

## Tracking E-mail Campaigns with G-Lock Analytics

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For users of G-Lock EasyMail v6.6 or higher

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## Introduction

**Warning!** G-Lock Analytics interface is compatible with Firefox 2 and 3, Safari and Opera browsers. But it's not compatible with the Internet Explorer 6 and 7. Please, don't use IE 6 or 7 to open G-Lock Analytics.

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

When you are creating your e-mail message, you simply replace your links with our "track" links, and place a small image in your email (for HTML emails only). This is a transparent image that is placed within the e-mail. When a recipient opens the email, the image is loaded and G-Lock Analytics records an open.

With these types of 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 open rate (for HTML emails)
- Track click through rate (for HTML and text emails)
- Track click-throughs using your own domain
- Measure the subscribers' interest in your email content and offer by recording repeated opens and clicks (ROE Opens, ROE Clicks)
- Collect unsubscribes
- Get real time reports about your e-mail campaign performance
- Export email tracking reports to a file

The simplest and easiest way to send email messages with tracking links is by the use of [G-Lock EasyMail](#).

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;
- you don't need to insert a tracking image HTML code into your email. G-Lock EasyMail will insert it automatically;
- you don't need to convert your regular links into tracking links. G-Lock EasyMail will convert them automatically during the sending process;
- you don't need to merge the Email field into the tracking link to collect the email addresses of the recipients who opened your email and clicked on the links. G-Lock EasyMail will merge the Email field automatically;
- you don't need to enter the number of recipients in the group when creating a campaign. G-Lock EasyMail will automatically report them 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, who clicked on the links in the 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 metrics;

## Creating User Account on G-Lock Analytics

At first, you need to setup 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. Click on “**Create It**” under the login form
3. Fill in the form
4. Click **Signup**

A confirmation email with the account activation link will be sent at your email address. Click on the link in the confirmation message to activate your account on G-Lock Analytics.

**Important!** A free account has this **limitation**:

- After 200 points are used, tracking links inside the email stop working.

If you like the service and want to continue using it without limitations, you must change your free plan to any from our paid plans that suits your needs best. You can change or cancel your plan at any time.

G-Lock Analytics works on a point-based algorithm. Every time a recipient opens your email or clicks on a tracking link in your email,

one point is deducted from your user account. We have one-time and flexible monthly point payment plans. Read more about our [Payment Plans](#) and choose the plan that suits your marketing needs best.

## Downloading Redirect Script

After you login to your account, you will be asked to download a redirect script and upload it to your website. Uploading a redirect script to your website is not required but highly recommended.

Placing a redirect script onto your website will allow you keep your brand in front of your recipients and not confuse them with a generic click tracking link such as *<http://www.safeclickpro.com/r.php>*. 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](#).

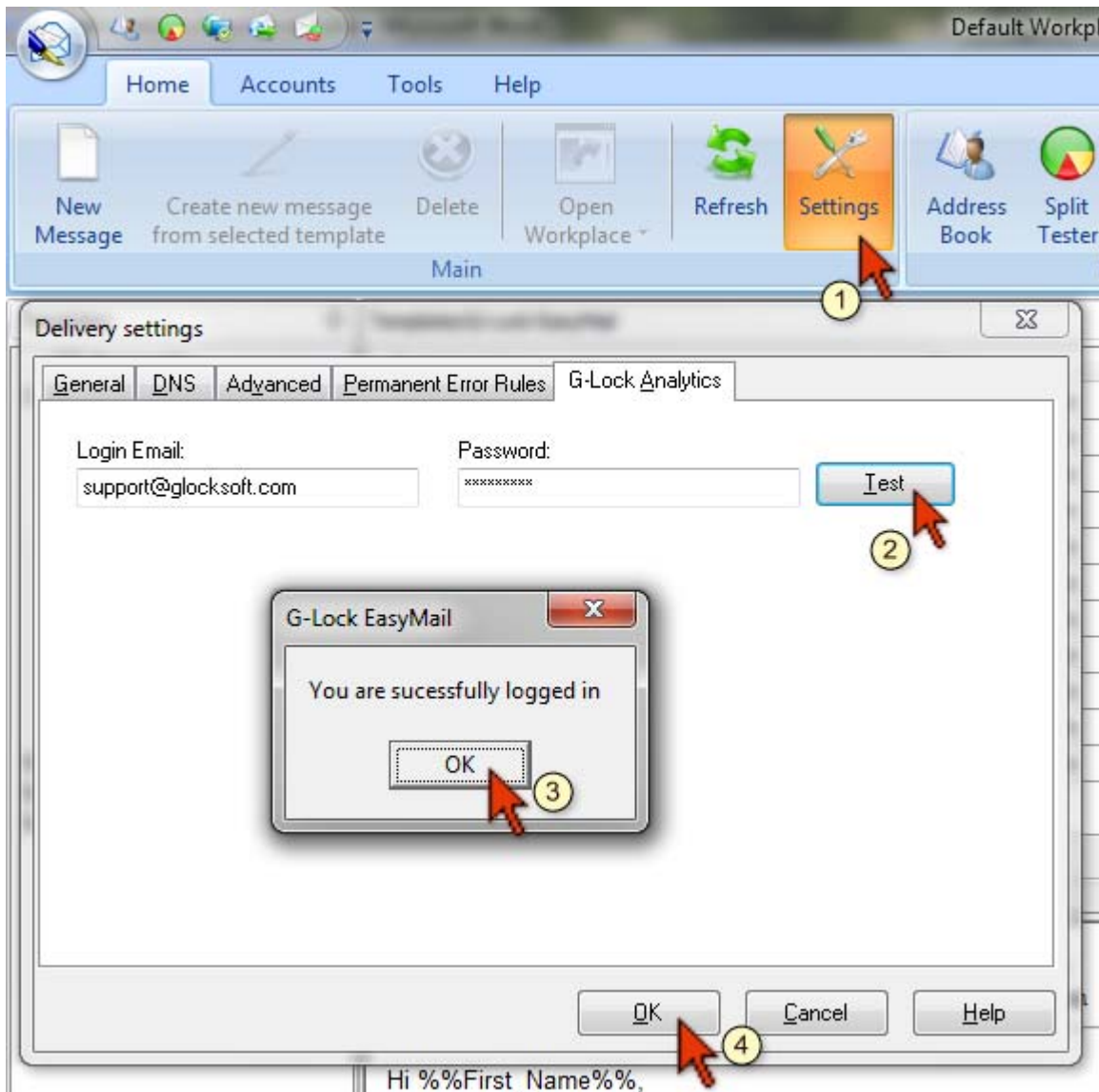
Upload the redirect script to your website. Example:

*<http://www.yourdomain.com/r.php>*

## Adding Email Campaign from G-Lock EasyMail

Before you add a campaign, you need to connect to your account from G-Lock EasyMail to be able to track the emails and collect email metrics. To connect to your G-Lock Analytics account:

1. Open G-Lock EasyMail v6.6
2. Click **Home** -> **Settings** -> **G-Lock Analytics**
3. Enter your login email and password
4. Click Test and click OK



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

To add an email campaign:

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

**Active**                      Check this box to enable campaign tracking

**Campaign Name:**      Any name for your campaign (you can enter the subject of your email, for example)

**Start Date:**              The date when G-Lock Analytics starts collecting email metrics for the campaign (by default the current date is inserted)

**End Date:**                The date when G-Lock Analytics stops collecting tracking metrics for the campaign, and the campaign becomes inactive (points are not deducted from your account when the campaign is inactive). Despite this, the links in your message continue working, and the recipients can still follow them. But those opens and clicks will not be counted.

By default the end date is set to one month forward from the current date. It's recommended

that you set the end date approximately 2 weeks later than the start date because the peak of user activity usually falls to two first weeks after the email sending date. For example, if your start date is 03/11/2010, you can set the end date to 03/25/2010.

Number of Recipients:

Enter the number of recipients in your group.

Number of Bounced:

Leave this field empty when adding a campaign. After the emails are sent you can collect bounced emails with the Bounced Manager module in G-Lock EasyMail and [report the number of bounces to G-Lock Analytics](#). The email tracking metrics will be calculated with regard for bounces and you will get more accurate results.

Use Redirect Script:

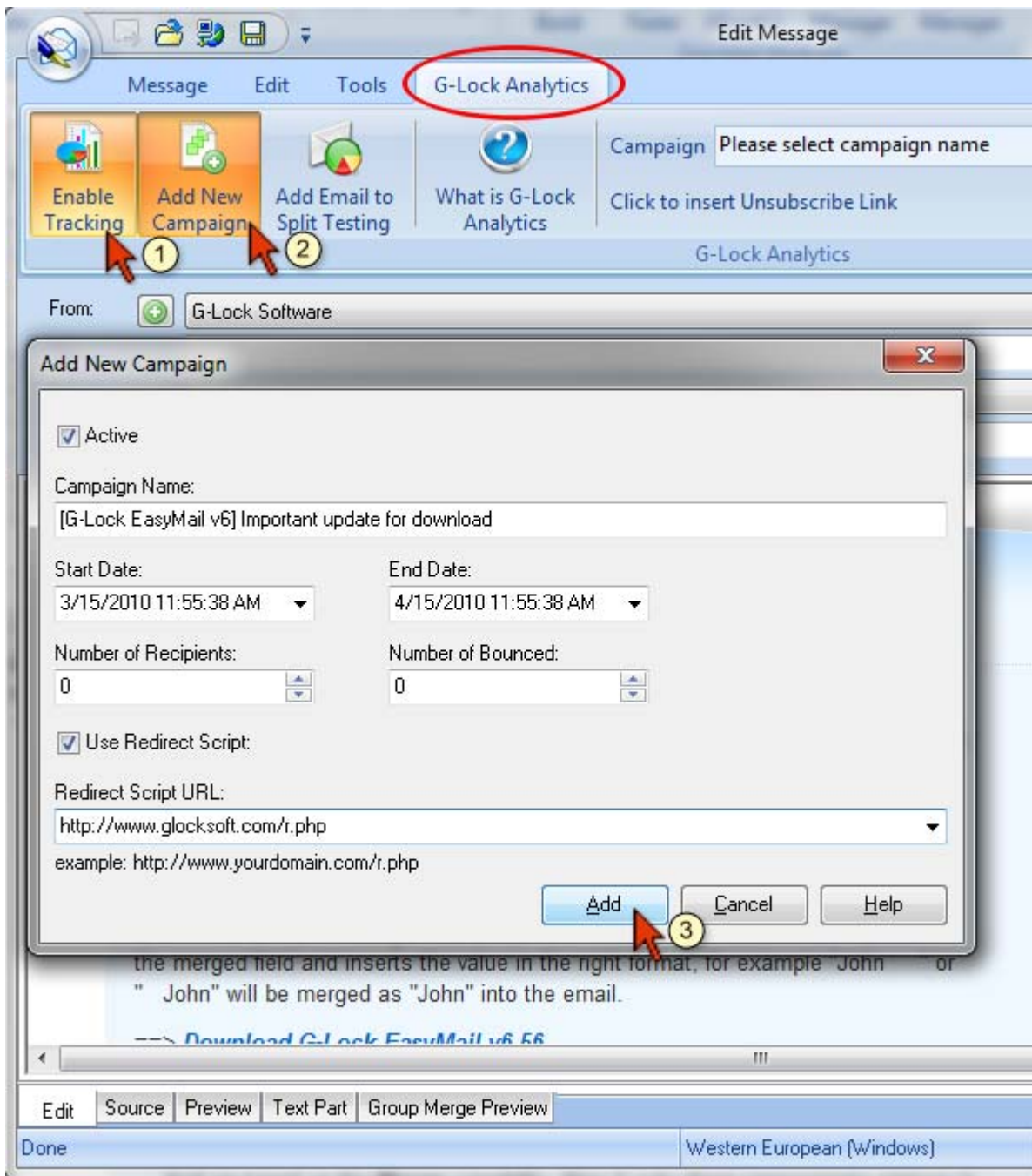
Check this box if you uploaded a redirect script to your website

Redirect Script URL:

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 G-Lock Analytics account and will be shown in the Campaign field.



**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).

## Tracking Opens and Clicks

### Tracking Opens

Opens are tracked by a small transparent image inserted into the HTML 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.

If you use G-Lock EasyMail, you don't need to insert the tracking image code into your email manually. G-Lock EasyMail does this automatically.

### Tracking Clicks

After you added a campaign, you don't need to manually replace your regular links with tracking links. Just click **Send** to send the message. During the sending process, G-Lock EasyMail will add your links to G-Lock Analytics and replace them with tracking links automatically.

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:** As G-Lock EasyMail will replace all links into tracking links except two cases mentioned above, 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 is then used to identify the recipient on their server to access certain content.

Here we describe how you can merge a custom field into the tracking link and make G-Lock Analytics pass that field to your account once a recipient clicks on the link in the email.

Just 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.

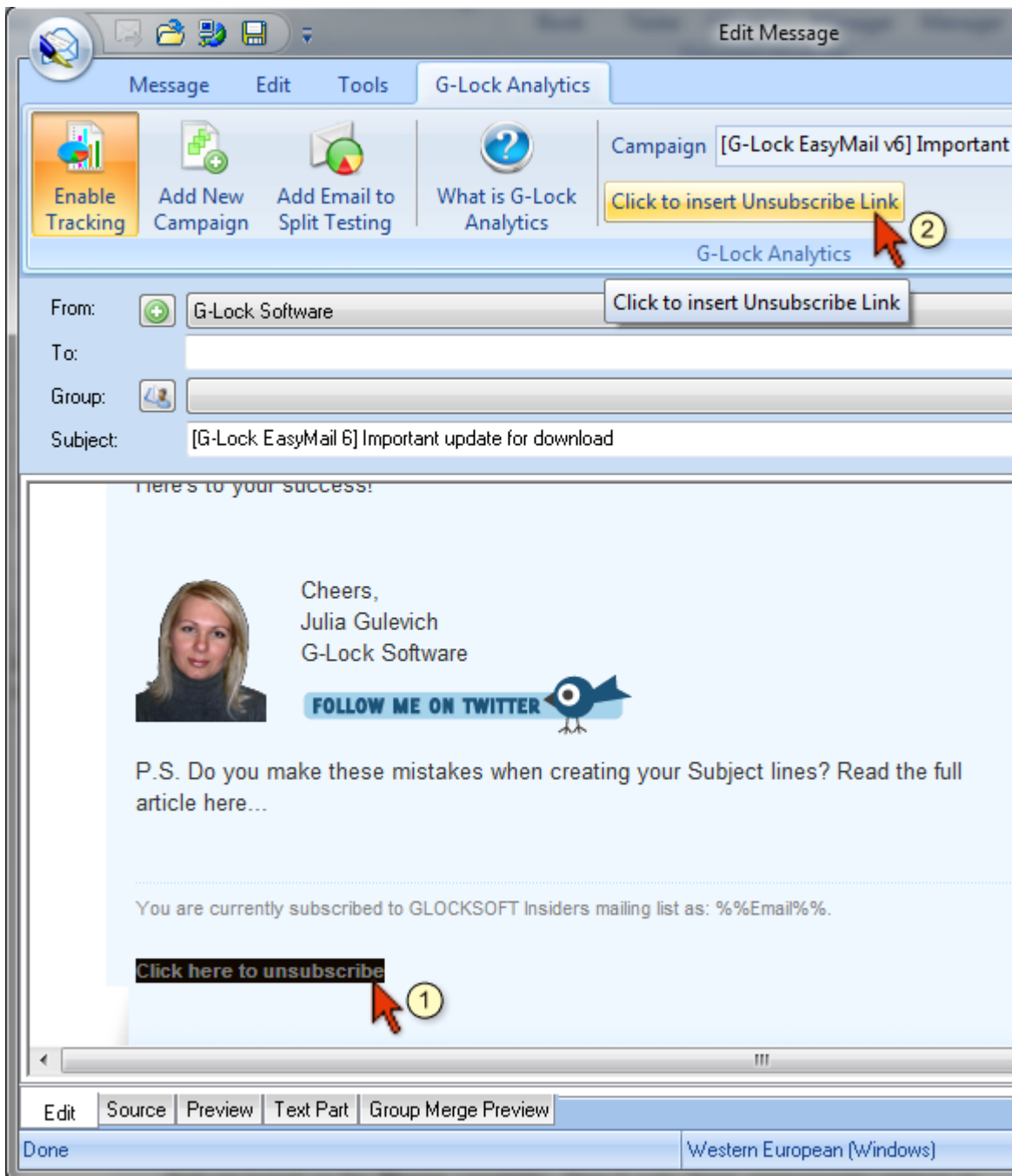
### Adding Unsubscribe Link

To collect people who unsubscribed from your mailings, you can 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**”.

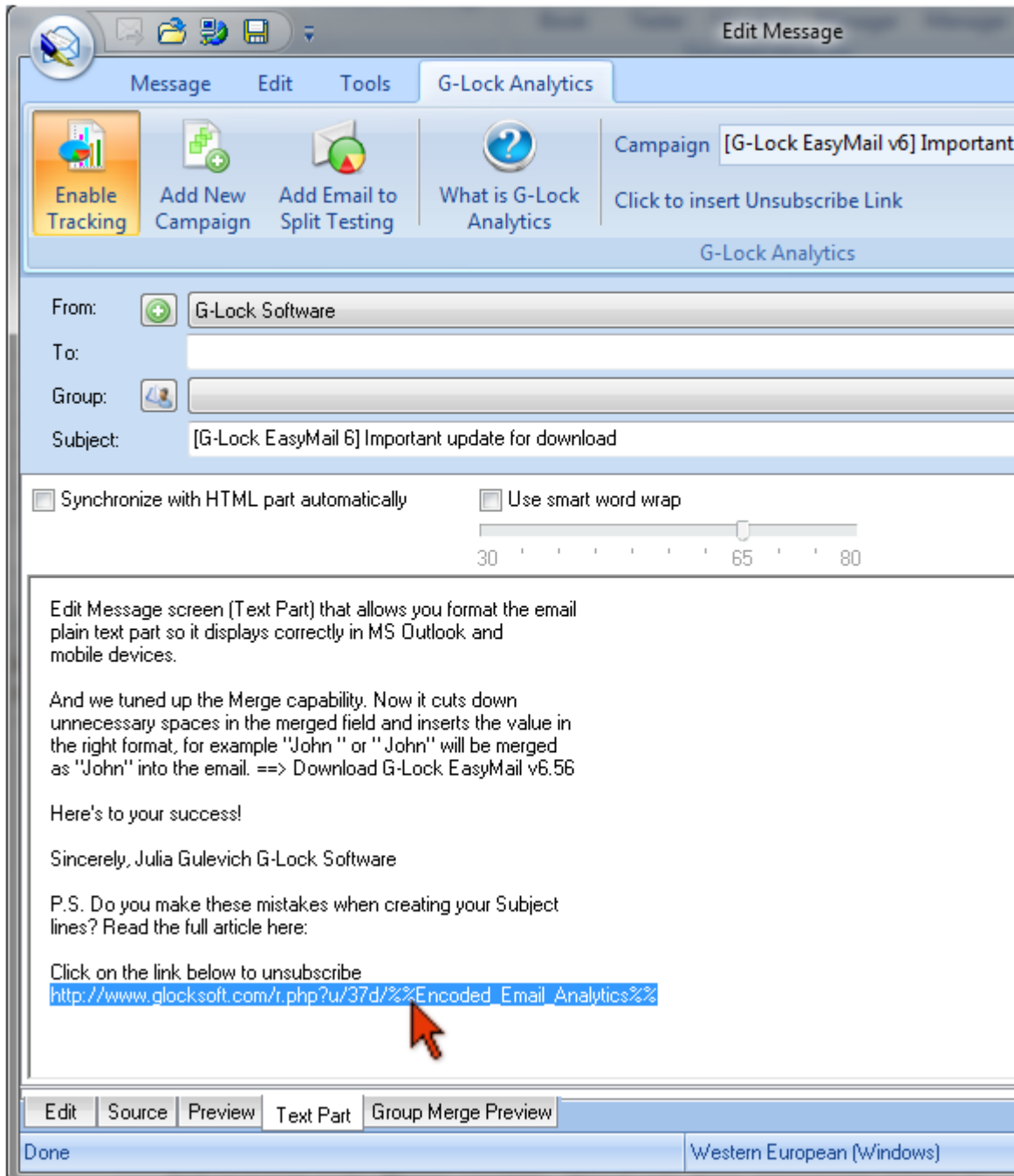


If you don't have any anchor text, just put the mouse at the place where you want to add the unsubscribe link and click on the **“Click to insert Unsubscribe Link”**. The link will be inserted using “Unsubscribe” as the anchor text.

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



## 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 view the statistics to ensure the email opens and clicks are calculated.

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.

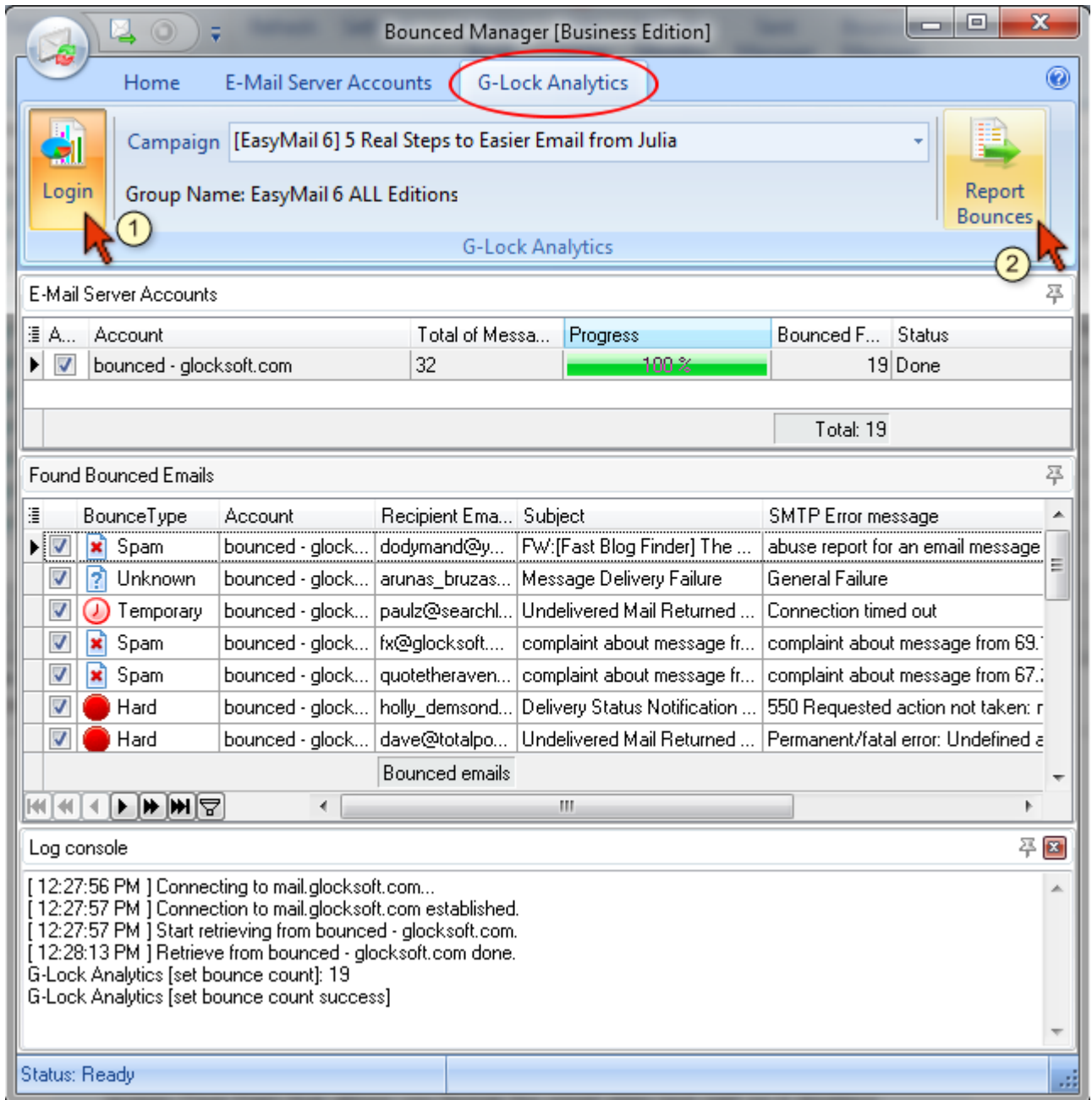
## Reporting Bounced Emails to G-Lock Analytics

You can use the Bounced Manager module to collect bounced emails after your email campaign is complete. After bounced emails are collected, you can let G-Lock EasyMail 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, Clicks 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, clicked on the link 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**, **Who Clicked** 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 see the email tracking reports.

### **Snapshot**

Login to your account and click on the campaign name. You'll be taken to the campaign snapshot where you'll see the total of recipients, unique opens (%), unique clicks (%), and bounced (%).

There is also a graph chart where you can see unique clicks/unique opens, clicks/unique clicks, and opens/unique opens.

## Over Time Activity

Under “Over Time Activity” you can view the campaign statistics for a certain period of time. You can define the time period yourself.

The graph charts will show you Unique Clicks/Unique opens, Unique Clicks/Clicks, and unique Opens/Opens for the selected time interval.

Move the bar below the chart to view the statistics by days. Or, you can click on the Play button to move the chart automatically.

## Recipient Activity

Under “Recipient Activity” you can see the email addresses of the recipients who opened your email and who clicked on the links within the email.

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

## 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 4 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 4 times or more.

## **Link Click Activity**

By clicking on “Link Click Activity” you can view 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 are two tabs: Opened and Clicked.

Click on “Opened” to view a list of countries from which your email got opens. And under the “Clicked” tab you can view the countries from which the link was clicked.

## **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.

## **How Email Tracking Metrics are Calculated**

Here we'll explain how G-Lock Analytics calculates some of email tracking metrics and give a few tips on how you can improve the statistics.

## Open Rate (%)

To calculate the open rate, the number of unique opens is divided by the number of emails sent. The result is multiplied by 100%.

Example:

I sent the email to 4 people. I got 3 unique opens. My open rate is:

$$3/4 = 0.75$$

$$0.75 \times 100\% = 75\%$$

How you can improve the open rate:

- Re-phrase subject line to grab the recipients' attention and entice them to open your emails;
- Send your messages on a different day, or at a different time of the day;
- Change your "From" field. Instead of using your email address, consider using your name or your company's name in order the recipients could easily recognize the sender.

You can read this article for more [tips on how you can improve your email open rate](#)

**Note:** I'd like to share one more secret with you. The opens are tracked using a small transparent image in the email code. But 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.

### Click-Through Rate (%)

To calculate the click-through rate, the number of unique clicks is divided by the number of emails sent. The result is multiplied by 100%.

Example:

I sent the email to 4 people. I got 3 unique clicks. My click-through rate is:

$$3/4 = 0.75$$

$$0.75 \times 100\% = 75\%$$

How you can improve the click-through rate:

- Change the location of the links in your message (place them higher, lower, left, right, centered);
- Change the anchor text of your links to drive people to click on them;
- In HTML messages, try different text sizes and colors for your links.

### Click-to-Open Rate (%)

Click-to-Open Rate (CTOR) is the ratio of unique clicks as a percentage of unique opens. The CTOR measures how effective your email message

was in motivating recipients who opened it, to then click a link. In other words, the click-to-open rate expresses the measure of click-through rates as a percentage of messages opened, instead of messages delivered.

To calculate the click-to-open rate, the number of unique clicks is divided by the number of unique opens. The result is multiplied by 100%.

Example:

I sent the email to 4 people. I got 3 unique clicks and 3 unique opens. My click-to-open rate is:

$$3/3 = 1$$

$$1 \times 100\% = 100\%$$

## ROE Opens

ROE Opens (rate of engagement (opens)) is the ratio of unique opens to the total number of opens. ROE Opens measures how engaging your email is and how your recipients value the content of the letter. The ratio is based on repeated opens that show the fact of opening the email by the recipient more than one time, or forwarding it to others.

To calculate ROE Opens, the total number of opens is divided by the number of unique opens. The greater ROE Opens, the bigger interest of the recipients in your email.

## ROE Clicks

ROE Clicks (rate of engagement (clicks)) is the ratio of unique clicks to the total number of clicks. ROE Clicks measures how engaging your offer is and how your recipients value it. The ratio is based on repeated clicks that show the fact of clicking the link inside the email by the recipient more than one time or the fact of clicking the same link by other people if the email was forwarded to others by the original recipient.

To calculate ROE Clicks, the total number of clicks is divided by the number of unique clicks.

## 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](mailto: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](http://www.glocksoft.com)

[www.glockanalytics.com](http://www.glockanalytics.com)