

When using email feeds, such as [email campaigns](#) and [newsletters](#), it is important to determine their overall effectiveness and optimize the individual marketing emails according to the results. You can achieve this by tracking the sent emails and monitoring the reactions of recipients.

You can use two types of tracking for marketing emails.

- [Tracking opened emails](#) – keeps statistics about the number of emails that recipients actually open.
- [Tracking clicked links](#) – monitors the number of clicks that recipients perform on hyperlinks placed in the content of marketing emails.

First, ask your administrator to [enable marketing email tracking](#) for contact group [recipients](#).

Individual email feeds have tracking enabled by default. You can check the configuration of individual email feeds:

1. Open the **Email marketing** application on the **Email feeds** tab.
2. **Edit** (✎) an email campaign or a newsletter.
3. Switch to the **Configuration** tab.
4. Make sure that **Track opened emails** and **Track clicked links** are enabled.
5. Click **Save**.



#### Note

- You cannot use tracking retroactively for emails that have already been sent before you enabled the tracking settings.
- The system does not include draft emails in the tracking statistics.



#### Logging marketing email actions as activities in Kentico EMS

If you want the actions related to a specific email feed to be logged as [on-line marketing activities](#), enable the **Log online marketing activities** property on the **Configuration** tab of individual email feeds.

Email marketing activities include the following types of [activities](#):

- *Newsletter subscription*
- *Email feed unsubscription*
- *Opt out from all marketing emails*
- *Email opening*
- *Clickthrough tracking*

## Tracking the email open rate

This type of tracking allows you to monitor how many marketing emails are actually opened by recipients. Open rate is one of the key metrics for monitoring the email feed's success.

The system tracks the open rate by embedding a small, invisible image into the content of emails. When this image is requested from the server for the first time, the system marks the email as received and opened for the given recipient. As a result, the indicated number of opened emails may be slightly lower than the actual amount.

- Emails are only counted as opened if the email client of the recipient allows the loading of images.
- If the recipient clicks on a link contained in the email and **Track clicked links** is enabled for the email feed, the system recognizes the email as opened even if images are blocked.

To view the statistics of marketing emails, edit an email feed on the **Emails** tab. You can find basic email statistics right on this tab. Both percentage and absolute values are available for the email **Opens**, **Clicks**, and **Unsubscriptions**.

Actions	Email name	Status	Send date	Sent	Opens	Open rate	Clicks	Click rate	Unsubscriptions	Unsubscription rate
...	Coffee 101 - Lesson 2	Sent	6/14/2017 11:40:10 AM	101	16	15.84%	2	1.98%	3	2.97%
...	Coffee 101 - Lesson 1	Sent	6/14/2017 11:37:47 AM	101	29	28.71%	12	11.88%	5	4.95%

✓ Enable [monitoring bounced emails](#) to see the number of delivered emails and the delivery rates of the emails.

✓ Hover your mouse over the value in any column with a rate to display how the rate is calculated.

To see more detailed statistics of a specific email, **edit** () an email and navigate to the **Reports -> Overview** tab. On the **Overview** tab, you can see the summary of all email statistics. Regarding the opened emails, you can find there:

- **Unique opens** – shows how many different recipients opened the email.
- **Unique open rate** – displays the unique opens as a percentage. Calculated as the number of unique opened emails from delivered emails (i.e., sent emails without [bounced emails](#)), when bounced emails are monitored, or from sent emails, when bounced emails are not monitored.

Name: Coffee 101 - Lesson 2

Subject: Coffee 101 - Lesson 2

Status: Sent

Send date: 3/6/2017 10:11:38 AM

A/B test: No

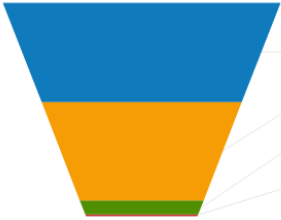
Sender name: Dancing Goat

Sender email address: dancinggoat@localhost.local

UTM source: coffee101\_coffee\_101\_-\_lesson\_1om15

UTM medium: email

UTM campaign: NewCampaign\_1xyyyy



Sent: 101

Delivered: 101

Delivery rate: 100.00%

Unique opens: 14

Unique open rate: 13.86%

Unique clicks: 2

Unique click rate: 1.98%

### Delivery

Sent	Bounces	Bounce rate	Delivered	Delivery rate
101	0	0.00%	101	100.00%

### Engagement

Delivered	Delivery rate	Unique opens	Unique open rate	Total clicks	Unique clicks	Unique click rate
101	100.00%	14	13.86%	5	2	1.98%

### Contact loss

Delivered	Delivery rate	Unsubscriptions	Unsubscription rate
101	100.00%	3	2.97%

### Most clicks

Link	Description	Total clicks	Unique clicks	Click rate
<a href="http://preview-02/preview_2017-03-06_07-30_Rich...">http://preview-02/preview_2017-03-06_07-30_Rich...</a>	Try Ethiopian Coffee	5	2	1.98%

When you want to go through a list of all recipients who opened the email, switch to the **Reports -> Opens** tab. You can filter the recipients according to their email address or the time interval during which they opened the email.

## Tracking clicked links


You can measure the effectiveness of marketing emails based on their *click-through rate*. The system tracks which links in marketing emails are clicked by the recipients and how many times.

If you enable link tracking for an email feed, all links in the marketing emails are converted to tracking links when sent out. This applies to both [email campaigns](#) and [newsletters](#). When a recipient clicks a tracking link, the system stores a record of the event.

To view the link statistics of emails, edit an email feed on the **Emails** tab. You can find the percentage of the clicked emails in the **Click rate** column, as well as the absolute number of the unique clicks in the **Clicks** column.

✓ Enable [monitoring bounced emails](#) to see the number of delivered emails and the delivery rates of the emails.


✓ Hover your mouse over the value in any column with a rate to display how the rate is calculated.

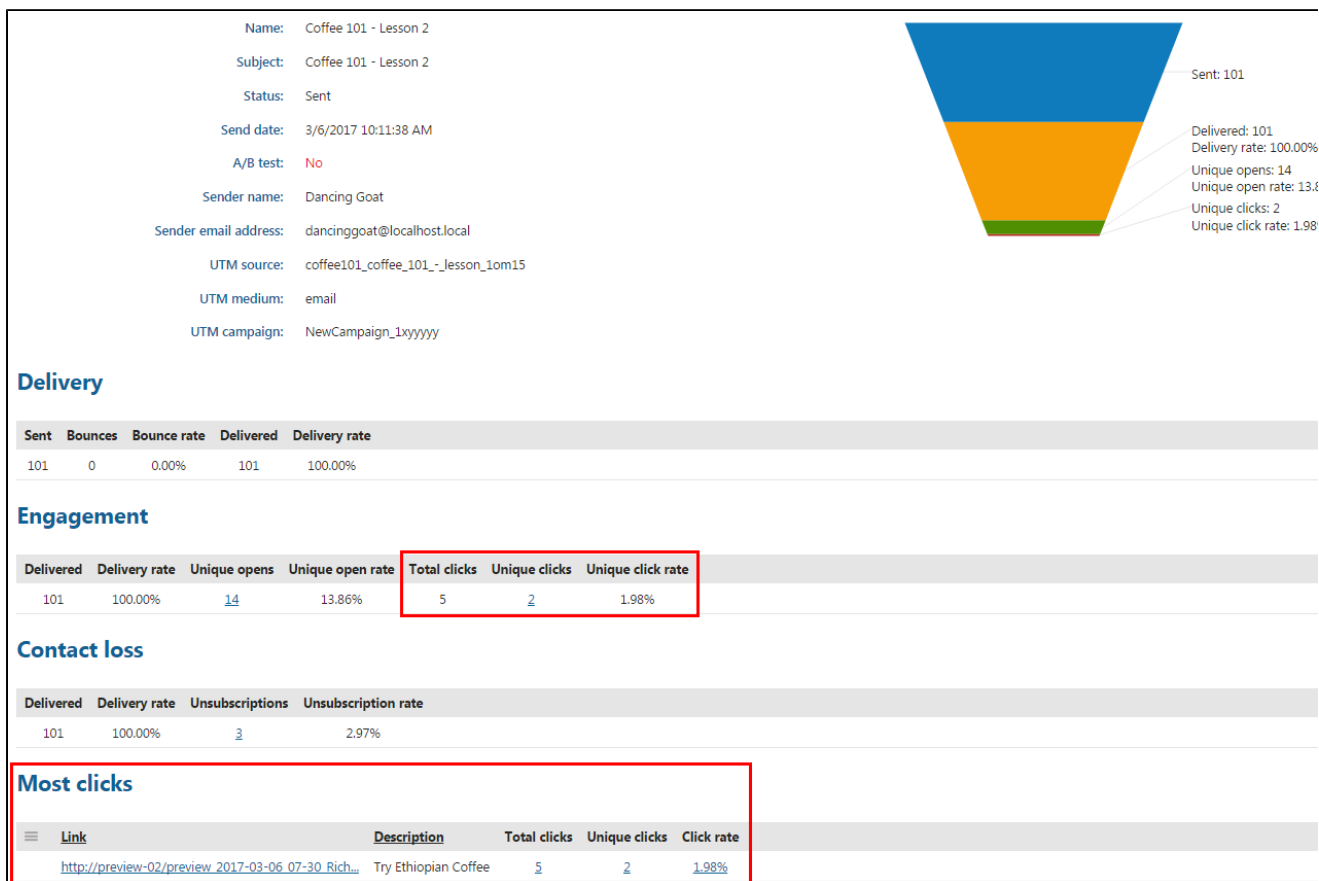
To see more detailed statistics of a specific email, **edit** () an email and navigate to the **Reports -> Overview** tab. On the **Overview** tab, you can see the summary of all email statistics.

You can find the following statistics regarding clicked links in the **Engagement** section:

- **Total clicks** – indicates how many times links in the email were clicked, including multiple clicks from the same recipient.
- **Unique clicks** – shows how many different recipients clicked on at least one link in the email.
- **Unique click rate** – displays the click-through rate of the link as a percentage. Calculated as the number of unique clicks from delivered emails (i.e., sent emails without [bounced emails](#)), when bounced emails are monitored, or from sent emails, when bounced emails are not monitored.

The **Most clicks** section displays statistics for individual links.

 For emails containing multiple links, the total number of unique clicks registered in the **Most clicks** section may be different than the value in the **Engagement** section. For example, if a recipient clicks three different links in an email, the *Engagement* section registers one unique click, but the *Most clicks* section registers a unique click for each of the given links.



When you want to go through all links that have been clicked, switch to the **Reports -> Clicks** tab. You can filter the links according to their target or their description (label).

You can also ask your administrator to help you [exclude links from tracking](#).