

When using [email feeds](#), 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.

First, you need to enable on-line marketing if you want to use marketing email tracking for contact group [recipients](#):

1. Go to **Settings -> On-line marketing**.
2. Ensure that the **Enable on-line marketing** setting is enabled for your website.
3. Click **Save**.

Individual marketing emails 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**.

The system now measures the statistics of marketing emails sent to recipients.



Note

- You cannot use tracking retroactively for emails that have already been sent before you enabled the settings.
- The system does not include draft emails in the tracking statistics.
- Two same URL paths (in a case-insensitive manner) are always represented by an identical tracking link.

Excluding links from tracking

To manually disable tracking for a link in a marketing email:

1. Open the **Email marketing** application on the **Email feeds** tab.
2. **Edit** (🔧) an email campaign or a newsletter.
3. On the **Emails** tab, **edit** (🔧) an email that have not been sent yet.
4. On the **Content** tab, click **Source** on the editor toolbar to switch to source mode.
5. Insert the **tracking="false"** attribute into the **<a>** tag of the given hyperlink.

For example: `Kentico`

In addition, tracking excludes the following links automatically:

- Unsubscription links generated by the `{% EmailFeed.UnsubscribeFromEmailFeedUrl %}` expression (marketing emails keep separate unsubscription statistics by default)
- Links to local anchors within the content of the email