

Email Click and Open link tracking

Contents

Email Click and Open link tracking	1
Communication Statistics	2
EEE Configuration	2
Email Template Setup	2
What EEE does to the URL's in the template.....	2
General Notes.....	2
Open Tracking URL	2
Click Tracking URL	3
What happens when the customer gets the email	3
How does the website host send the data to EEE	3
What does EEE do with the data	4
Email Statistics Reporting	4
Overview Diagram	7

Communication Statistics

Enabling Email Statistics allows EEE to import and display more information about your email communications with customers. Enabling the statistics will allow EEE to display more information about the success of your email communications with customers.

Email statistics will track these events:

- Open – customer opened / viewed the email and images were downloaded
- Clicked – customer clicked a link in the email
- Purchased – customer purchased an item after clicking a link in the email

Note: Existing email templates are not changed by enabling Email Statistics. You will need to re-upload any existing email templates to EEE after enabling Email Statistics in order for the tracking information to be added.

EEE Configuration

1. The EEE client module licence for **Email Campaign Tracking** must be enabled
2. The website provider must provide Click and Open tracking URL's
3. Enter these URL's into the EEE

Configuration→Configuration Setting→Customers

- Communication Settings
 - Enable Email Tracking Statistics
 - Email Click tracking URL <http://yoursite.web/linktracking.aspx>
 - Email Open tracking URL <http://yoursite.web/opentracking.aspx>

Email Template Setup

1. In the email template links that are to be tracked must contain a title attribute.

E.g.: Product 100

2. If the URL in the template contains the {emailverificationguid} tag then it is ignored.
Email verification links are not tracked

What EEE does to the URL's in the template

General Notes

1. Each individual communication sent by EEE is assigned a Communication Id
2. All of the modification of the URL's mentioned below occurs when a template is uploaded into EEE. This means that if your tracking URL's configured in EEE are changed, the templates will need to be re-uploaded

Open Tracking URL

1. If the open tracking URL configured in EEE does not have "?id={CommunicationId}" on it then this is appended to the URL
2. An image that is 1 pixel wide and 1 pixel high is added to the top of the email template body. This should be too small to be visible to the customer.

3. The open tracking URL is applied as the src attribute on the image

E.g.: If the communication id = 1 when sent, the email HTML will contain the following

```

```

Click Tracking URL

1. The first 500 characters of the link title and the link URL are saved into the CustomerCommunicationLink table in the EEE database. This is assigned a Link Id
2. The URL in the template is changed to be
 - a. Click tracking URL + ?id={CommunicationId} + &lid={link id} + &url={original URL}
 - b. The items in the { } braces are replacement tags.

E.g.:

- The original URL was http://yoursite.web/products.aspx?productid=100
- The communication id = 1
- The link id = 2

The URL in the template (when sent) will be:

```
http://yoursite.web/linktracking.aspx?id=1&lid=2&url= http://yoursite.web/products.aspx?productid=100
```

What happens when the customer gets the email

When the customer opens the email

1. The open tracking URL is accessed
2. The website hosting the open tracking URL needs to process the parameters of the URL and save them for sending back to EEE later.

When the customer clicks a link

1. The click tracking URL is accessed
2. The website hosting the click tracking URL needs to process the parameters of the URL and save them for sending back to EEE later.
3. The website then needs to direct the customer to the URL in the "url=" parameter.

How does the website host send the data to EEE

Using the **EmailStatistics** web service method available through the EEE web service the website host sends the open and click tracking data to EEE. The elements of the xml sent to the web service as detailed below with an example.

Elements

- ccid: This is the "id=" parameter passed in the URL
- action:
 - 1 = Open
 - 2 = Clicked
 - 3 = Converted into a Sale
- sourceid: a unique id provided by the website provider

- linkid: This is the link id from the "lid=" parameter passed in a click tracking URL
- clicksourceid: when action type 3 is sent, this element must be supplied. It is the sourceid of the original click action that was sent so that the clicked statistic can be updated to show that it lead to a sale.
- utccreated: the UTC date and time that the link was actioned

Sample xml

This is an "email opened" statistic

```
<stat>
  <ccid>1</ccid>
  <action>1</action>
  <linkid xsi:nil="true" />
  <clicksourceid xsi:nil="true" />
  <sourceid>1</sourceid>
  <utccreated>2010-06-15T06:17:21.993</utccreated>
</stat>
```

This is a "link clicked" statistic

```
<stat>
  <ccid>1</ccid>
  <action>2</action>
  <linkid>2</linkid>
  <clicksourceid xsi:nil="true" />
  <sourceid>2</sourceid>
  <utccreated>2010-06-15T06:17:21.993</utccreated>
</stat>
```

This is a "link clicked that lead to a sale" statistic

```
<stat>
  <ccid>1</ccid>
  <action>3</action>
  <linkid xsi:nil="true" />
  <clicksourceid>2</clicksourceid>
  <sourceid>3</sourceid>
  <utccreated>2010-06-15T06:17:21.993</utccreated>
</stat>
```

What does EEE do with the data

EEE processes the xml data supplied from the web service and records the data in the CustomerCommunicationStatistics table. This data is then displayed on the Customer Communications screen and against the customer record in the Customer Service Centre screen.

Email Statistics Reporting

Email Statistics reporting is available in EEE on the Customer Communications pages

Customer Management & Marketing → Loyalty and Marketing → Customer Communications

For Email Communications the total Open, Clicks and Sales are reported per email.

Figure 1 - Statistics Totals Per Email

Customer Code F4

Creation date between F4 To F4

Start date between F4 To F4

Include Cancelled Batches ☐

Search Alt - S

i	Description	Type	To Process	Processed	Skipped	Remaining	Cancelled?	Opens	Clicks	Sales
i	test	MailMerge	53	0	0	53				
i	test	SMS	0	0	0	0				
i	New Store Test	Email	0	0	0	0				
i	TEST	Email	1	1	0	0				
i	MC Doncaster Launch	Email	0	0	0	0				
i	test	SMS	2	0	0	2				
i	Test	MailMerge	0	0	0	0				
i	J Test 1	Email	0	0	0	0				
i	J Test 1	Email	0	0	0	0				
i	J Test 1	Email	0	0	0	0				
i	J Test 1	Email	0	0	0	0				
i	J Test 1	Email	0	0	0	0				
i	J Test 1	Email	0	0	0	0				
i	J Test 2	Email	0	0	0	0				
i	J Test 2	Email	0	0	0	0				
i	J Test 2	Email	89	89	0	0		445		
i	J Test 3	Email	89	89	0	0		445	77	8
i	J Test 5	Email	0	0	0	0				
i	J Test 6	Email	89	89	0	0		890	559	
i	J Test 7	Email	89	89	0	0		445	10	
i	J Test 10	Email	90	89	0	1		13	8	7

◀ ▶ ◀ ▶

Link Stats Alt - L View Alt - V Add Alt - A Edit Alt - E Cancel batch Alt - X Cancel Alt - C

By selecting an Email you can either:

- Click the Link Stats button to view the clicks / sales for each link in the email (See Figure 3 - Link Statistics per Email)
- Click the View button to see the statistics per customer (See Figure 2 - Statistics Per Customer for Email)
 - While viewing the statistics per customer you can select an individual customer and click the Link Stats to view the clicks / purchases statistics by the customer from this email

Figure 2 - Statistics Per Customer for Email

Communication Details
 Communication Description

Search Criteria
 Customer Code
 Customer Code

Search
 Alt - S

Customers

Customer Code	Customer Name	Status	Opens	Clicks	Sales	Errors
0090072101117	mr robert rogers	Sent	5			
009007210118	Ms Fiona Rogers	Sent	5			
999110	Mrs Josie Roswell	Sent	5			
999111	Mrs Josie Roswell	Sent	5			
999112	Mrs Josie Roswell	Sent	5	2	2	
99993	Mr Kevin Rudd	Sent	5	5	5	
07210165	MRS FEDERICA SAN PELLIGRINO	Sent	5	5	1	
999100	Mr Carolyn I Shoe	Sent	5	5		
99914	Mrs Stacey Stanley	Sent	5	5		
0090072101194	Mr A JUSTIN SYSTEM	Sent	5	5		
99996	Mr Damien Teaser	Sent	5	5		
99991	Mr Fiona Teaser	Sent	5	5		
99997	Mr Adam teasera	Sent	5	5		
072101156	MR SIMON TEMPLER	Sent	5	5		
0090072101138	MR DUP TEST	Sent	5	5		
0090072101211	John Timms	Sent	5	5		
072101239	Miss Sue Wilton	Sent	5	5		
0090072101143	MR COLIN WOO	Sent	5	5		
0090072101123	dr xavier xu	Sent	5	5		
0090072101142	MR BARRY YOUNG	Sent	5	5		

Link Stats
 Alt - L

Cancel batch

Cancel
 Alt - C

Figure 3 - Link Statistics per Email

Back **Server Print** **Close**

1 of 1 100% Find | Next Select a format Export

Customer Communication 21/08/2010
Link Statistics 09:38:48

Link Name	Clicks	Purchases	Link URL
test link2	15	2	http://test1url/somepage.htm
test link2	15	1	http://test2url/test.htm
test link3	15	1	http://www.nowhere/lost.htm
test link 4	16	2	http://anywhere/apage.htm
test link 5	16	2	http://outthere/wherewhere.htm
Grand Total	77	8	

Page 1 of 1

Overview Diagram

