



REALMAGNET.COM

Visit www.realmagnet.com to learn more about how MagnetMail can help you create emails with both form and function.

**“REAL MAGNET IS
CONSTANTLY LOOKING
TO THE FUTURE TO
ADDRESS OUR NEEDS.”**

Anna Ulrich, eMarketing Manager,
Drury Inns

TRACK EMAILS

Follow your recipients from your emails to your web site.

Tracking the results of your email is important, but MagnetMail takes it one step further by allowing you to track your recipients after they click your message and visit your web site.

MagnetMail offers two ways to add a new dimension to your ROI measurement:

- **Google Analytics:** From within the MagnetMail interface, this special integration allows you to automatically tag your email links for tracking by Google Analytics. As a result, you'll get a plethora of great metrics, including clickthroughs, conversions, page visits, time on site and more – all available via Google Analytics. You also get the added benefit of being able to compare results from email marketing initiatives to those of other efforts, such as search engine marketing, online advertising and public relations. You can use this data to see which efforts generated the best results and help refine future communications.
- **ClickStream Tracking:** Like Google Analytics, MagnetMail's proprietary web-tracking system allows you to monitor the activity of your recipients after they click on an email link and visit your web site. The difference is that data is collected by MagnetMail and coordinated with your standard message tracking. This gives you a comprehensive view of your message results and allows you to further segment your audience to create targeted lists.

Best of all, both options are 100% free.

Not sure how to use Google Analytics or ClickStream Tracking? Here is an example of how they can work:

You send an email to a recipient promoting an upcoming conference. That recipient clicks on a link in your message and is taken to a landing page on your web site. Every web page visited by that individual is tracked by either Google Analytics or MagnetMail. That includes your registration pages, which can tell you how effective that specific email message was at driving conference registrations.

You'll learn whether your emails lengthen visits, which messages drive the most traffic to certain pages, where users are dropping off your site and much more.

Tracking your audience from one channel to another can yield valuable information for your marketing initiatives.

Request a demo to get a first-hand look at how MagnetMail tracks your audience from emails to your web site.

MAGNETMAIL = EMAIL + EVENTS/SURVEYS/MOBILE/RSS/FAX