Guide to click tracking in email campaigns

This guide would explain the basic of click tracking and how to use it.
What is Click Tracking?

Click tracking is a feature that provides insights into how recipients interact with the links in your emails. By enabling click tracking, you can:

- See which specific links in your emails are being clicked.
- Identify which recipients are engaging with your content.
- Determine how many times each link is clicked.
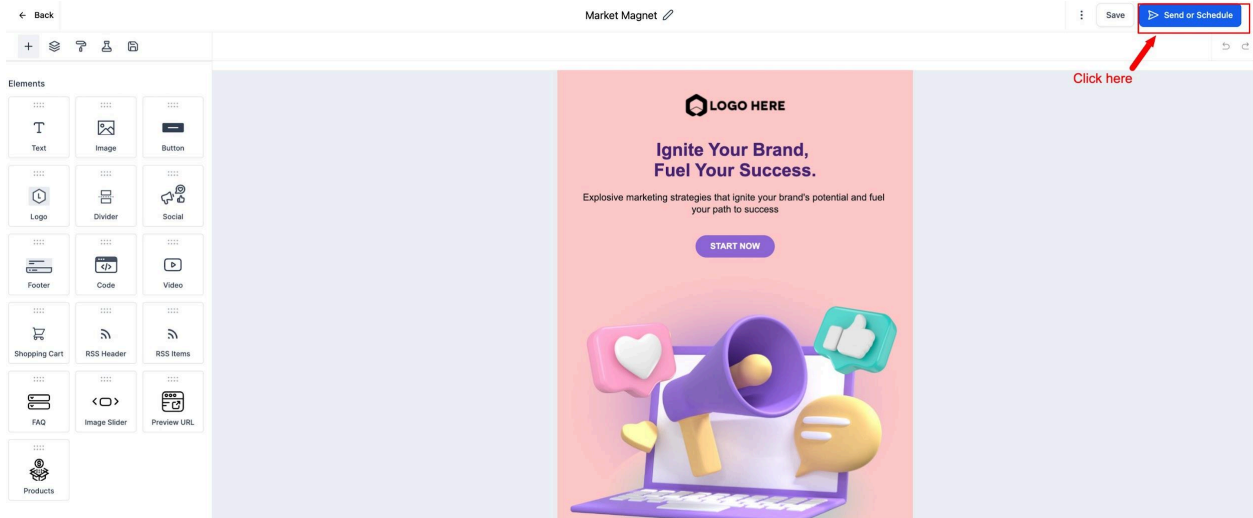
Default Behaviour

By default, click tracking is disabled in our system. If you wish to utilize click tracking for your email campaigns, you can enable it manually for each campaign.

Why Do We Need Click Tracking?

1. **Understand Subscriber Engagement**: Click tracking helps you understand how your subscribers are engaging with your content. By knowing which links are being clicked, you can gauge interest levels and tailor your content accordingly.
2. **Analyse Link Performance**: Click tracking allows you to analyze which links are most popular among your subscribers. This can help you optimize your email layout and content strategy to focus on the most engaging elements.
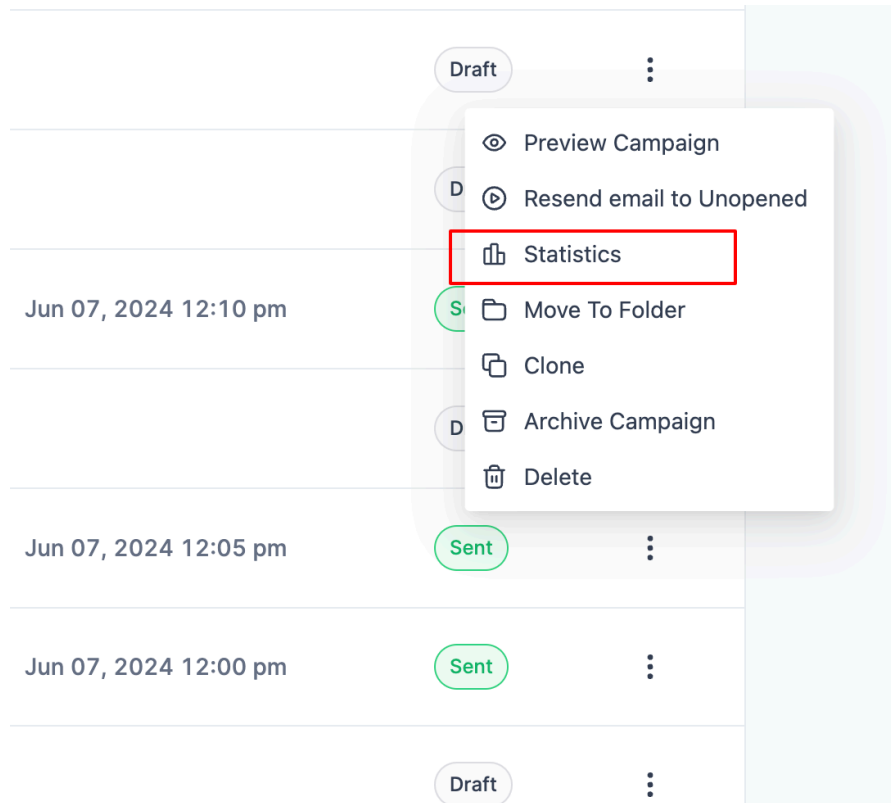
How to use it?

1. Navigate to the Email Marketing section.
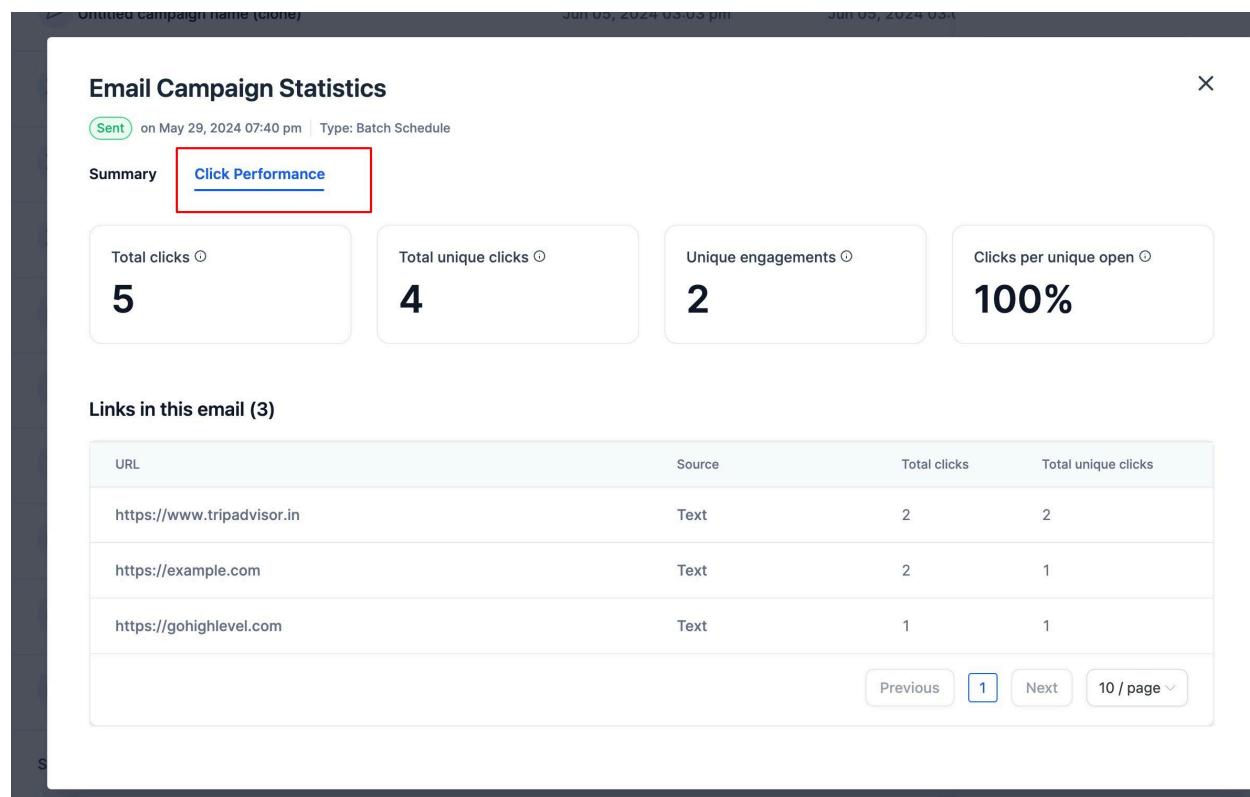2. Create a new campaign and click on send or schedule.

Market Magnet ✏️ ⋮ Save ▷ Send or Schedule

Click here

Elements

Text | Image | Button
Logo | Divider | Social
Footer | Code | Video
Shopping Cart | RSS Header | RSS Items
FAQ | Image Slider | Preview URL
Products

3. Enable click tracking before sending.

Market Magnet ✏️

Send or Schedule

▷ Send Now ● | 🗓 Schedule ○ | Batch Schedule ○ | 📶 RSS Schedule ○

Send Now
Send the email campaign immediately

Sender Email
The email address recipients will see

From Email 🏷

☐ Set a custom reply-to address for this campaign.

Sender Name
The name recipients will see

(Optional) 🏷

Subject line

Subject line 🏷 | 🖥 Content AI

Preview Text (Preheader Text)
This will be used as the preview text that displays in some email clients.

(Optional) 🏷

Recipient (To)

● Choose Contacts ○ Send to Smart List ○ Choose Contacts from Tags

+ All contacts Clear all

(0 contacts selected)

Enable this

Track clicks

Discover which links were clicked, how many times each link were clicked, and who did the clicking.

Cancel | Save | Send

4. After sending, access Campaign Statistics by clicking the three dots next to your campaign.

Draft

:

Preview Campaign

D

Resend email to Unopened

Statistics

Jun 07, 2024 12:10 pm   S   Move To Folder

Clone

D   Archive Campaign

Delete

Jun 07, 2024 12:05 pm   Sent   :

Jun 07, 2024 12:00 pm   Sent   :

Draft   :

5. Click on Click Performance to analyze link performance.

Email Campaign Statistics

Sent on May 29, 2024 07:40 pm | Type: Batch Schedule

Summary   **Click Performance**

Total clicks ⓘ	Total unique clicks ⓘ	Unique engagements ⓘ	Clicks per unique open ⓘ
5	**4**	**2**	**100%**

Links in this email (3)

URL	Source	Total clicks	Total unique clicks
https://www.tripadvisor.in	Text	2	2
https://example.com	Text	2	1
https://gohighlevel.com	Text	1	1

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The click performance report would have all individual links and overview details.

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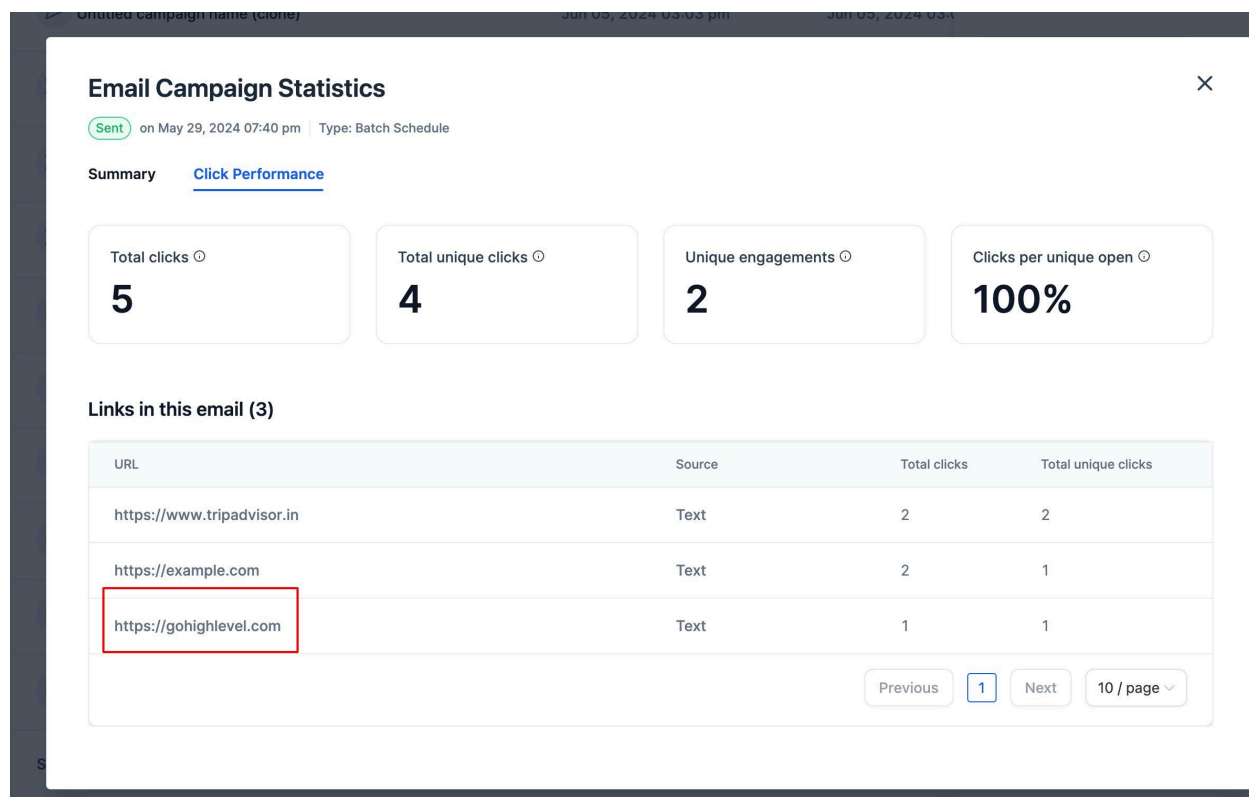
6. Click on individual links to view contact-specific click details.

Email Campaign Statistics

Sent on May 29, 2024 07:40 pm | Type: Batch Schedule

Summary   **Click Performance**

Click details of this link

🔗 https://example.com

Full name	Email	No of clicks	Last updated time
Nitish jha	nitishthespeedstar@gmail.com	2	29 May, 2024 07:45 pm

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| https://gohighlevel.com | Text | 1 | 1 |

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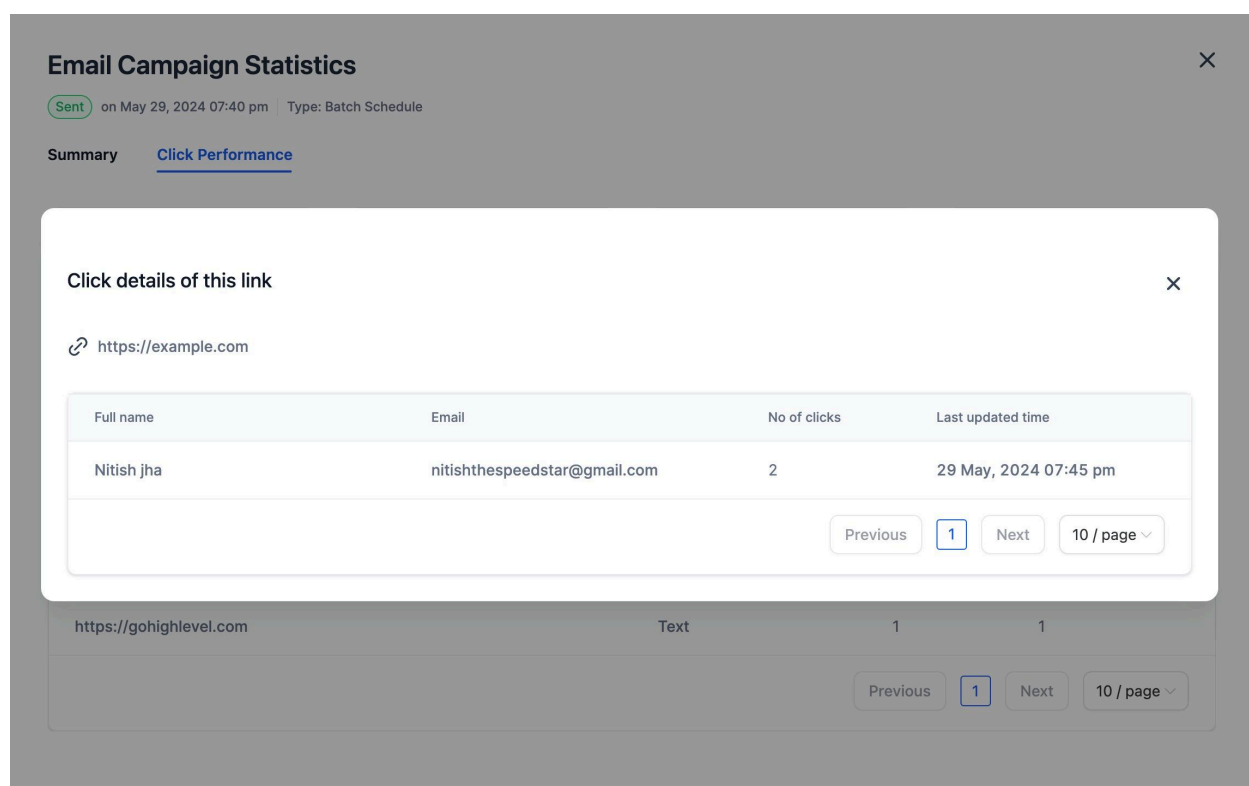
FAQs

Does it work for all campaigns?

No, click tracking does not work for RSS and A/B testing campaigns as now, we are working on it.

Would custom value or trigger links work?

Custom values are supported with click tracking. However, trigger links are not supported yet.

Would campaigns executed through workflows show these metrics?

No, click tracking is not supporting automated campaigns executed through workflows. As of now, this feature is working for use with standard email marketing campaigns only.

Would it work for all campaigns?

No, the current implementation would not show any results in Click Performance tab for those emails sent before 13th June, 2024 or for those email campaigns where you have not enabled the option to track.