

Web Analytics

Track clicks from iPost emails to your Website with Web Analytics services such as Google Analytics. Web Analytic Parameters are automatically added to the links of your email, allowing you to track Web site activity back to your email. This enables you to positively attribute increase in traffic to your email sent from iPost.

Tracking Website URL

The Tracking Website URL allows you to append Web Analytics tracking to certain domain(s) at the time a recipient clicks on a link in an email. If this field is left blank, web analytic tracking will be added to all links that are clicked on within your email no matter where they resolve to. By default, the Web Analytics Tracking Parameters is enabled for all sends. You can disable this when setting-up a send on the email configuration screen.

Enter the domain you would like tracked e.g. `http://example.com`

Only links that begin with that domain pattern will have the tracking parameters added at click-through. A value of `http://example.com` will add tracking to links that begin exactly with `http://example.com`. Other similar domain derivations will be ignored if they do not match the pattern exactly such as `https://example.com` and `www.example.com`.

Treat as Regular Expression

Checking the option *Treat as Regular Expression* allows for more complex domain matching options. This includes appending web analytics tracking to multiple domains.

Edit Parameters

1. Select the *Edit Parameters* option to add new or modify existing parameters.
2. Click the *Add New Parameter* option to add new parameters.
There is no limit to the number of parameters you can include.
3. Click *Save* after making any changes.

The table below lists the Parameter properties with their descriptions.

Name	The name of the parameter. This name will appear in the link and be passed to your Web Analytics tool for tracking.
Type	The data contained in the parameter. There are five possible types: <ul style="list-style-type: none">• Contact Data• System Field


	<ul style="list-style-type: none"> • Static String • Email Parameter • Derived Field
Value	The value that will be passed for the parameter.

Parameter Types

There are five possible parameter types to choose from.

Contact Data

The Contact Data type allows you to select fields that exist in the [Database](#) page in Settings. When selected, that field value will be passed for the parameter in the link.

 Data fields from Custom Data Tables cannot be used in the Web Analytics configuration.

System Field

This option gives you the ability to select system-level fields such as email name. There are eight System Field values that can be selected. They are:

- Campaign Tag – the name of the campaign tag used when the email is configured to send.
- Contact ID – this is unique numerical value iPost assigns each contact.
- Email Name – the name of the email.
- Email Subject – the subject line of the email.
- iPost Blob – this is a unique alphanumeric value iPost assigns each contact.
- Link Name – The name attributed contained in the href tag for a URL.
- Mailing ID – this is the unique ID the iPost system applies to the email ticket.
- Recipient's Email Address – the contact's email address.
- Reporting Folder Name – the name of the reporting folder the email ticket is saved to. The folder must be selected during the send configuration process.
- Vendor Name – iPost will be the value passed when this option is selected.

Static String

The Static String type will pass the value you input in the value field for all emails. Select this option when you want to include a custom (hardcoded) value. This is case sensitive.

Email Parameter

The Email Tracking Parameter type allows you to define values for this parameter at the email creative level by checking the *Email Tracking Parameters* option within the Properties step of the email creation process.

The iTL format is {\emailparamX} where X is replaced by the parameter number such as {\emailparam1} or {\emailparam2}.

The value of the {\emailparamX} will carry forward to what is set on the creative. This is a huge time-saver if Web Analytics values change per email e.g. utm_content=This Creative's New Value!

Check out the [Email Tracking Parameter](#) documentation for more information.



Contact iPost Client Services to have this feature enabled.

Derived Field

The Derived Field option is not setup by default. It is used when a special-case scenario exists to append a value that is not available in the other options or needs to be calculated.



iPost Client Services can enable this and customize it to your use-case.