Tracking Autoresponder Responses

As an Internet marketer, it is vitally important to
know how well your advertising campaigns are doing.
Advertising campaigns cost a lot of time and money,
and campaigns that are not doing well need to either
be changed or scraped. When using autoresponders
for purposes of Internet marketing, you will be able to
tell how well your autoresponder messages are doing
by using response tracking.

Autoresponder response tracking is usually easily
set up with the higher quality paid autoresponder
services. Using the tracking set up tool, you simply
enter the web site address that you want your
readers to visit, and the software generates a brand
new URL. This URL is used track the number of
clicks that you have from the autoresponder message
to the website that you are promoting.

When a person clicks on that special URL, the click
is captured, and they are automatically redirected to
the website that you intended them to arrive at. The
visitor does not know that they have been redirected
in most cases. You can monitor the results
through the control panel of your autoresponder
service account. The control panel will tell you how
many messages were delivered, and how many
clicks were received. Most quality autoresponders
will even include a feature that allows you to track
how many of the emails were opened. This is a
great marketing research tool for mass email marketing.

Not all autoresponder services offer tracking abilities
such as this. If tracking is important to you, you
need to make sure that this is one of the features of
the autoresponder service before you sign up. This
feature gives you the ability to know whether the
message you are sending out is effective, or if
changes need to be made. It also allows you to
see if the sales copy on your website is effective, in
a 'round-about' way. For instance, if you are getting
thousands of clicks from the autoresponder

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message, but very few clicks from the sales page
to the order page, you know that the
autoresponder message is working, but the sales
copy is failing.

If you have never tracked your autoresponder
responses before, you should definitely consider it.
Again, this information allows you to find out what is
working, and what is not working. It will essentially
make your autoresponder marketing much more
effective and profitable. You will most likely be very
surprised at the results of the tracking!

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