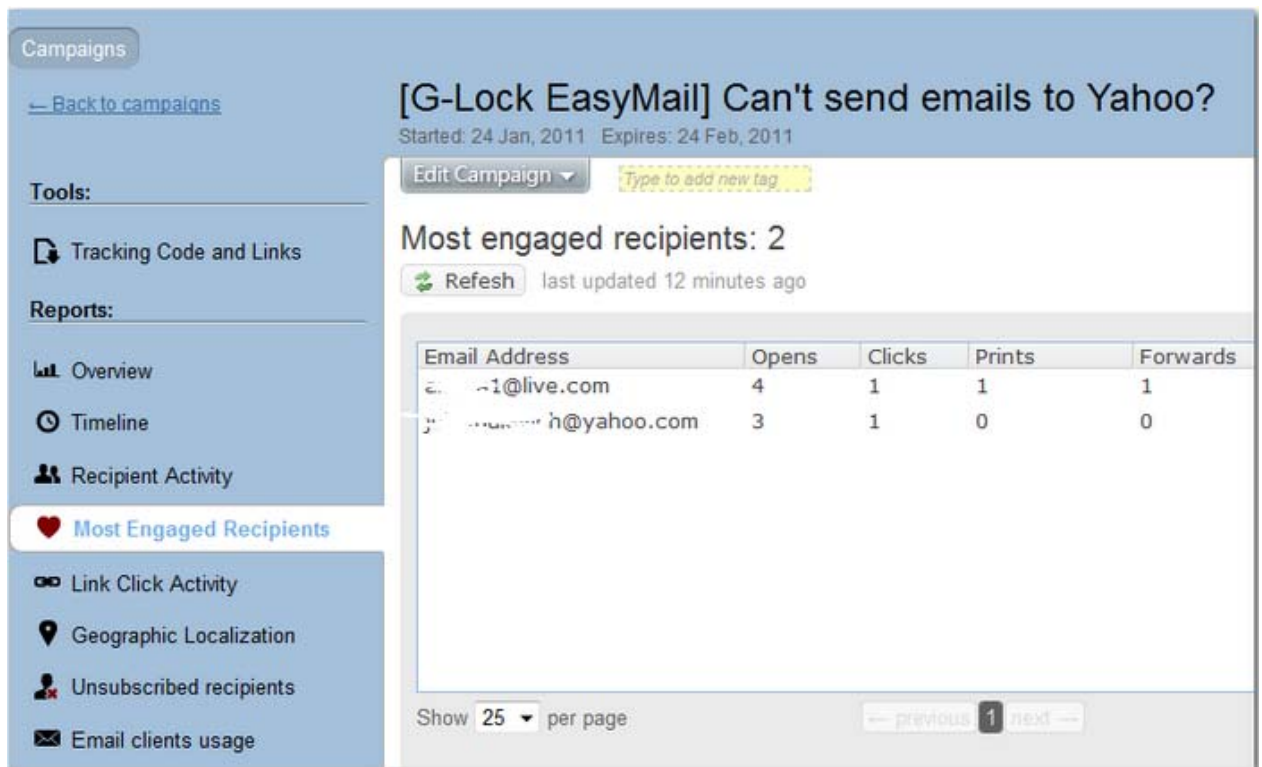
The screenshot displays the G-Lock EasyMail analytics interface. On the left is a navigation sidebar with sections for 'Campaigns', 'Tools', and 'Reports'. The 'Reports' section is expanded to show 'Recipient Activity' as the selected report. The main content area shows the campaign title '[G-Lock EasyMail] Can't send emails to Yahoo?' with start and end dates of 24 Jan, 2011 and 24 Feb, 2011. Below this, there is an 'Active Recipients Snapshot : 4' with a 'Refresh' button. A table lists the activity for four recipients, including opens, clicks, prints, and forwards. At the bottom, there is a pagination control showing 'Show 25 per page' and 'previous 1 next'.

Email Address	Opens	Clicks	Prints	Forwards
test@aol.com	1	1	0	0
anna@live.com	4	1	1	1
john@hutch@yahoo.com	3	1	0	0
stevie@gmail.com	1	0	1	0

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.



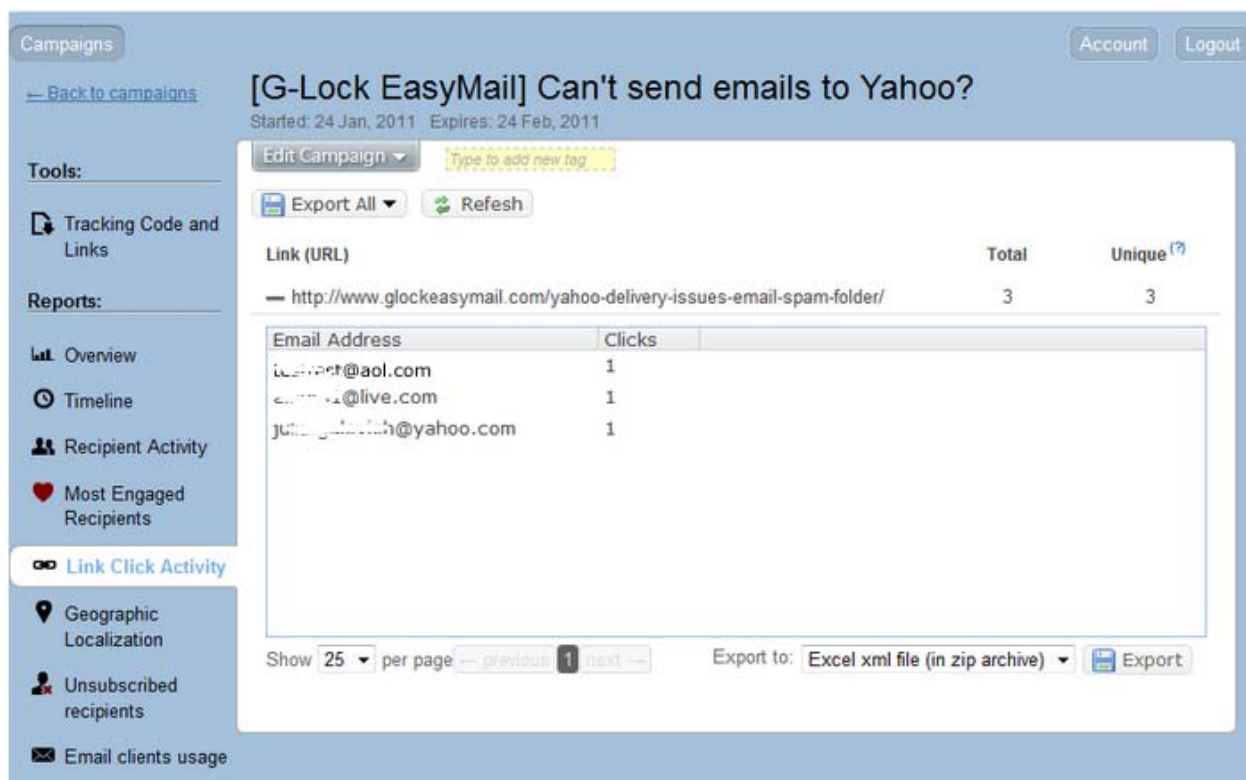
The screenshot displays a dashboard for an email campaign. On the left is a navigation menu with options like 'Overview', 'Timeline', 'Recipient Activity', and 'Most Engaged Recipients' (which is highlighted). The main content area shows the campaign title, start and end dates, and a table of the most engaged recipients. The table has columns for Email Address, Opens, Clicks, Prints, and Forwards. Two recipients are listed: one with 4 opens and 1 click, and another with 3 opens and 1 click. Below the table, there is a pagination control showing '1' of 1 page.

Email Address	Opens	Clicks	Prints	Forwards
...-1@live.com	4	1	1	1
...h@yahoo.com	3	1	0	0

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.



The screenshot shows the 'Link Click Activity' report for a campaign titled '[G-Lock EasyMail] Can't send emails to Yahoo?'. The campaign started on 24 Jan, 2011 and expires on 24 Feb, 2011. The report displays a table of link clicks for the URL 'http://www.glockeasymail.com/yahoo-delivery-issues-email-spam-folder/'. The table shows 3 total clicks, all unique, from three different email addresses: lucasnet@aol.com, eungho@live.com, and julia.gillich@yahoo.com.

Link (URL)	Total	Unique (?)
http://www.glockeasymail.com/yahoo-delivery-issues-email-spam-folder/	3	3

Email Address	Clicks
lucasnet@aol.com	1
eungho@live.com	1
julia.gillich@yahoo.com	1

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.

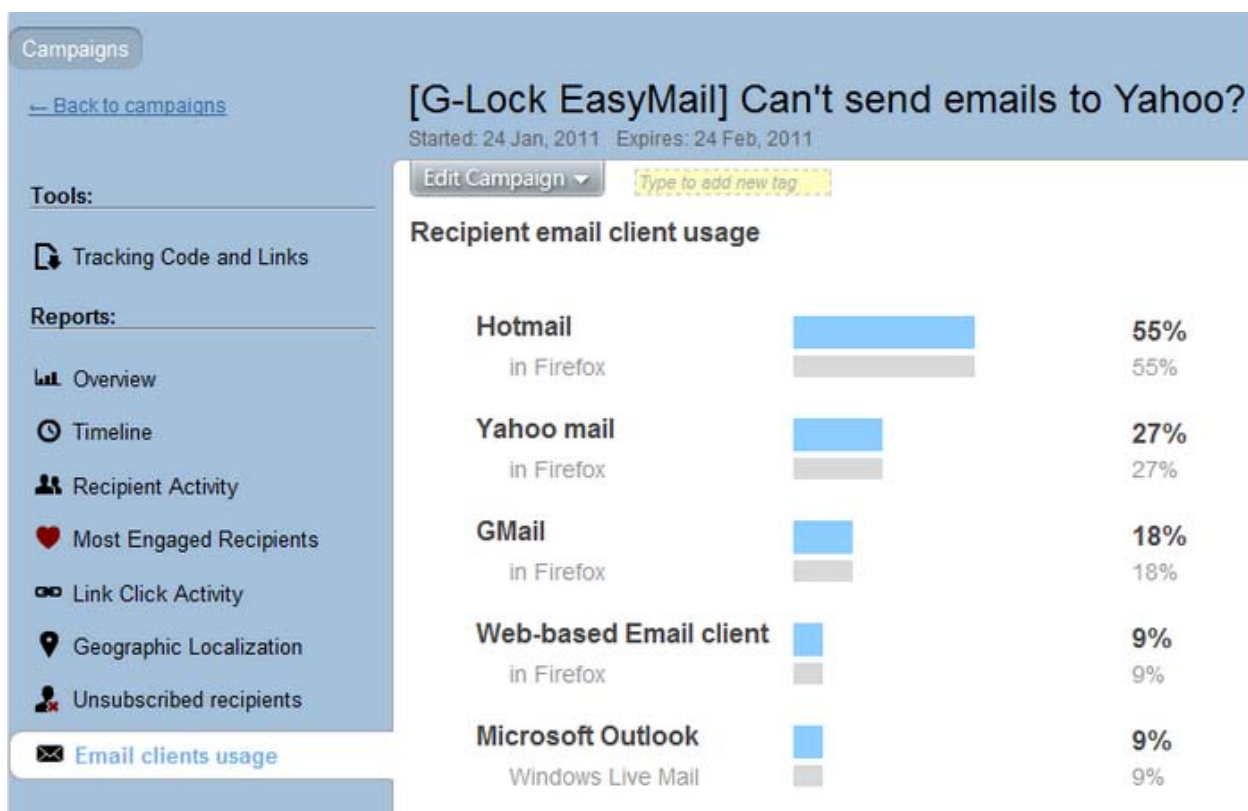
Under the map there is a list of countries and the number of email opens from each country.

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 Analytics email tracking service. 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 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