

JangoMail Tutorial

Google Analytics: Tracking Where a Visitor Goes on Your Web Site

Overview:

JangoMail's integration with Google Analytics allows you to track web site activity that results from JangoMail email campaigns using [Google's free Analytics tool](#). This feature allows you to determine precisely where a user moves throughout your web site after having clicked a link to your site in an email. You can determine what pages your visitors are viewing most frequently, and you can also determine how successful your email campaigns are in converting mere visitors into purchasers on your web site.

JangoMail's integration with Google Analytics can be used by itself, or in conjunction with [JangoMail's own inherent web site activity tracking feature](#). For the best results and most capabilities, it is recommended that you use JangoMail's inherent activity tracking feature and Google Analytics together.

A comparison of *JangoMail's web site activity tracking vs. using Google Analytics* is provided below:

JangoMail's Web Site Activity Tracking	JangoMail's Integration with Google Analytics
Requires a simple "img" tag on pages on your site you want tracked	Requires Google Analytics JavaScript code to be placed on pages on your site you want tracked
Shows you page view data within JangoMail Reporting	Must go to Google Analytics web site to view data
Can be used to launch triggered email campaigns when recipient lands on particular web page	Cannot be used to launch triggered campaigns based on page views
No geotracking capabilities	Geotracking capabilities shows visitors by region, using maps of the world
Data is presented in raw format , showing page visited, IP address, browser, and timestamp	Deep analysis capabilities using searching, filtering, charts/graphs, path and funnel analysis

How do I use this feature?

There are three things you must do to track a visitor's activity on your web site:

1. Create a [free Google Analytics account](#) directly with Google.
2. **Turn on Google Analytics in your JangoMail account:** Go to **SETTINGS** → **Tracking** → **Google Analytics**, and check the box to activate this feature.

3. **Place the JavaScript code** provided by Google Analytics at the bottom of all web pages you want tracked.
4. **Use click-tracking in your emails:** Enable click-tracking in your outbound mass emails.

Advanced settings for this feature

The following is a screenshot from **SETTINGS** → **Tracking** → **Google Analytics**. This page allows you to customize how JangoMail works with Google Analytics.

Google Analytics Settings

Turning Google Analytics on allows you to track your recipients' movement throughout your web pages. To use Google Analytics with JangoMail, you must:

1. Create a [free Google Analytics account](#) directly with Google.
2. Place the JavaScript provided by Google Analytics at the bottom of all web pages you want tracked.
3. Check the box below, and specify domains you want tracked. Set to * for all domains.
4. Enable Click Tracking on your e-mail campaigns.

Activate Google Analytics:

Track these Domains:

Google Analytics Variables: [Reset to defaults](#)

Campaign Source (utm_source):

Campaign Medium (utm_medium):

Campaign Content (utm_content):

Campaign Name (utm_campaign):

First, notice that the checkbox has been checked to activate Google Analytics with JangoMail. Checking this box will force JangoMail to append the four Google Analytics variables to the end of your destination URLs within your email campaigns. For more information on the variables that Google Analytics uses, see: <https://adwords.google.com/support/bin/answer.py?answer=55518&hl=en>.

JangoMail uses four out of the five available variables.

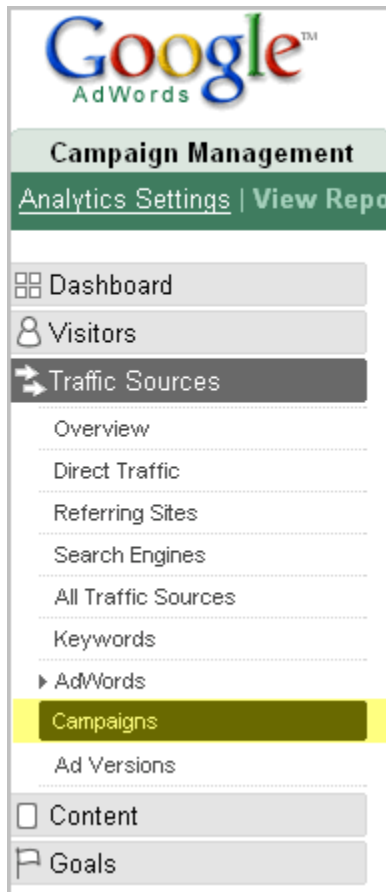
Secondly, the Domains box is set to an asterick (*), which indicates that all domains will be tracked. If you want to specify specific domains to be tracked, then enter the full domains of the web sites that you want tracked, one on each line, including the www. For example, if you want to track the web site www.browniekitchen.com and www.cupcakekitchen.com, you would enter:

```
www.browniekitchen.com  
www.cupcakekitchen.com
```

Lastly, you can customize the four Google Analytics variables. These variables determine how the data presents itself within the Google Analytics screens. The substitution parameters you can use within all four variables are:

```
%%Subject%% (subject of your email campaign)  
%%CampaignID%% (numeric JangoMail identifier for your campaign)  
%%EmailAddress%% (recipient email address)
```

To access the JangoMail data within Google Analytics, login to your Google Analytics account and go to "Campaigns":



Then, you will see the JangoMail campaigns in the list of campaigns. By default, the campaign is labeled with your **campaign's Subject Line**, followed by the **JangoMail Campaign Identifier** in parentheses:

Campaign traffic sent 31,533 visits via 27 campaigns

Segment: [Campaign](#)

Site Usage | [Goal Conversion](#)

Visits 31,533 <small>% of Site Total: 100.00%</small>	Pages/Visit 1.90 <small>Site Avg: 1.90 (0.00%)</small>	Avg. Time on Site 00:01:50 <small>Site Avg: 00:01:50 (0.00%)</small>	% New Visits 50.17% <small>Site Avg: 50.13% (0.08%)</small>
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Campaign	Visits ↓	Pages/Visit	Avg. Time on Site
1. (not set)	21,478	1.71	00:02:03
2. JangoMail	7,355	2.11	00:01:08
3. From: email	730	2.57	00:01:59
4. Email: Newsletter	592	2.70	00:01:27
5. Email: Newsletter, General	507	2.96	00:01:45
6. Email: Newsletter, General	394	2.68	00:01:18
7. Broadcast	248	3.27	00:03:01
8. JangoMail Launches Super Reporting(80468399)	58	3.97	00:03:59
9. JangoMail Launches Super Reporting(80467847)	50	1.90	00:01:58

You can customize how the name of the **Campaign** appears by modifying the **Campaign Name** variable.

After clicking on a **Campaign**, you can segment by **Ad Content** to view the recipient email addresses that visited your site. The individual email addresses show up in Google Analytics as variations of **Ad Content**. You can customize this view by modifying the **Ad Content** variable.

This campaign sent 58 visits via 39 ad contents

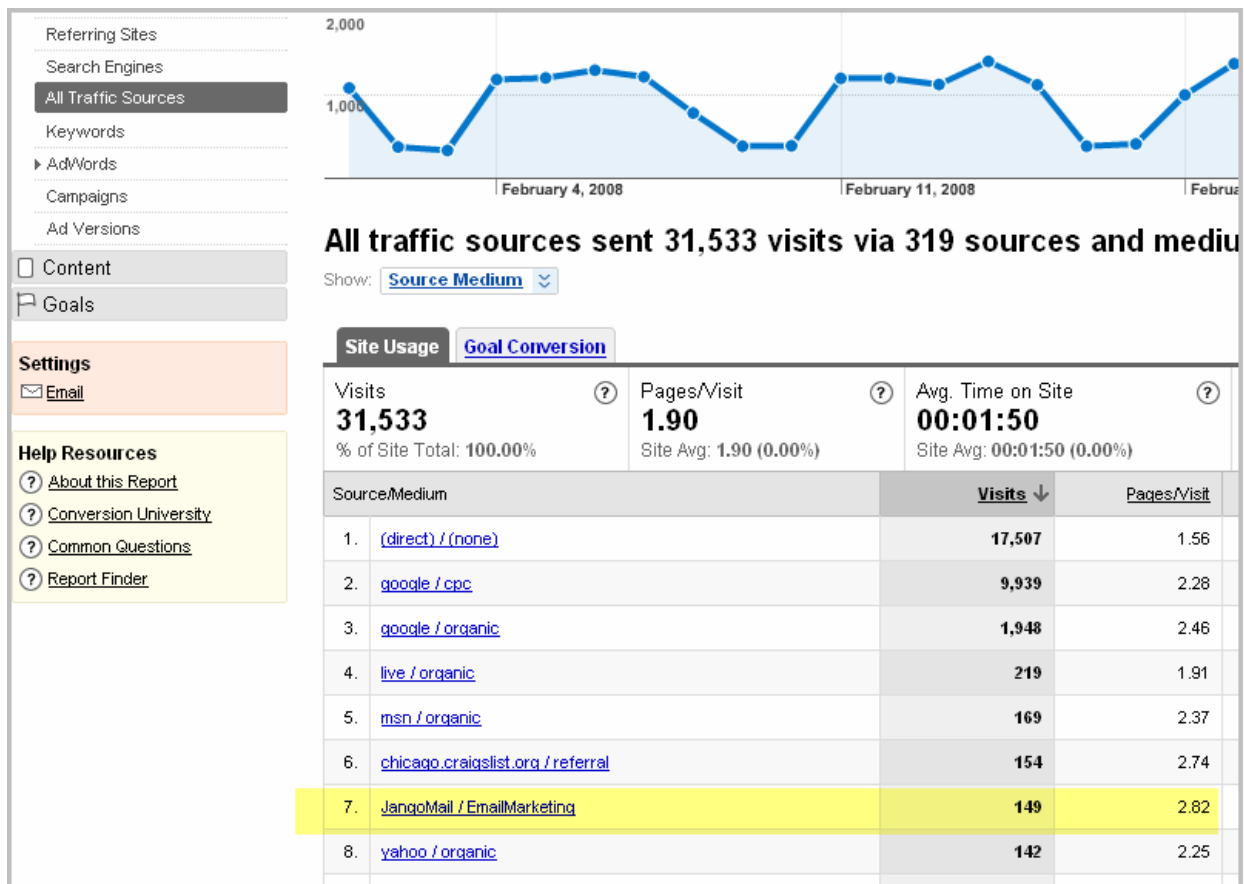
Segment: [Ad Content](#) ▾

Site Usage

[Goal Conversion](#)

Visits		Pages/Visit		Avg. Time on Site		% N	
58		3.97		00:03:59		56	
% of Site Total: 0.18%		Site Avg: 1.90 (108.95%)		Site Avg: 00:01:50 (118.39%)		Site	
Ad Content			Visits ↓	Pages/Visit			
1.	levinw@soundmindinvesting.com		9	4.78			
2.	cbrennan@chestnut.org		7	6.14			
3.	fbrown@thegundcompany.com		3	1.00			
4.	forward007us@yahoo.com		2	3.00			
5.	glibctraining@aol.com		2	2.00			
6.	noauer@nullforiausa.com		2	2.50			
7.	waverport@hotmail.com		2	3.50			
8.	Mike@ClarityInMarketing.com		1	2.00			
9.	baccol@etransworldwide.com		1	4.00			
10.	clbovs@virtualearning.com		1	6.00			
11.	danielonthegain@hotmail.com		1	2.00			

Lastly, you can customize how the **Source** and **Medium** appear within Google Analytics:



In summary, you can use customize the four Google Analytics variables so that the data is presented within Google Analytics in the desired format.

What happens to my URL and what will my recipient see?

When click-tracking and Google Analytics is turned on in your account, this is what will happen to your URL.

You link to <http://www.browniekitchen.com>

You enable click-tracking, and your recipient clicks on:

<http://x.jngo1.net/y.z?l=http%3A%2F%2Fwww.browniekitchen.com&e=1&j=87985223&g=37515469&m=FF305B832FD64E69801FEE099648AD17>

Your recipient is eventually taken to and will see this in his browser's address bar:

http://www.browniekitchen.com/?utm_source=JangoMail&utm_medium=Email&utm_campaign=test+%2887985223%29&utm_content=ajay%2Egoel%40silicomm%2Ecom

Notice that all four Google Analytics variables are present after the URL. Additionally, if you have turned on JangoMail's inherent web site activity tracking feature, additional variables will be appended:

```
http://www.browniekitchen.com/?jmid=1&j=87985223&m=FF305B832FD64E69801FEE099648AD17&g=37515469&utm_source=JangoMail&utm_medium=Email&utm_campaign=test+%2887985223%29&utm_content=ajay%2Egoel%40silicomm%2Ecom
```

In rare cases, some web servers are unable to handle unexpected variables appended to the URL, so be sure to test your web server to ensure that your pages display correctly with these appended values.

Summary:

Google Analytics is a free and powerful web site analysis and tracking tool. When used in conjunction with JangoMail, it allows you to gain deep insight into your campaign recipients' behavior once they've left your email campaign and landed on your web site. Prior to integrating with Google Analytics, JangoMail had developed its own web site activity tracking feature. This feature still exists and can be used in conjunction with the Google Analytics integration for the best of both worlds.