



Google Analytics Integration Getting Started

Overview

VerticalResponse now integrates with the free Google Analytics service to help you further understand how your recipients are responding to your email campaigns and how they interact with your website. Google Analytics is a free service, as is VR's new integration. If you do not have one yet, you can sign up for your free Google Analytics account here: www.google.com/analytics

Google Analytics allows for the passing of 5 parameters in the URLs in your email campaign. These parameters will help you slice your data in various ways on the Google Analytics site. Once you have enabled Google Analytics in your VerticalResponse account, we will do all the heavy lifting for you and add everything you need to track your links. Here are the parameters that VerticalResponse will automatically tag onto your URLs:

| | |
|-------------------|--|
| Source | VerticalResponse |
| Medium | Email |
| Campaign | {the subject line of your campaign} |
| Keyword | {the link's click text, or a generic placeholder in the absence of such} NOTE: By always using click text, especially where images are concerned, you will have a more specific value for Keyword than the generic placeholder we will assign it. |
| Ad Content | {the merge field value that you will select before launching the campaign} This can be ANY field in your database whether it's {MEMBER_NUMBER}, or {EMAIL_ADDRESS} for instance. |

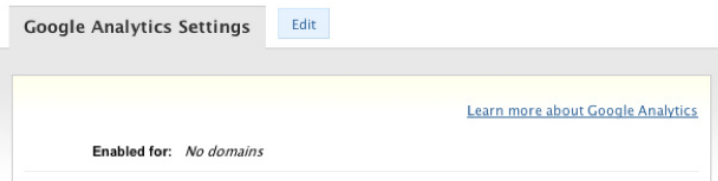
Enabling Your VerticalResponse Account

Once you have signed up for your Google Analytics account and placed the tracking code on your website, you're ready to rock!

In order to track the URLs in your campaigns, we need to know which links you want us to tag. We'll ignore any other domains not listed. You will need to go to your My Profile page, locate the section named Google Analytics Settings and click "Edit".

Here's where you will enter your domains to be tracked. Use the "Add Domain" link to make room for all your sites. If we were to track our own website, I would enter just `www.verticalresponse.com` in one of the text boxes like you see here.

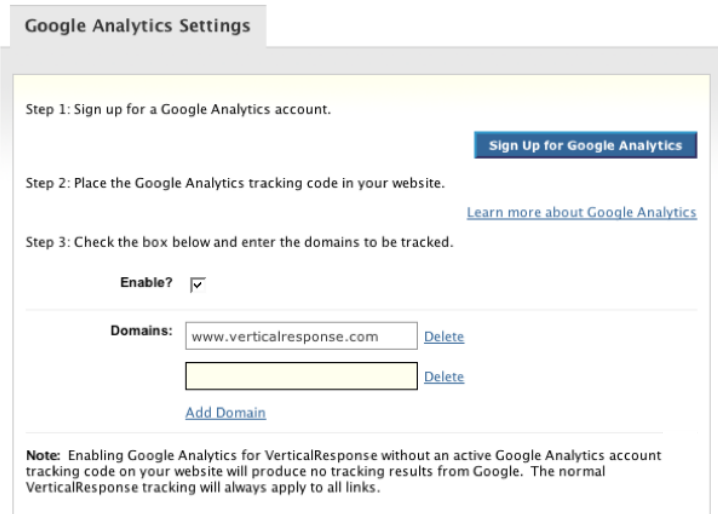
Once you've entered all of the domains you want to track, make sure to click "Submit Changes" at the bottom of the page. There is no limit to the number of domains you can track and you can make changes to this at any time.



Google Analytics Settings [Edit](#)

[Learn more about Google Analytics](#)

Enabled for: No domains



Google Analytics Settings

Step 1: Sign up for a Google Analytics account. [Sign Up for Google Analytics](#)

Step 2: Place the Google Analytics tracking code in your website. [Learn more about Google Analytics](#)

Step 3: Check the box below and enter the domains to be tracked.

Enable? ☒

Domains: [Delete](#)

[Delete](#)

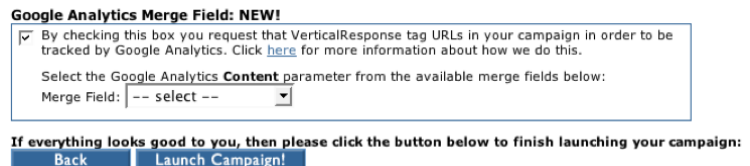
[Add Domain](#)

Note: Enabling Google Analytics for VerticalResponse without an active Google Analytics account tracking code on your website will produce no tracking results from Google. The normal VerticalResponse tracking will always apply to all links.

Preparing your links

Once you have enabled the proper domains in your VerticalResponse account, the Google Analytics parameters will automatically be added to your URLs.

Then you select which merge field you want to use as the 'Ad Content' variable. You'll do this on the Launch screen so don't overlook it. We'll remind you if you do happen to forget.



Google Analytics Merge Field: NEW!

☒ By checking this box you request that VerticalResponse tag URLs in your campaign in order to be tracked by Google Analytics. Click [here](#) for more information about how we do this.

Select the Google Analytics **Content** parameter from the available merge fields below:

Merge Field:

If everything looks good to you, then please click the button below to finish launching your campaign:









[Back](#) [Launch Campaign!](#)

Viewing Your Results

After the campaign goes out, we'll leave you some breadcrumbs so that you can find the results in Google Analytics. If you go to the Summary Report page for your campaign you'll see that we've added a few things to the links sections.

Clickthrough Performance

Total Clicks: 46

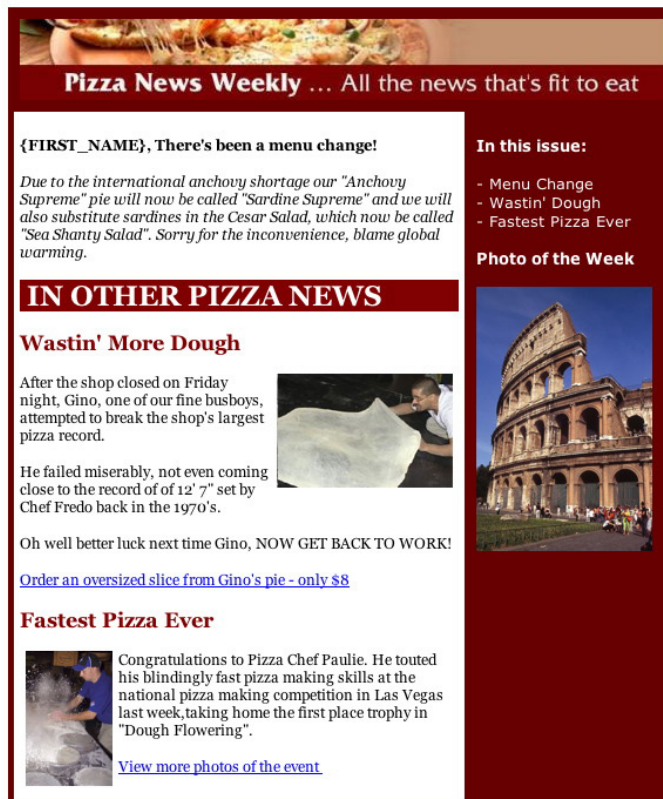
| Graphical Emails | | | |
|---|---|--------------|--------|
| Title [Link] | Edit Link | Clickthrough | Clicks |
| Order an oversized slice from Gino's pie - only \$8 [http://www.verticalresponse.com/?utm_source=vremailtest&utm_medium=ema...] |   | 74.19% | 23 |
| View more photos of the event [http://www.verticalresponse.com/?utm_source=vremailtest&utm_medium=ema...] |   | 61.29% | 19 |
| Text Emails | | | |
| Title [Link] | Edit Link | Clickthrough | Clicks |
| Text Version - Link 1 [http://www.verticalresponse.com/?utm_source=vremailtest&utm_medium=ema...] |   | 9.68% | 3 |
| Text Version - Link 2 [http://www.verticalresponse.com/?utm_source=vremailtest&utm_medium=ema...] |   | 3.23% | 1 |

Notice how we've displayed the merge field that you selected and we've added the Google icon next to just those links that are tracked by the Google Analytics integration. The icon will take you to the login page for Google Analytics.

Now you're ready to slice and dice that data. Google Analytics provides dozens of canned reports and dashboard elements that you can use to create sophisticated marketing reports. You'll find reports with geographic overlays, viewing time spent per page, pages viewed per visit, bounce rates and tons of other options!

Sample Email Campaign

To help illustrate VerticalResponse's integration with Google Analytics, we've set up the following sample email campaign containing two links we're going to track.



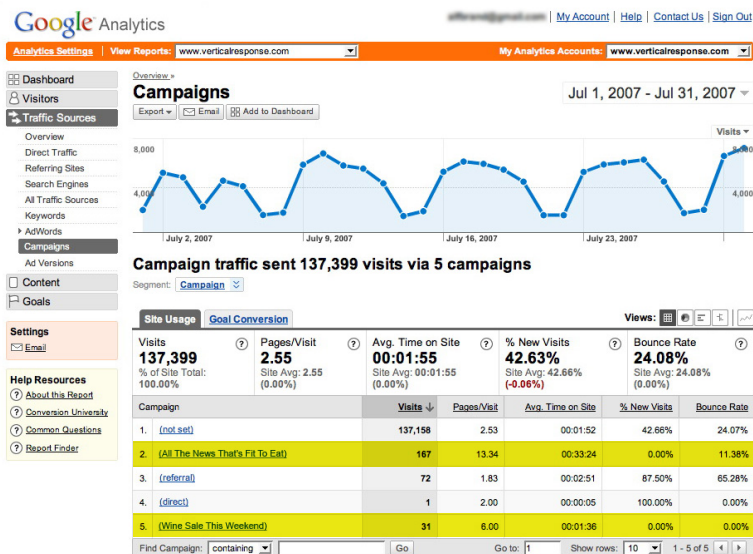
Viewing Stats in Google Analytics

From your Google Analytics account click 'Traffic Sources' in the left hand navigation. Then click on 'Campaigns'



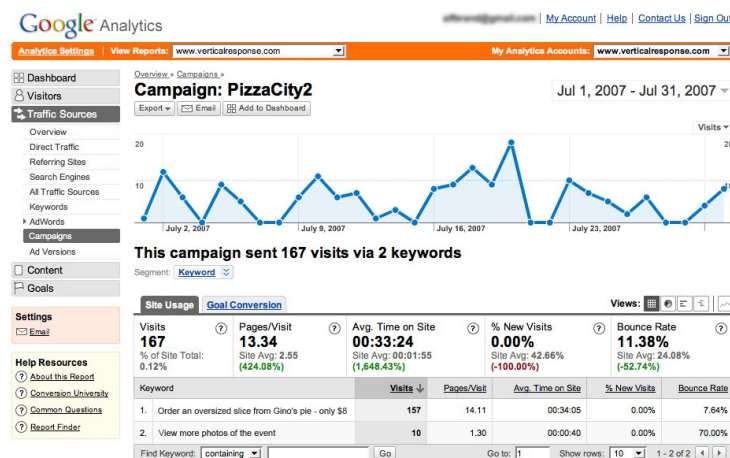
Segment: **Campaign**

Here I can see a snapshot of an email campaign's performance compared to other traffic sources. The highlighted areas denote email campaigns, which you can see are distinguished by subject line.



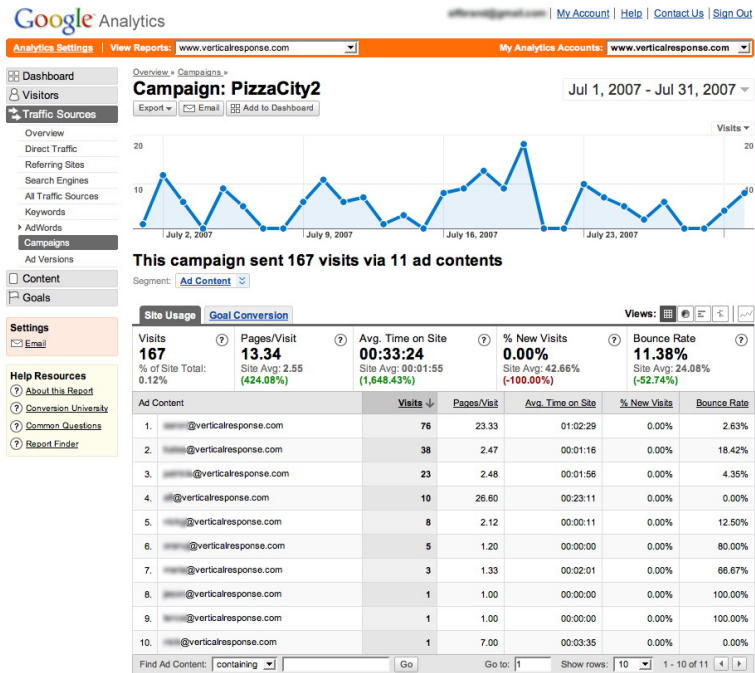
Segment: **Keyword**

This screen shows the amount of traffic the links in the email have generated. These stats can be used to interpret which links are most successful in my emails.



Segment: **Ad Content**

The Ad Content parameter displays which email recipients clicked through to the site. We designated this parameter when we selected the {EMAIL_ADDRESS} merge field at the launch stage.



Segment: **Ad Content**

For this campaign, instead of {EMAIL_ADDRESS}, I've chosen a {ZIP_CODE} parameter for the Ad Content, so I can see which neighborhoods expressed interest in Pizza City.

