

Web Tracking

Web Tracking allows you to track contact behavior on a configured website and have that behavior captured and reported on in iPost. Our Web Tracking functionality allows you to track Conversions and Page visits, but it can also be used to create a Funnel that injects contacts into a Journey.

How It Works

In order to track behavior from an iPost email to your website, you will first have to add a snippet of JavaScript to each page. Within iPost, enabling Web Tracking on the email activity will append an *iqs* parameter to the URLs.

When a contact clicks on a link that lands on the website with the JavaScript snippet, a cookie named "iqs" will be saved: when the contact performs the activity being tracked, the script will send the data back to iPost.

Web Tracking Manager

WEB TRACKING

1 Add New Website

2 Websites	3 Date Time Created	4 Last Script Published	5 Status	6 Page Tracking	7 State	8 Web Tracking	9 Actions
fourpointsoutfitters.com	11/17/2017 03:32 PM	02/14/2019 04:11 PM	Published	<input checked="" type="checkbox"/>	Active		Actions
myshopifystore.com	03/22/2018 04:17 PM	03/22/2018 04:17 PM	Published	<input checked="" type="checkbox"/>	Active		Actions
cmmapl.com	07/05/2018 02:03 PM	05/09/2019 01:07 PM	Published	<input type="checkbox"/>	Active		Actions
https://demo.com	09/24/2020 04:08 PM	09/24/2020 04:08 PM	Published	<input type="checkbox"/>	Active		Actions
https://lunchandlearn.com	10/16/2020 07:20 PM	10/16/2020 07:20 PM	Published	<input type="checkbox"/>	Active		Actions

*changed without publishing

10 Web Tracking Link Timeout Expiration: No Expiration

11 ☐ Add Web Tracking Links on all links no matter the domain

12 ☒ Enable Web Tracking by default on all sends

Save

1. *Add New Website* allows you to add a website that you will be adding the tracking script to.
2. *Websites* is a list of websites that have been added to your account
3. *Date Time Created* is the date and time that the website was added to your account.
4. *Last Script Published* date is the date for when the tracking script was last published
5. *Status* is the status of the website. Values are Draft and Published.
6. *Page Tracking* allows you to turn on page tracking for the site. This will be disabled if Page Tracking is not enabled in your account
7. *State* indicates if a website is active. The values are active and paused.
8. *Web Tracking* help provides information on the manager and configuring the functioning
9. The *Actions* menu allows you to edit, delete, or republish the tracking script from the manager.

Configuring Web Tracking

Before you begin, please know that setting up web tracking requires access to the code of the website in which you are tracking data. You will also need some background in JavaScript. Refer to a Web Developer to make sure all the steps are followed as per specifications.

To configure a Website, please follow these steps:

1. Click the *Add New Website* button
2. Enter the website in the *Website Name* field
3. Click *Save*
4. If tracking across domains, click the *Cross Domain* box
5. Click *Publish*

SCRIPT BUILDER

www.website.com

Back

Save

SCRIPT PROPERTIES

CONVERSION

JOURNEY FUNNEL

PAGE

Example Usage

Website Name:

www.website.com

Publishing your website will generate the web tracking script that will be placed on your site. The script will generate in the *Script Loader* section of the *Script Builder* page.

Copy the *Script Loader* content and add it to your website code (before the end of the `</body>` tag). Make sure to include the script in all the pages of your website from where you want to track data.

SCRIPT BUILDER

www.website.comBackRepublish

SCRIPT PROPERTIESCONVERSIONJOURNEY FUNNELPAGE

Example Usage

Website Name: www.website.com

Script Location: https://js.g001.enterprise.ipost.com/static/pref/img/client/e/enterprisedemo/WEH/iPost-W

Script Loader:

```
<script>
(function(d, s, u, a) {
  a = d.createElement(s);
  a.async = 1;
  a.src = u;
  d.body.appendChild(a);

  a.onload = function() {
    a.parentNode.removeChild(a);
  };
})(document, 'script',
'https://js.g001.enterprise.ipost.com/static/pref/img/client/e/enterprisedemo/WEH/iPost-Web-Tracking-kpr2t9ie1p79djl64qjbdltctg-V1.js');
</script>
```

Publish Date: 03/14/2018 02:31 PM

Created Date: 03/14/2018 02:30 PM

Created By:

Modified Date: 03/14/2018 02:31 PM

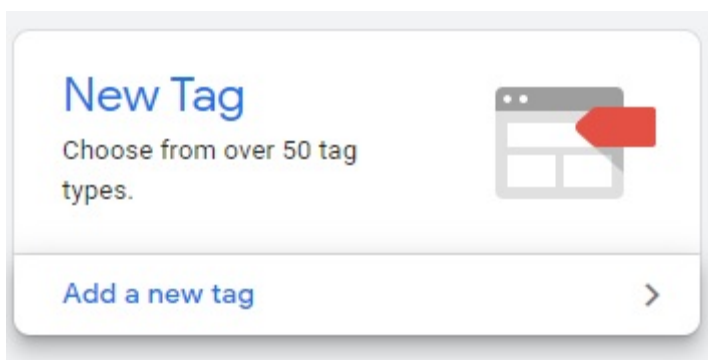
Modified By:

Instructions: Add the Website Tracking Script to each page of your website. You can use a tag manager, add it to an include file or hardcode it to the page.

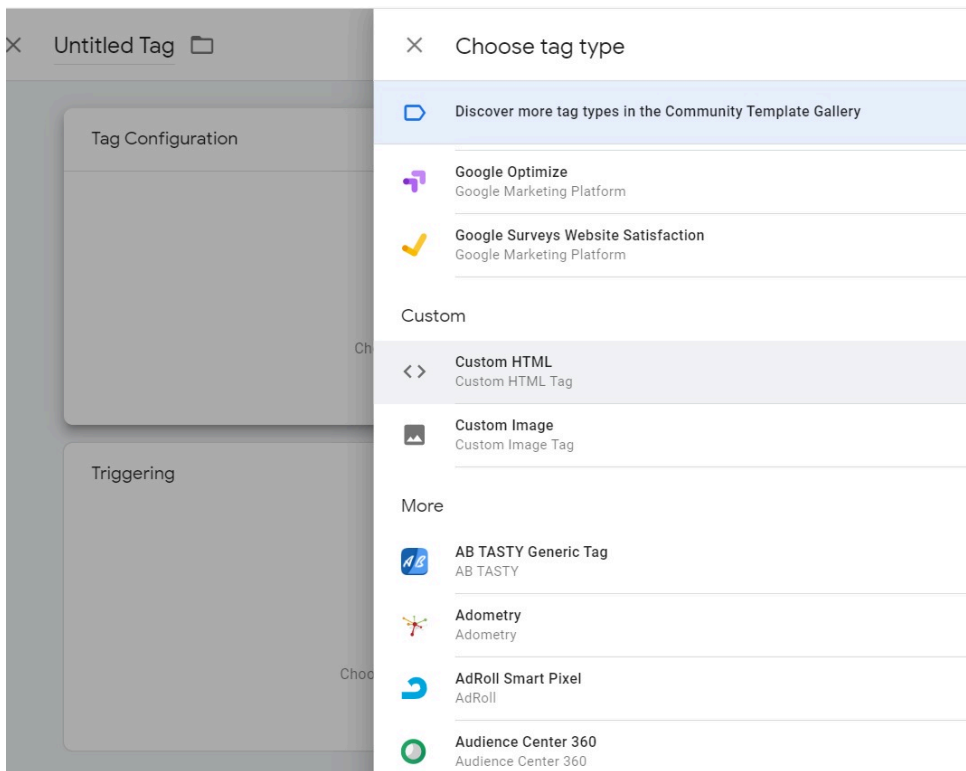
Publishing with Google Tag Manager

To add the Web Tracking script to your website using the Google Tag Manager, follow these steps.

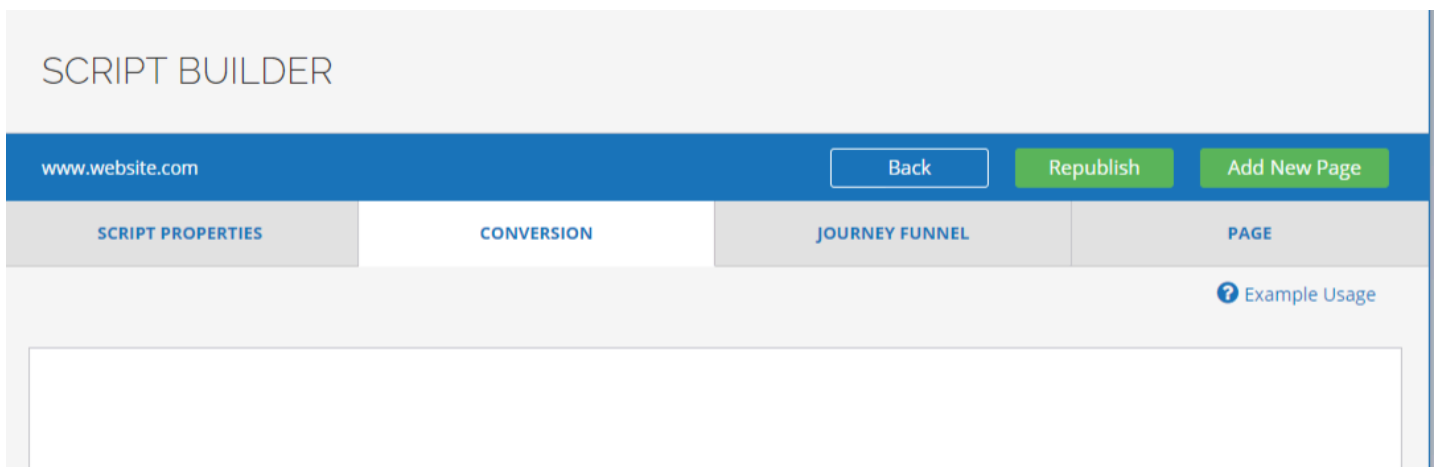
1. In the GTM Workspace, click on Add a new tag



2. Open the Tag Configuration and select the Custom HTML tag type



3. In the HTML editor, paste in the iPost Web Tracking script



4. Next select All Pages as the trigger for this Tag

SCRIPT BUILDER

www.website.com

Back

Republish

SCRIPT PROPERTIES

CONVERSION

JOURNEY FUNNEL

PAGE

[? Example Usage](#)

Website Name: **www.website.com**

Script Location:

Script Loader:

```
<script>
(function(d, s, u, a) {
  a = d.createElement(s);
  a.async = 1;
  a.src = u;
  d.body.appendChild(a);

  a.onload = function() {
    a.parentNode.removeChild(a);
  };
})(document, 'script',
'https://js.g001.enterprise.ipost.com/static/pref/img/client/e/enterprisedemo/WEH/iPost-Web-Tracking-kpr2t9ie1p79djl64qjbdltctg-V1.js');
</script>
```

Publish Date: **03/14/2018 02:31 PM**

Created Date: **03/14/2018 02:30 PM**

Created By:

Modified Date: **03/14/2018 02:31 PM**

Modified By:

Instructions: Add the Website Tracking Script to each page of your website. You can use a tag manager, add it to an include file or hardcode it to the page.

5. Save the Tag, Submit, and Publish the changes