

Add2it Go-To System

How to track the open rate of an email message as well as the click rate of a link in an email:

Video version of this tutorial at: <http://goto-pro.com/video-email.php>

In this tutorial, I'm going to show you how to track the open rate of an email message as well as the click rate of a link in the email.

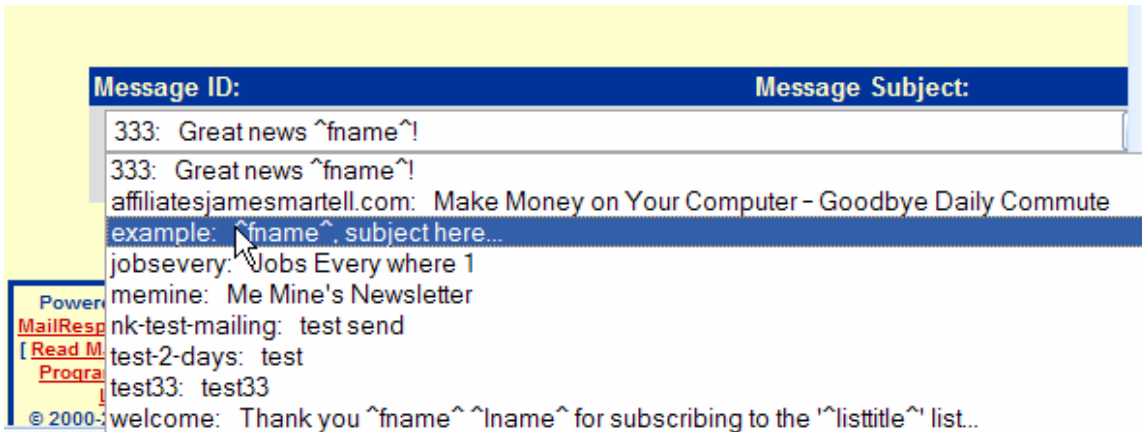
We'll just login quickly into the [Add2it MailResponder Pro demo installation](#) for this example:

The screenshot shows the login interface for Add2it MailResponder Pro. At the top, a blue header reads "Add2it MailResponder Pro - Login - Demo Mode: On". Below this, a message states: "Please login into the Add2it MailResponder Pro Admin Control Center below. (Sending a message and saving settings have been disabled in the demo version. Please use the password 'add2it'.)". There is a "Password:" label next to a text input field containing seven black dots. Below the password field is a blue "Login" button. At the bottom of the page, there is a footer area with a blue background. On the left, it says "Powered by: Add2it MailResponder Pro 1.10" with links for "Read Manual", "Affiliate Program", "Sign-Up", and "Login". It also includes copyright information: "© 2000-2007 by Frank Bauer / add2it.com". In the center, there is a language selector dropdown menu currently set to "German / Deutsch" and a "Translate" button. On the right, there is a yellow box with the text "Click here to go back!" and a red underline.

Click on the [Send/Save Message](#) button.

The screenshot shows the Admin Control Center interface for Add2it MailResponder Pro. At the top, a blue header reads "Add2it MailResponder Pro - Admin Control Center - Demo Mode: On". Below this, a message says "Welcome to the Admin Control Center!". There is a section titled "Please choose:" with two main options. The first option is a blue button labeled "Send/Save Message". To its right, there is a grey box containing the text: "... click on the button to send a personalized message to a list and / or to save it." The second option is a blue button labeled "Follow-up Manager". To its right, there is a grey box containing the text: "... click on the button to manage an autoresponders messages. You can add, edit, remove and". A mouse cursor is pointing at the "Send/Save Message" button.

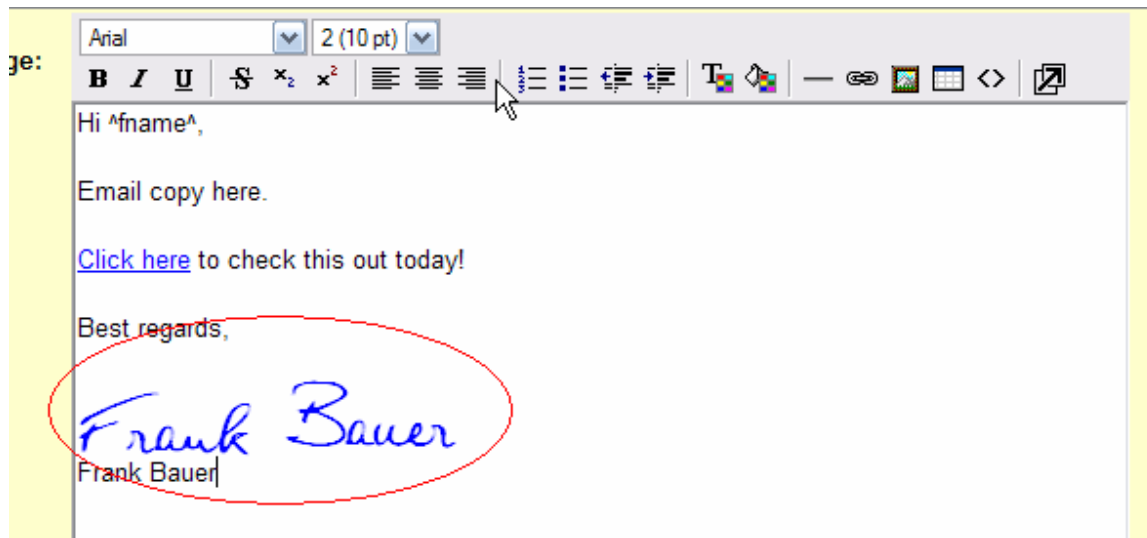
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We've prepared a sample message and we load that.

And here's the message. In this case, it's an HTML message as we want to track the open rate as well and open rate can only be tracked through an HTML as a plain text message doesn't send any information back to the server that can be tracked.

In a HTML message, you can simply track the loading of images for example this image down here. What we will do is to add a special tracking image, an invisible 1x1 pixel that can be tracked in here.



To do that, I just switch over quickly to the Add2it Go-To System, click on the USE SYSTEM link, we're going to add a campaign in the Campaign & Stats section.

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| My Account | My Earnings | Inbox (0) | Forum | HelpDesk | About Us | Testimonial Hotline | Copy & Testing Service | Web Design Secrets | Blog & Forum Secrets | Logout

W elcome to the Add2it Go-To System Frank Bauer,

Add2it Go-To System - Members Area

Welcome to the Members Area!

Please choose:

Campaigns & Stats ... click on the button to view stats and add, edit, reset or delete campaigns.

Let's call this campaign, for the sake of simplicity, 'email', and the URL usually does not matter when we just want to track the open rate. But we also want to track the click rate, so we're going to put in the URL where the click is supposed to go to.

Add, edit, reset or delete campaigns

ADD Campaign Select this button to ADD a new campaign.

Add Split-Test / Rotate URL to existing campaign Select this button to ADD a SPLIT-TESTING / ROTATOR URL to an existing campaign.

EDIT This Campaign Select this button to EDIT the named campaign.

RESET Count Select this button to Reset the named campaign. Current month only Complete history

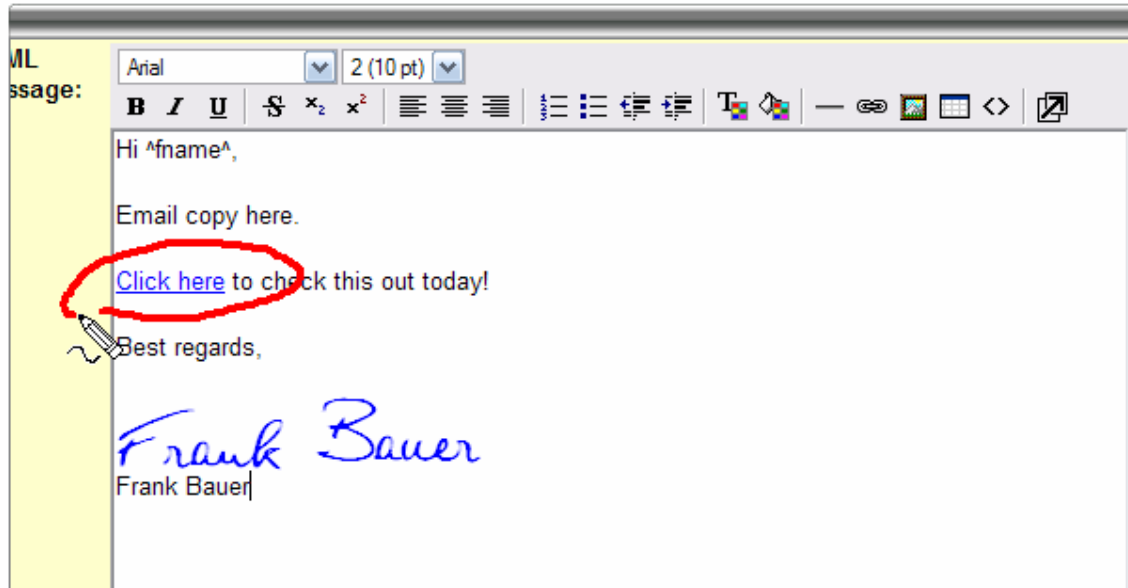
DELETE This Campaign Select this button to DELETE the entered campaign.

Campaign Code 32characters max.

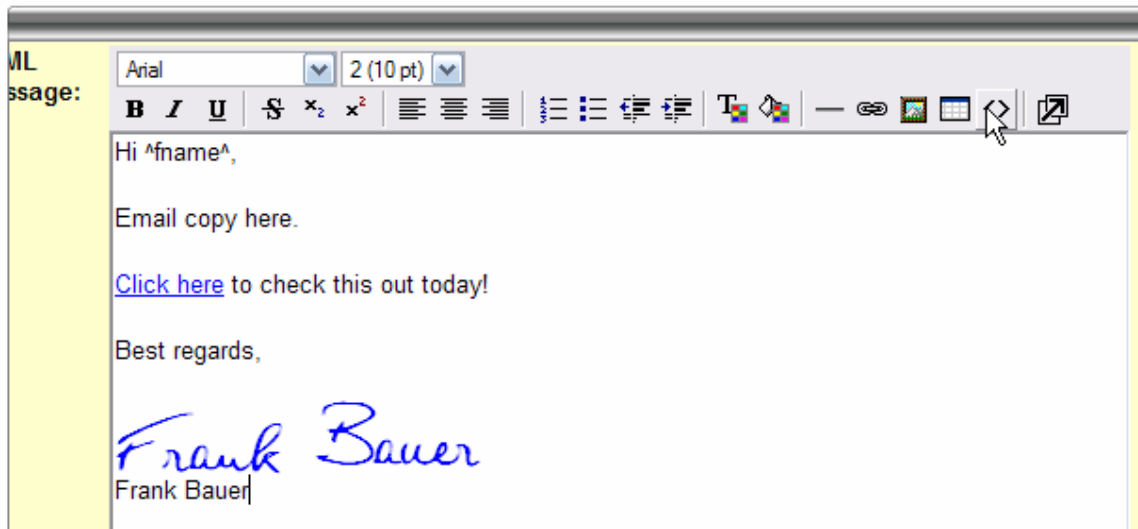
New Campaign URL Only needed if adding or editing a campaign.

Let me just check back in the email what I chose. See the [CLICK HERE](#) link...

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We want to track this as well. Let's switch to HTML code...



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The link itself is <http://add2it.com>. We're going to track how many people are going to click on that. Let me just copy this. Highlight it, press CTRL+C to copy and paste it in here with CTRL+V.

Add, edit, reset or delete campaigns

ADD Campaign Select this button to ADD a new campaign.

Add Split-Test / Rotate URL to existing campaign Select this button to ADD a SPLIT-TESTING / ROTATOR URL to an existing campaign.

EDIT This Campaign Select this button to EDIT the named campaign.

RESET Count Select this button to Reset the named campaign. Current month only Complete history

DELETE This Campaign Select this button to DELETE the entered campaign.

Campaign Code 32characters max.

New Campaign URL Only needed if adding or editing a campaign.

Use [InstaHe!p](#) live support tracking

Campaign valid until (mm/dd/yy): leave blank and the link never expires

Select ADD Campaign and click MAKE CHANGES. So that's all and we have our campaign set up. Now we get the codes that we need. Click on the GET LINKS link.

Add2it Go-To System - Campaigns and statistics

Campaigns shown: [None](#) | [All](#) | [0-9](#) | [0](#) | [1](#) | [2](#) | [3](#) | [4](#) | [5](#) | [6](#) | [7](#) | [8](#) | [9](#) | [A-Z](#) | [A](#) | [B](#) | [C](#) | [D](#) | [E](#) | [F](#) | [G](#) | [H](#) | [I](#) | [J](#) | [K](#) | [L](#) | [M](#) | [N](#) | [O](#) | [P](#) | [Q](#) | [R](#) | [S](#) | [T](#) | [U](#) | [V](#) | [W](#) | [X](#) | [Y](#) | [Z](#) (Reload)

Campaign - URL		new window test link... does not affect count!							Live support & tracking:
Options		Current Month	Month: Jul	Month: Jun	Month: May	Month: Apr	Month: Mar	Total Count	Campaign valid until (mm/dd/yy):
email - http://add2it.com									
Get Links	Visitors:	-	-	-	-	-	-	-	No live support & no tracking
Edit	Clickthroughs:	0	-	-	-	-	-	0	
Add URL	Actions:	-	-	-	-	-	-	-	always
Details	Sales:	-	-	-	-	-	-	-	

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Add2it Go-To System - Your Hyperlink Sample: email

Step #1: To count the clickthroughs of your tracking link, add the following link to the web page or HTML page.

This is the hyperlink tag for your clickthrough tracking.
Copy the code from this text box

```
<a href="http://goto-pro.com/go/to.pl?l=email&cu=1&u=181">object</a>
```

This is a simple E-Mail link for your clickthrough tracking.
Copy the code from this text box

```
http://goto-pro.com/go/to.pl?l=email&cu=1&u=181
```

This is the HTML code for a split test redirect HTML page.
Copy the code from this text box

```
<html><head><title>Add2it Go-To System</title></head>
<frameset rows="100%,*" border="0">
<frame src="http://goto-pro.com/go/to.pl?l=email&cu=1&u=181" frameborder="0">
<frame frameborder="0" noresize></frameset></html>
```

We could use this HTML code, its all ready to be pasted on the HTML message and we just change this part OBJECT to whatever we want. But to make it easy we just get the link down here. Highlight it, press CTRL+C, go back to the auto-responder and paste it in here (<http://add2it.com>) instead of the original link (press CTRL+V to paste).



The screenshot shows an email editor window with a toolbar and a text area containing HTML code. The code is as follows:

```
<P>Hi ^fname^,</P>
<P>Email copy here.</P>
<P><A href="http://add2it.com">Click here</A> to check this out
today!</P>
<P>Best regards,</P>
<P><IMG alt="" hspace=0
src="http://add2it.com.au/images/signature.gif"
align=baseline border=0><BR>Frank Bauer</P>
```

The second part of code we need to add to the HTML message is the invisible image that I mentioned before. In this case, we go to Step #2 code: to count the visitors. We highlight the whole code here, press CTRL+C to copy and paste it anywhere in the message.

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Copy the code from this text box

```
<?php header("Location: http://goto-pro.com/go/to.pl?l=email&cu=1&u=181"); ?>
```

can change the number of days the same visitor will not be counted again by changing the cu= value.
A value of 0 (zero) means the same visitor will be counted with every click.

Step #2: To count the visitors that see your clickthrough tracking link, add the following HTML code for a 1x1 pixel image to the web page or HTML email on which you place the clickthrough tracking link of step #1.

This is the image tag for your **visitor** tracking.

Copy the code from this text box

```

```

You can change the cost per visitor by changing the c= value.
can change the number of days the same visitor will not be counted again by changing the cu= value.
A value of 0 (zero) means the same visitor will be counted with every page view.

I'll just put it here at the end of the email...

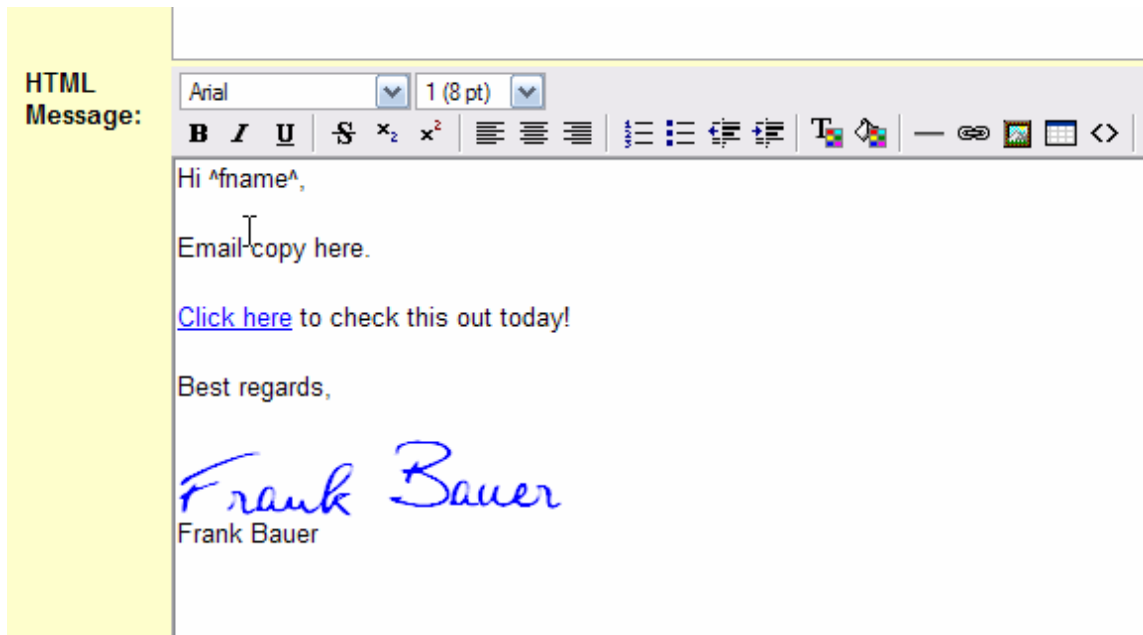
```
HTML Message:
Arial 2 (10 pt)
B I U
x₂ x²
Click here to check this out today!
Best regards,
<IMG alt="" hspace=0
src="http://add2it.com.au/images/signature.gif"
align=baseline border=0><BR>Frank Bauer</P>

```

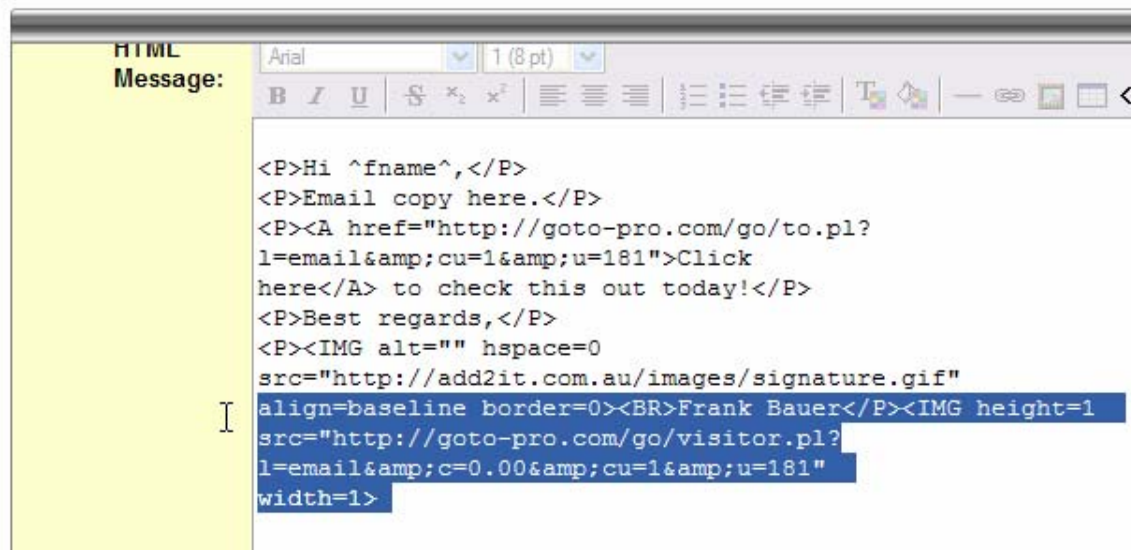
The invisible image's height and width are 1 by 1 so nobody can see it. And the price, since it doesn't cost us anything to send email, and we'll change the price from c=0.05 to c=0.00. For pay per click ads, we would have left it at 0.05 or at whatever price we pay. Click the "SEND/SAVE MESSAGE" button.

It's been saved and we just go back there. It looks normal as before, you can't see the invisible image and the link looks normal.

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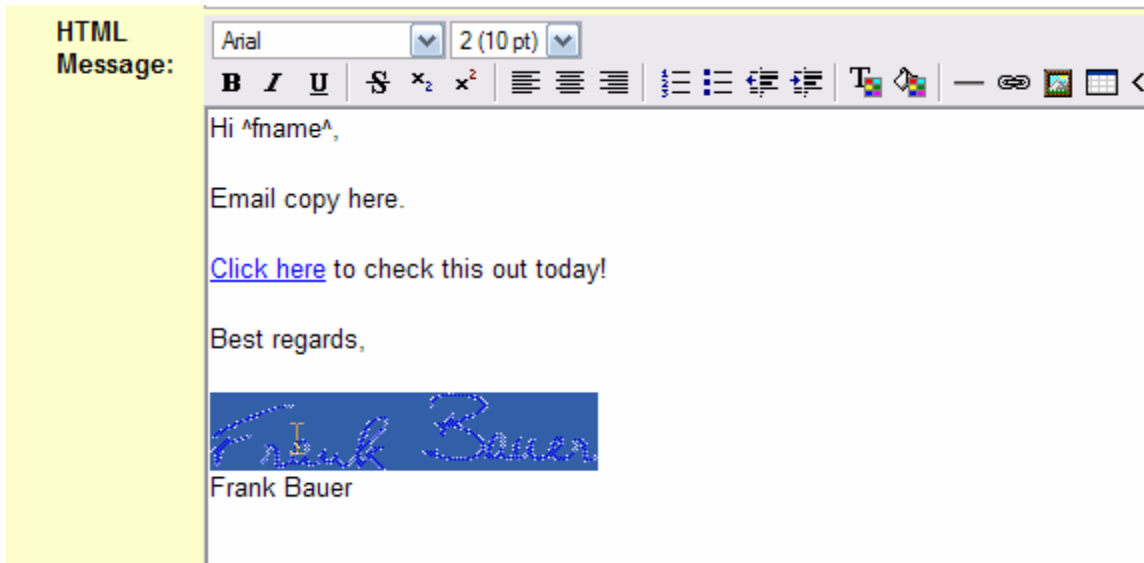
If you look in the HTML source again, we can see the changes we just did ([CLICK HERE](#) code for the link) and down here, the tracking image, to check what the open rate of the email is.



And that's it. Send it out now and with the people that receive it and open the email, the image loads and it counts as 1 for each unique person that opens the image.

Just one quick comment (A quick tip!)... See the signature image that I put in here? It's good to put 1 image that's actually visible in here, so people know they need to load the images of the email because I noticed that some people nowadays turn the loading of images in emails by default OFF and if it's off, it wouldn't track it, so you want to make sure they load the images in the email.

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So, put a signature image in here, a picture of yourself or of the product. That way, they see that there's an image in there and if they have images turned off by default, they know they have to load the images, that way; they will also load the tracking code for tracking the open rate of the email.

That's it for this tutorial. Thank you for reading this and have a great day!

