Integrating Web Analytics Tracking Tools

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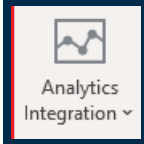
Applies To: ☐ New PoliteMail ■ Legacy PoliteMail

Version: ☐ 4.94 ☐ 4.97 ■ **5.x**

PoliteMail provides a feature which enables analytics tools such as Google Analytics, Webtrends, or Adobe Analytics to measure your email traffic by campaign.

Often, these visitors will arrive at your site because of a link within an email message you sent. PoliteMail will tell you which and how many of these email recipients clicked a particular link to your website and the analytics tools can measure the remaining page views from there.

Analytics Integration



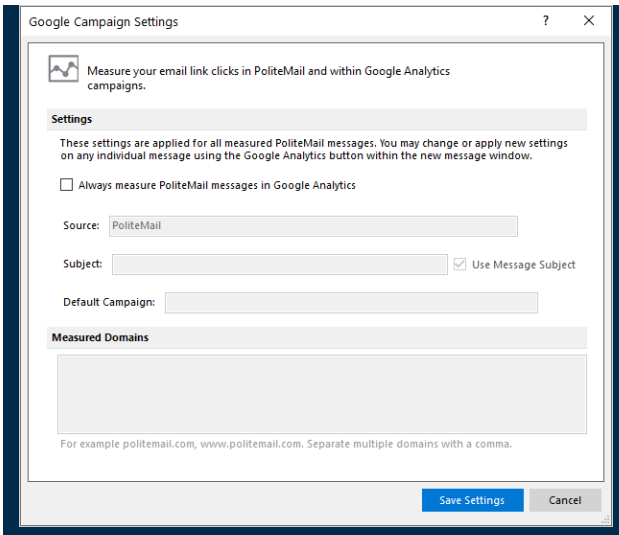
For incoming web traffic, web analytics tools are looking for some specific variables, and PoliteMail will pass those along when analytics integration is enabled.

You may automatically add web analytics measuring to all measured messages (for specific domains) using the **Analytics Integration** button in the PoliteMail tab on the ribbon of your Outlook inbox.

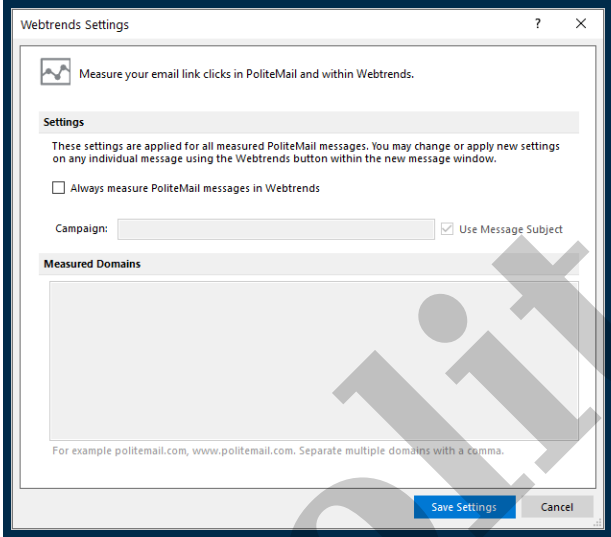
Click the **Analytics Integration** button and select a web analytics tool type from the drop down menu.

Below are all three settings dialog boxes for the analytics integration feature. After you have selected your web analytics tool, check the box next to **Always measure PoliteMail messages in [insert web analytics tool name]** to enable measurement for **all** measured PoliteMail messages. Type in the name of the domains (websites) in the Measured Domains box.

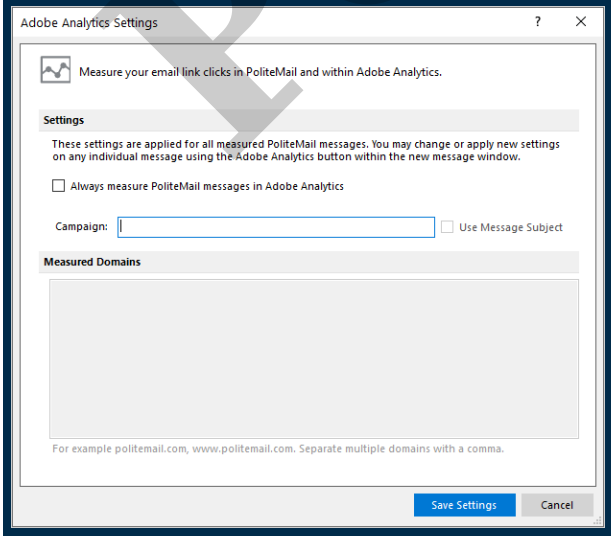
PoliteMail



For more information on Google Analytics, click here.



For more information about WebTrends, click here.



PoliteMail

You can select to use the email subject line as your web analytics campaign tag, or you may input a specific tag name.

Click **Save Settings** after inputting the appropriate information.

Inserting Web Analytics to a Single Measured PoliteMail Message

You may manually add web analytics measurement to a single measured message.

1. Go to **PoliteMail** > **Analytics Integration**.
2. After you have selected the web analytics tool that you use, check the box next to **Measure this message in [insert web analytics tool name]** to enable measurement for a **single** specific message. Type in the name of the domains (websites) in the Measured Domains box.
3. You can select to use the email subject line as your web analytics campaign tag, or you may input a specific tag name.
4. Click **Save Settings** after inputting the appropriate information.

PoliteMail