

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 Integration**, and check the box to activate this

feature.

Settings/Google Analytics Integration
About Google Analytics Integration Example Case

Procedure Google Analytics Variables

To use JangoMail with Google Analytics, do the following:

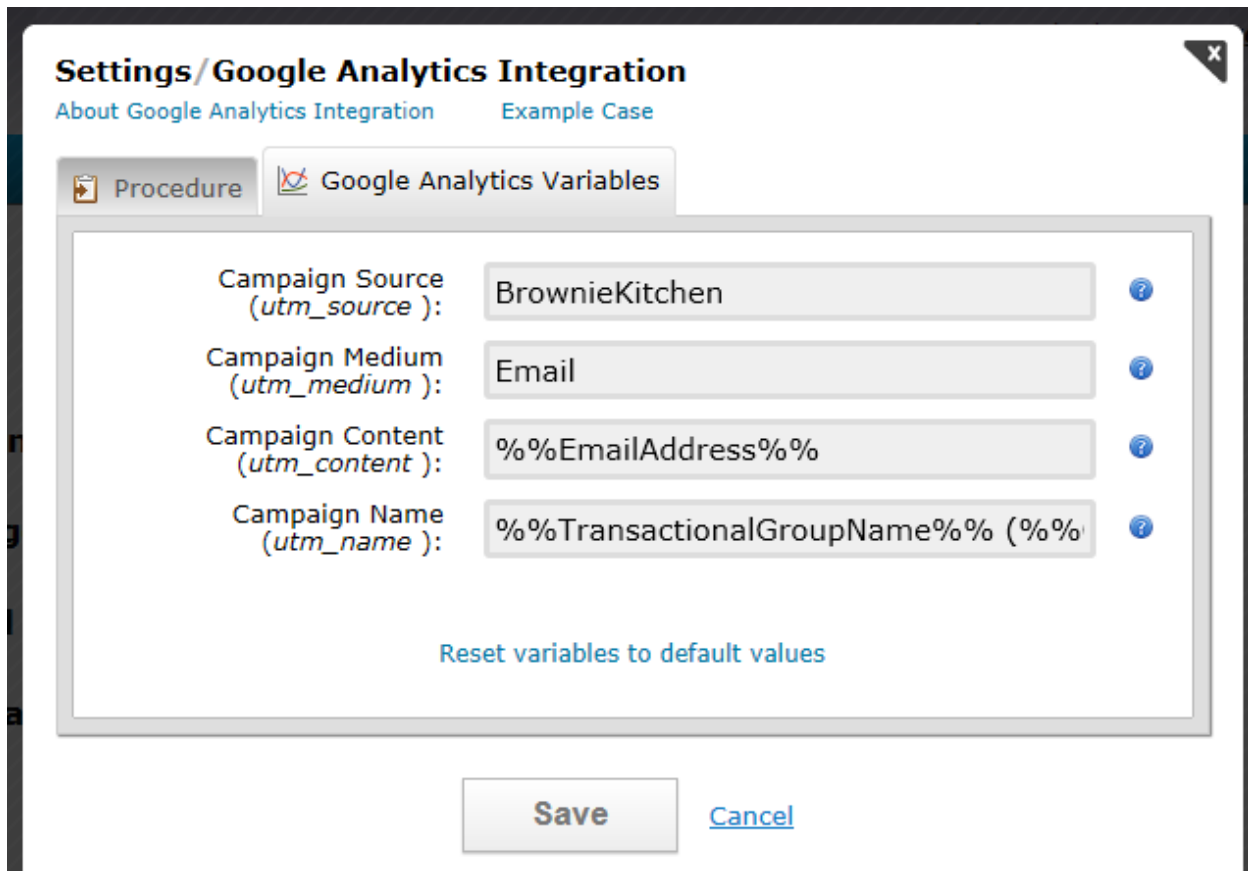
- 1 Create a free Google analytics account. [Do it right now.](#)
- 2 Copy the javascript provided by Google into each of your webpages you want tracked. (Put the Javascript code at the bottom of the page or as directed by Google.)
Fill the checkbox and domain list below:
 Activate JangoMail / Google Analytics integration [?](#)
- 3 Domains to track:
* [?](#)
- 4 Enable **click-tracking** from the *Message Compose* workspace for all subsequent email messages.

Save [Cancel](#)

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 the **Google Analytics Variables** tab in **Settings** → **Tracking** → **Google Analytics Integration**. This page allows you to customize how JangoMail works with Google Analytics.



First, keep in mind that the checkbox in the **Procedure** tab 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.

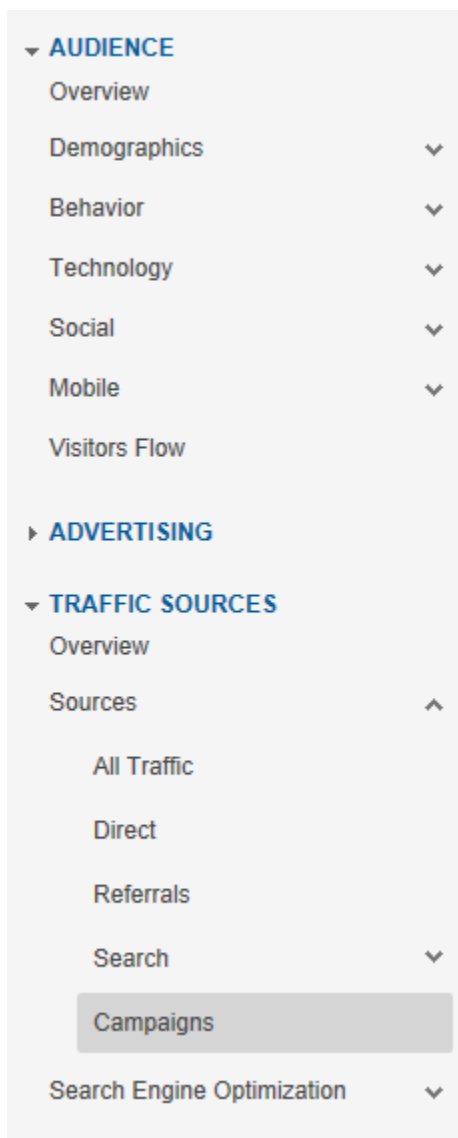
Secondly, the Domains box in the **Procedure** tab is set to an asterick (*), which indicates that all domains will be tracked. If you want to specify specific domains to be tracked, then enter the full domains of the web sites that you want tracked, one on each line, including the www. For example, 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, on the **Google Analytics Variables** tab 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 **TRAFFIC SOURCES -> Sources -> 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:

Viewing: Campaign Source Medium Source/Medium Other ▾

Secondary dimension: Select... ▾ Sort Type: Default ▾

	Campaign	Visits	↓	Pages/Visit	Av
21.	New Feature: The Age Evaluator (260170799)	178		3.20	
22.	What's in store for JangoMail? Our 2010 Roadmap. (243182809)	132		1.95	
23.	JangoNews: See who is using Smartphones (249541069)	130		1.28	
24.	New Pricing for JangoMail (254077653)	129		2.11	
25.	JangoNews: September 2009 (238483535)	126		1.66	

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

After clicking on a **Campaign**, you can choose **Traffic Sources -> Ad Content** as a secondary dimension 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.

Viewing: Source/Medium Other ▾

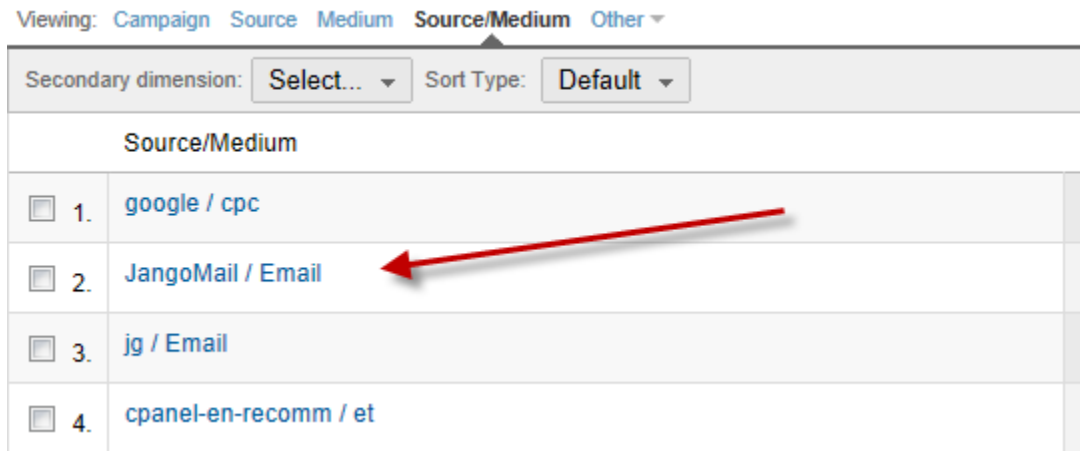
Secondary dimension: Ad Content ▾ Sort Type: Default ▾

	Source/Medium	Ad Content	Visits	↓	Pages/Visit
1.	JangoMail / Email	agchanning@gmail.com	62		1.18
2.	JangoMail / Email	dumian@calgary2010.ab.ca	51		1.76
3.	JangoMail / Email	dialathomsen@gmail.com	18		1.75
4.	JangoMail / Email	carly@berkshirepartners.com	17		1.36
5.	JangoMail / Email	info@unigofers.co.uk	12		1.00
6.	JangoMail / Email	esabentha@slimnews.com	4		1.00
7.	JangoMail / Email	kathy@yourvip.com	4		2.00
8.	JangoMail / Email	paul@reactionweb.com	4		2.00
9.	JangoMail / Email	rhea@gofintest.org	4		1.00
10.	JangoMail / Email	tamarit04@yahoo.com	4		2.33

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

Viewing: Campaign Source Medium Source/Medium Other ▾

Source/Medium	
<input type="checkbox"/>	1. google / cpc
<input type="checkbox"/>	2. JangoMail / Email
<input type="checkbox"/>	3. jg / Email
<input type="checkbox"/>	4. cpanel-en-recomm / et



In summary, you can 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.