

## 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.

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
- View the geographical localization of unique opens
- Get real time reports about your e-mail campaign performance
- Export email tracking reports to a file

**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.

## Creating User Account on G-Lock Analytics

At first, 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](#)
2. Click “**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 user account on G-Lock Analytics.

After the account is activated, login with your email address and password.

**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're logged in, 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 to G-Lock Analytics

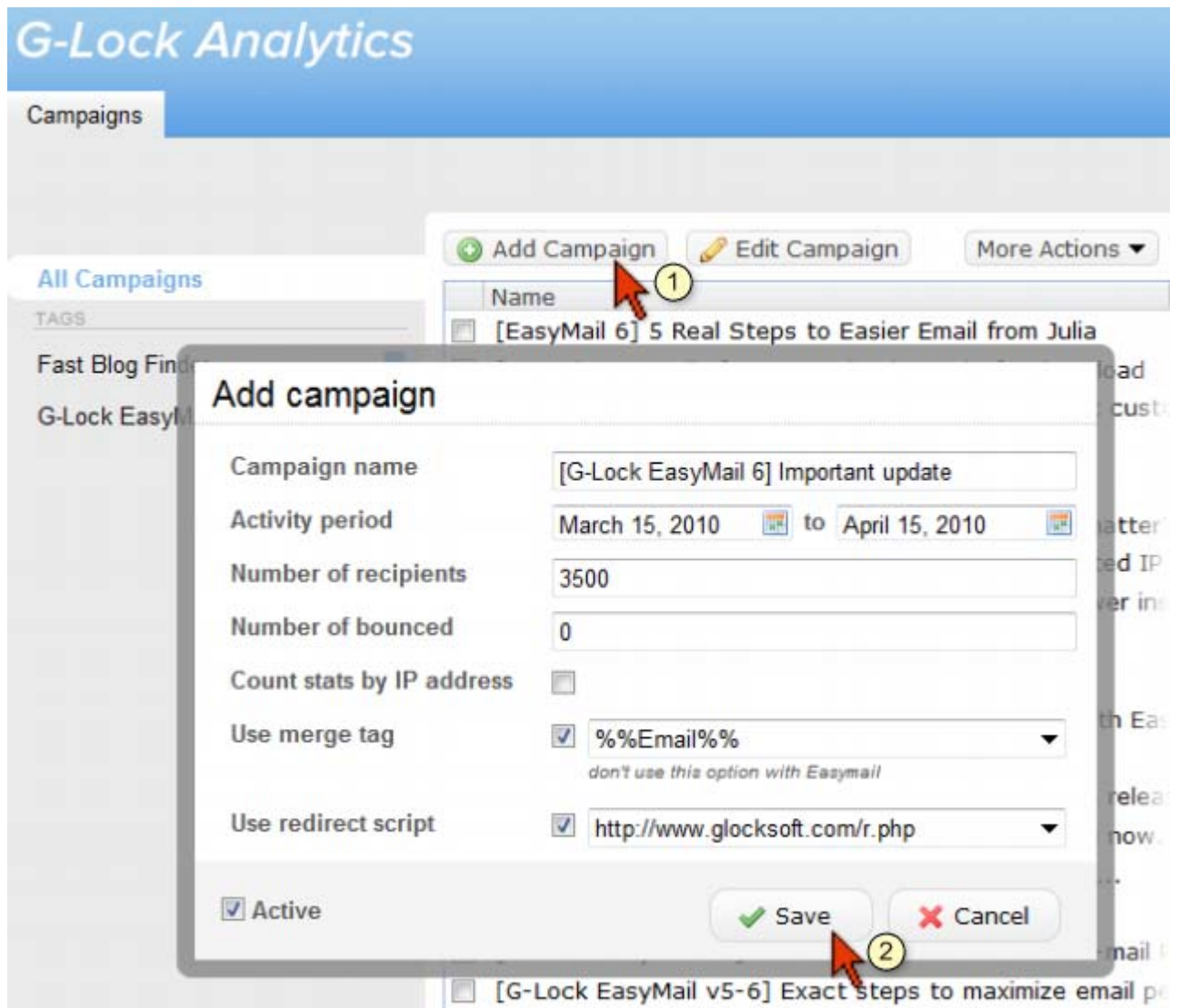
After your account is created, you can add an email campaign to your account.

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)  |
| Activity Period           | The period of time during which the campaign will be active (i.e. G-Lock Analytics will collect email metrics for the campaign)  |
| 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   |
| Count Stats by IP address | Check this box if you want to calculate opens and clicks by the user's IP address. Only one open and one click from the same IP will be counted. If you don't check this box, opens and clicks will be calculated based on the user's email address.   |
| Use merge tag             | If you want to merge a field into the tracking link, for example, Email, check this box and type the 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: If you uploaded a redirect script to your website, check this box and type the URL of the redirect script on your website, for example: <http://www.yourdomain.com/r.php>

Active Check this box to activate campaign tracking. You can deactivate campaign tracking at any time by unchecking this box.



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

## Adding Tracking Links to Campaign

After you click **Save**, you will be redirected to the page where you can add links to your campaign and convert them into the tracking links. There are two ways to add and convert links: 1) by importing links from the email and 2) by adding links manually.

### Importing Links from Email

If you have already created a message with links that you want to track, you can use the “**Import from Email**” option to convert regular links into tracking links.

The screenshot displays the G-Lock EasyMail 6 interface. At the top, the subject line is "[G-Lock EasyMail 6] Important update" with a placeholder "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.

```

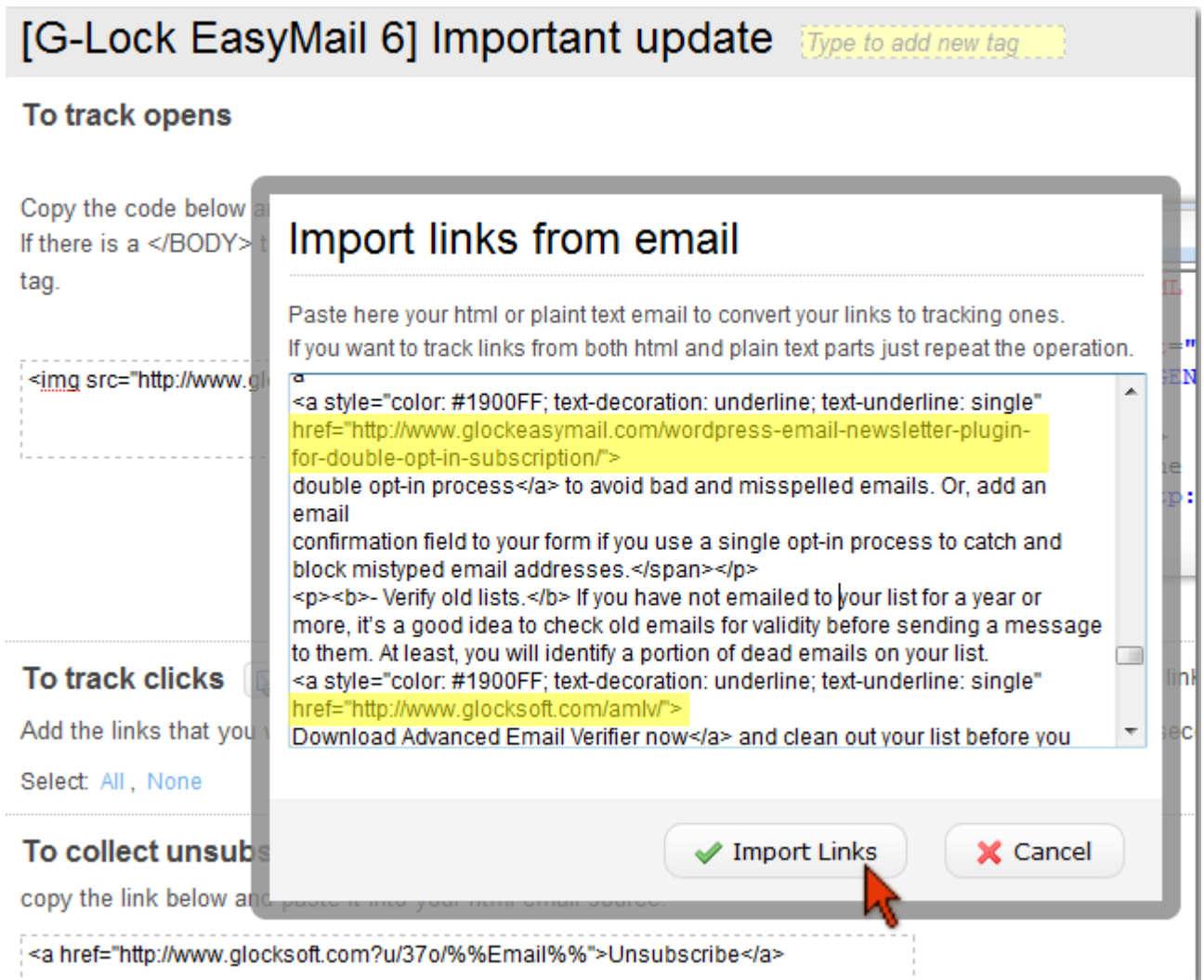
```

A green arrow points from this code to a preview of an email's HTML source code:

```
<!DOCTYPE HTML
<HTML><HEAD>
<META content=
<META name="GEI
<BODY>
<P>Hello,</P>
<P>This is the
Unsubscribe</a>
```

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.

The picture below shows an example of the HTML source with regular links.



The screenshot shows the G-Lock EasyMail 6 interface with a dialog box titled "Import links from email". The dialog box contains the following text:

Paste here your html or plaint 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 dialog box also contains a text area with the following HTML code:

```
<a style="color: #1900FF; text-decoration: underline; text-underline: single" href="http://www.glockeasymail.com/wordpress-email-newsletter-plugin-for-double-opt-in-subscription/">double opt-in process</a> to avoid bad and misspelled emails. Or, add an email confirmation field to your form if you use a single opt-in process to catch and block mistyped email addresses.</span></p><p><b>- Verify old lists.</b> If you have not emailed to your list for a year or more, it's a good idea to check old emails for validity before sending a message to them. At least, you will identify a portion of dead emails on your list.</p><a style="color: #1900FF; text-decoration: underline; text-underline: single" href="http://www.glockssoft.com/amlv/">Download Advanced Email Verifier now</a> and clean out your list before you
```

At the bottom of the dialog box, there are two buttons: "Import Links" (with a green checkmark icon) and "Cancel" (with a red X icon). A red mouse cursor is pointing at the "Import Links" button.

After you click on “**Import Links**”, G-Lock Analytics will add links to your campaign and convert 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 6] Important update

Type to add new tag

### To track opens

Copy the code below and paste it into your email body. If there is a </BODY> tag, paste it before the tag.

```

```

### To track clicks

Add the links that you want to track.

<http://www.glockeasy.com>

<http://www.glockeasy.com>

<http://www.glockssoft.com>

[http://www.glockeasymail.com/wordpress-email-newsletter-plugin-for-double-opt-in-](http://www.glockeasymail.com/wordpress-email-newsletter-plugin-for-double-opt-in/)

<http://www.glockeasymail.com/sender-reputation-easy-ruin-hard-restore/>

## 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.

```
a
<a style="color: #1900FF; text-decoration: underline; text-decoration-color: #1900FF;" href="http://www.glockssoft.com?c/kvz/%%Email%%">
double opt-in process</a> to avoid bad and misspelled emails. Or, add an
email
confirmation field to your form if you use a single opt-in process to catch and
block mistyped email addresses.</span></p>
<p><b>- Verify old lists.</b> If you have not emailed to your list for a year or
more, it's a good idea to check old emails for validity before sending a message
to them. At least, you will identify a portion of dead emails on your list.
<a style="color: #1900FF; text-decoration: underline; text-decoration-color: #1900FF;" href="http://www.glockssoft.com?c/kw0/%%Email%%">
Download Advanced Email Verifier now</a> and clean out your list before you
```

✔ Import Links

✘ Cancel

## Adding Links Manually

Using the “Add Link” button you can add the links manually. G-Lock Analytics will convert them into the tracking links that you will then use in your email message.

Click on the “Add Link” button to add links manually.

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

**To track clicks**     show tracking links

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

Select: [All](#), [None](#)

URL

Anchor text

or [Cancel](#)

**To collect unsubscribes**

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

```
<a href="http://www.glockssoft.com?u/37o/%%Email%%">Unsubscribe</a>
```

The link will be converted into the tracking link. The tracking link will be shown at the right side.

**To track clicks**     show tracking links

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

Select: [All](#), [None](#)

|  |   |
|--|---|
| <input type="checkbox"/> <a href="http://www.glockeasymail.com">http://www.glockeasymail.com</a> | <input checked="" type="checkbox"/> <a href="http://www.glockssoft.com?c/kw4/%%Email%%">http://www.glockssoft.com?c/kw4/%%Email%%</a> |
|--|---|

**To collect unsubscribes**

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

```
<a href="http://www.glockssoft.com?u/37o/%%Email%%">Unsubscribe</a>
```

tracking link

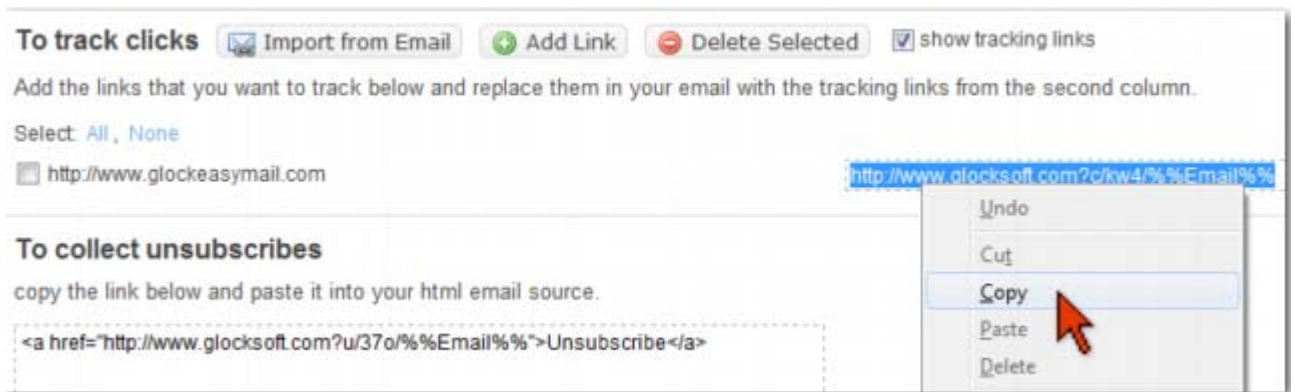
## How to Track Clicks: Inserting Tracking Link into Email

After you added the links to the campaign and G-Lock Analytics converted them into the tracking links, you can use tracking links in your email.

As we wrote above if you used “**Import from Email**” option to add tracking links to the email, you can copy the entire message with tracking links from G-Lock Analytics and paste it into your email sending program.

If you added links manually, do this:

### 1. Copy a tracking link on G-Lock Analytics



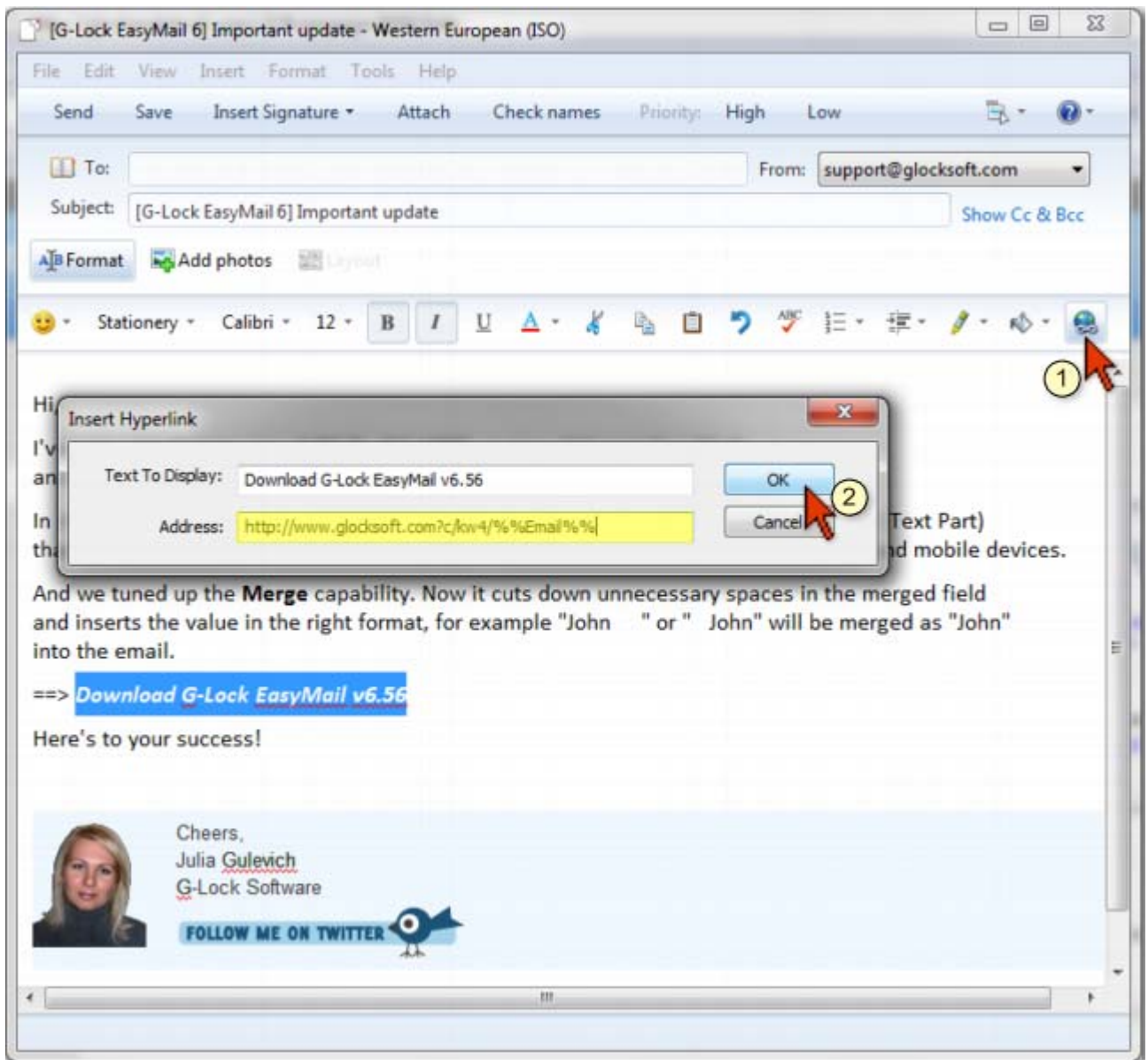
### 2. Open the message in your email sending program

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

4. Click on **Insert Link** button and paste the tracking link you copied from G-Lock Analytics. Or, if you already have the links in the email,

just replace the regular links with the tracking links generated by 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:

<http://www.glocksoft.com?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

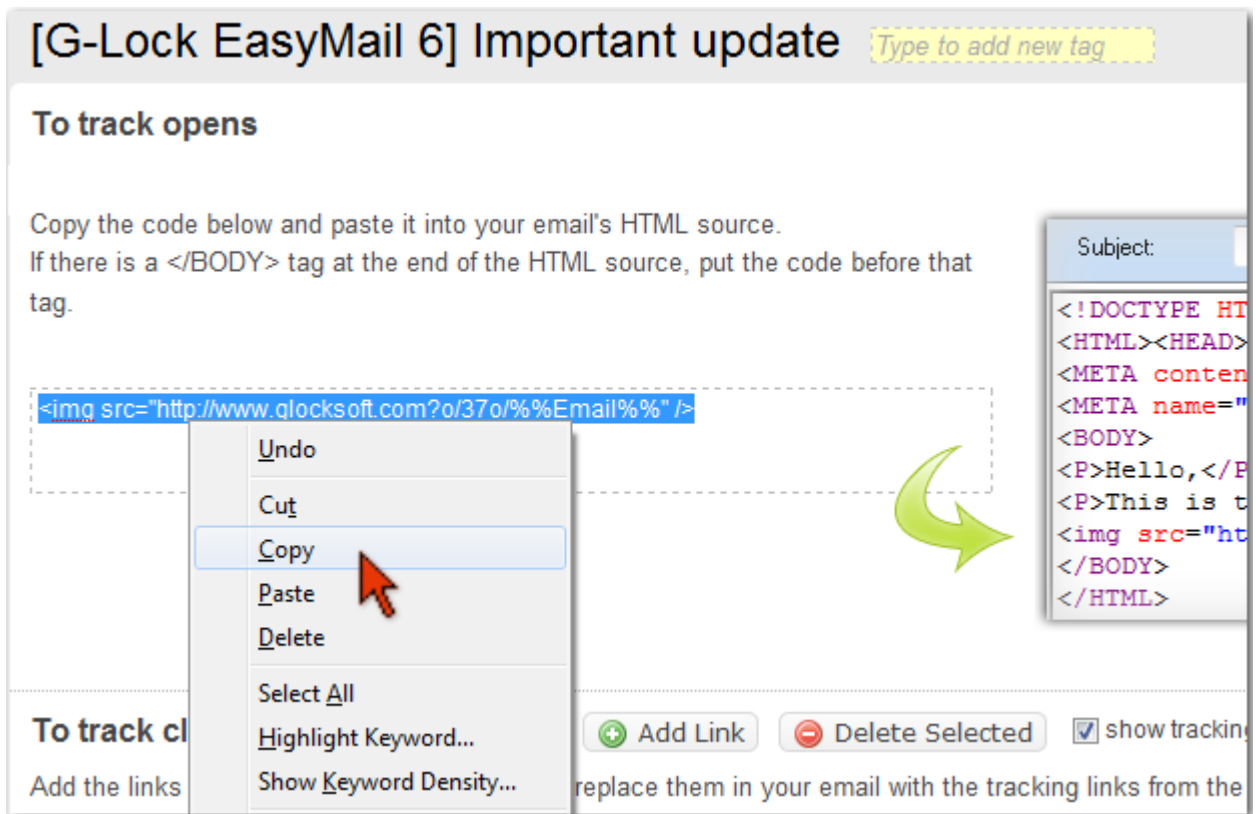
Opens are tracked by a small transparent image that you insert into the email source. When a recipient opens the email, the image code works and G-Lock Analytics counts an open.

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.



The screenshot shows the G-Lock EasyMail 6 interface. The title bar reads "[G-Lock EasyMail 6] Important update" with a search box "Type to add new tag". The main content area is titled "To track opens" and contains instructions: "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." Below the instructions, a code snippet is highlighted: ``. A context menu is open over this code, with the "Copy" option selected. To the right, a preview of an email's HTML source is shown, with the tracking code being inserted before the `</BODY>` tag. At the bottom, there are buttons for "Add Link" and "Delete Selected", and a checkbox for "show tracking".

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.

```
<DIV style="TEXT-ALIGN: left; FONT-SIZE: 11px; PADDING-TOP: 5px">You
are currently subscribed to GLOCKSOFT Insiders mailing list as:
%%Email%%. <BR><BR><B>You can modify/cancel your subscription via
the link below:</B><BR><A style="COLOR: rgb(85,114,188); FONT-WEIGHT: bo
</DIV></TD>
<TD bgColor="#f0f8ff"></TD>
<TD style="BORDER-TOP: #ffffff 0px dotted" bgColor="#ffffff"></TD></TR>
R>
<TD bgColor="#ffffff" vAlign="top" colSpan="5"><IMG border="0" alt="Please

</BODY></HTML>
```

This small transparent image will track the email opens and report them to your account on G-Lock Analytics.

**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.

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

```

```

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

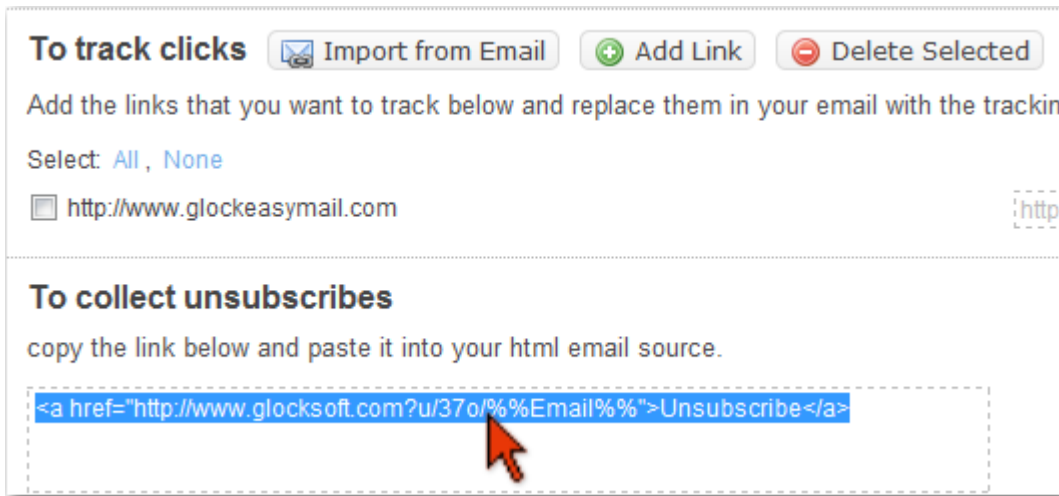
## **Inserting Unsubscribe Link into Email**

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.



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”.

G-Lock Analytics will count an unsubscribe. You will be able to see the recipients who unsubscribed under the “Unsubscribed recipients” tab.

## Merging Custom Field into Tracking Link

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 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. For example:

<http://www.glocksoft.com/r.php?c/j70?userid=%%ID%%>

If you checked the “Use merge tag” option when adding your campaign, your tracking links will already include the merge field, for example, Email. If you need to merge another custom field into the tracking link, add ? before your custom field, for example:

<http://www.glocksoft.com?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 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 we'll give some 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 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](mailto: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](http://www.glocksoft.com)

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