

JangoMail Tutorial

Web Site Activity Tracking: Tracking Where a Visitor Goes on Your Web Site

Overview:

Web site activity tracking is a JangoMail feature that allows you to gauge the success of your e-mail campaigns beyond views and clicks. Web site activity tracking allows you to determine precisely where a user moves throughout your web site after having clicked a link to your site in an e-mail. You can determine what pages your visitors are viewing most frequently, and you can also determine how successful your e-mail campaigns are in converting mere visitors into purchasers on your web site.

How do I use this feature?

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

1. **Turn on web site activity tracking in your JangoMail account:** Go to My Options → Web Site Activity Tracking, and checking the box to activate this feature.
2. **Use click-tracking in your e-mails:** Enable click-tracking in your outbound mass e-mails.
3. **Place code in your HTML:** Place the following snippet of HTML code at the bottom of all of the pages in your web site that you want tracked, including the "landing" page links given in your e-mails:

```

```

Replace the XXXXX with your numerical user identification number. If you don't know this number, contact support.

Note for SSL pages: If placing this line of code on a secure page of your web site, such as a shopping cart or credit card payment page, you can use a secure reference with https instead of http:

```

```

What will I see in Reporting?

In the main statistics report for your mass e-mails (go to Reporting → General Job Statistics), you will see a column labeled PV, which stands for Page Views. This column represents the total number of web page views that resulted from a particular e-mail campaign. Of course, the only page views that will actually be counted are web pages on your site that have the requisite HTML code given above. Therefore we recommend

placing this code on all pages throughout your site, to ensure the most accurate reporting possible.

If you click the number in the PV column, you will get a breakdown of views on a page-by-page basis. This report will show you the URLs for the pages in your site that were visited, and how many total and unique e-mail recipients visited each page. From here, you can also view the e-mail addresses of the recipients that viewed each page by clicking on a particular page's URL.

Customizing This Feature to Track Specific Actions

Web Site Activity Tracking can be customized to track a specific action on your web site. For example, if your web site is an e-commerce site allowing visitors to purchase items, you can track specifically how many recipients of an e-mail campaign went to your site and actually made a purchase.

You can do this by customizing the HTML tag with additional URL parameters. For example, let's assume you have the following files in your web site:

```
Index.html
Product1.html
Product2.html
Product3.html
ShoppingBasket.html
Purchase.html
Purchase-Complete.html
```

The `Purchase-Complete.html` file is the page that a visitor is taken to after successfully completing a purchase on your site. For this file, instead of the standard tag, you can add the parameter, "Purchase=y". For example:

```

```

This will enable JangoMail to distinguish between web pages on which a purchase wasn't made and the web pages that indicate a purchase was made. In JangoMail's Reporting, you will then be able to view additional reports showing how many recipients made an actual purchase.