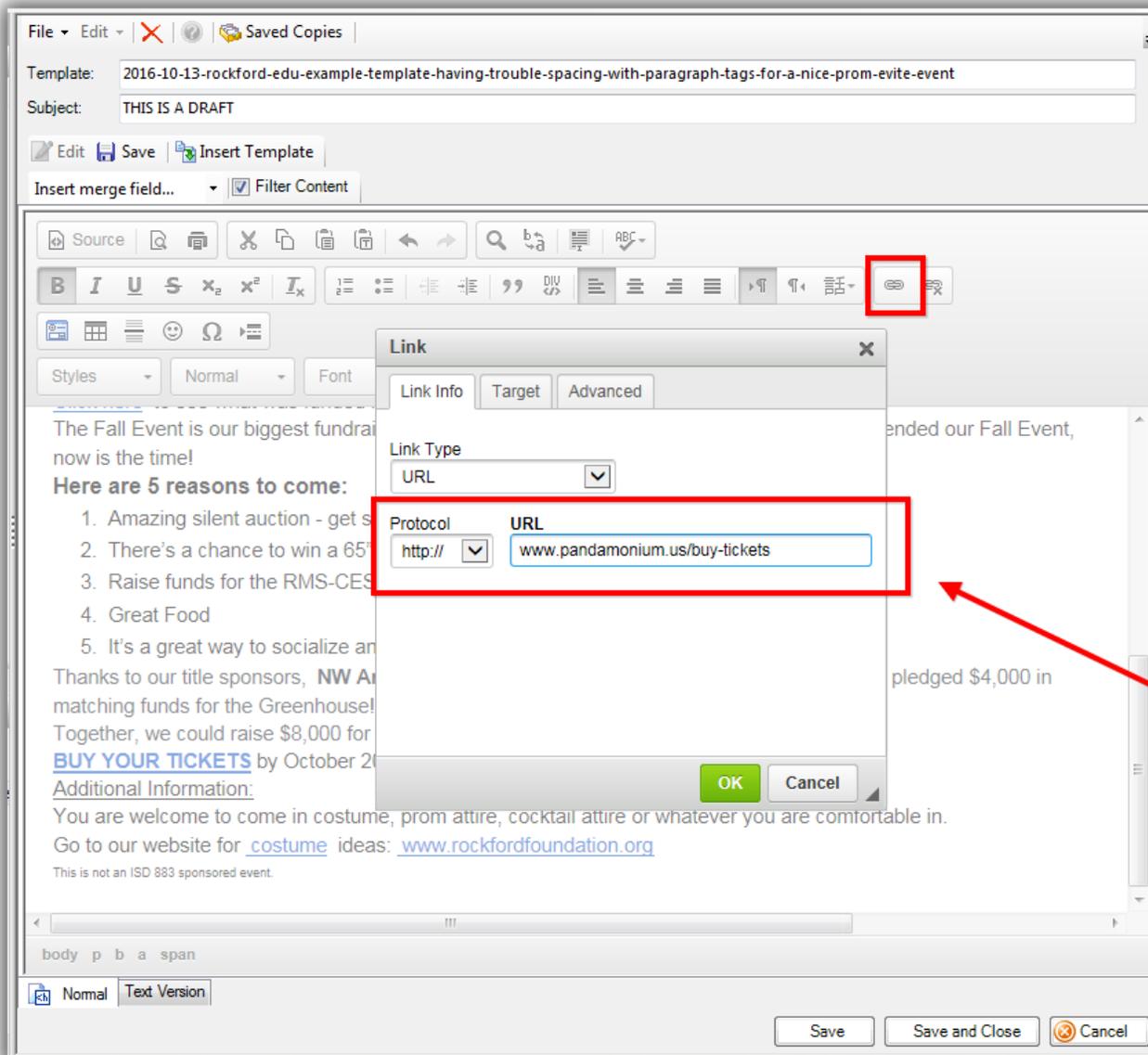


Author: Kristenson, Joel
Last Updated: 2016-10-13

Overview

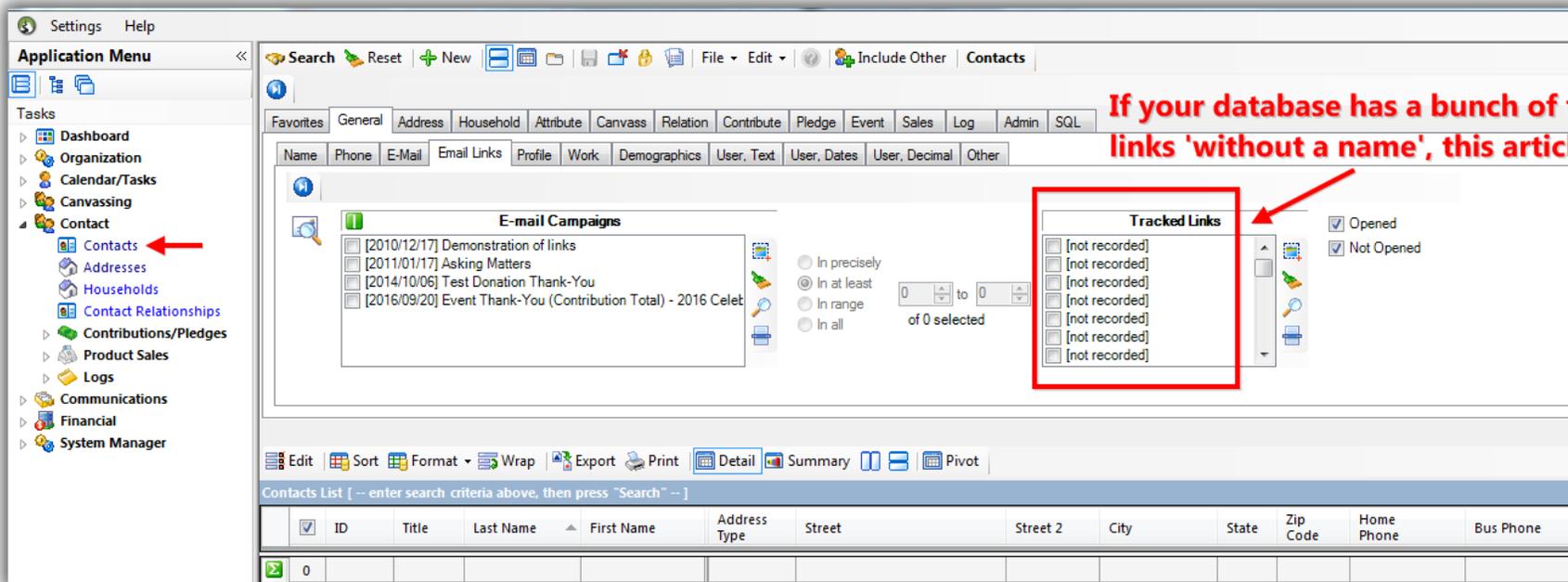
This article walks through the steps to **create/update** the **names** for your **tracked links**.

How tracked links get created: Whenever you're creating a mass email campaign and create a 'new hyperlink' it will automatically add that to your list of tracked links in the database. *Ex:*



When you create links in an 'eblast' it will automatically create a tracked link in your database.

Why you need to update them after the fact: When you create a ‘new’ link in your mass email campaign it **will** create a tracked link, however it **won’t** provide it a **name** in the database, instead it will be called **[not recorded]**. This isn’t very useful when running a search query by the specific link after the fact – you may notice that your database looks something like the example below:

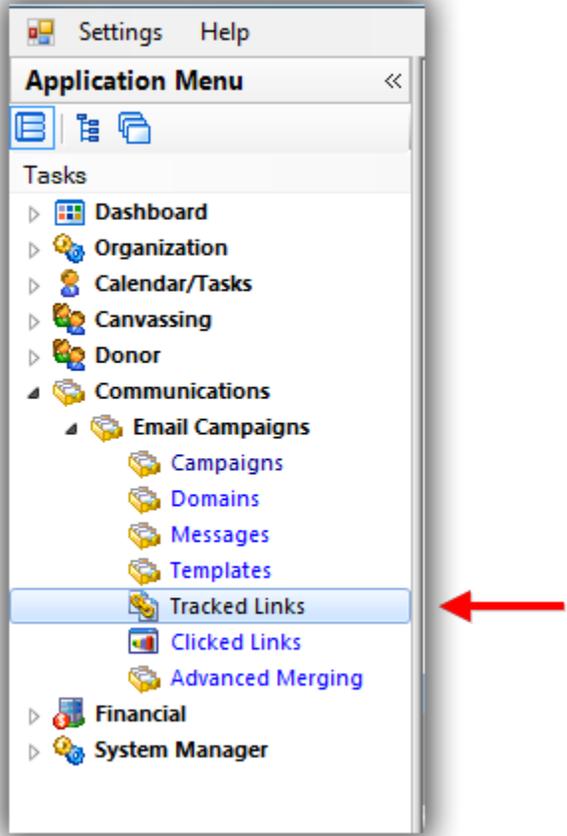


Why tracked links? Tracked links allow you see WHO is reading various aspects of your emails. How many people clicked on my donate link? Who were they? Did they actually contribute? Did anyone read the full article on my website? Of all the links I had in my email, which ones had the most clicks (indicating what my recipients are generally interested in - or not)?

 **Tip:** Learn all about creating and scheduling **mass email campaigns** in [this 20 minute video](#).

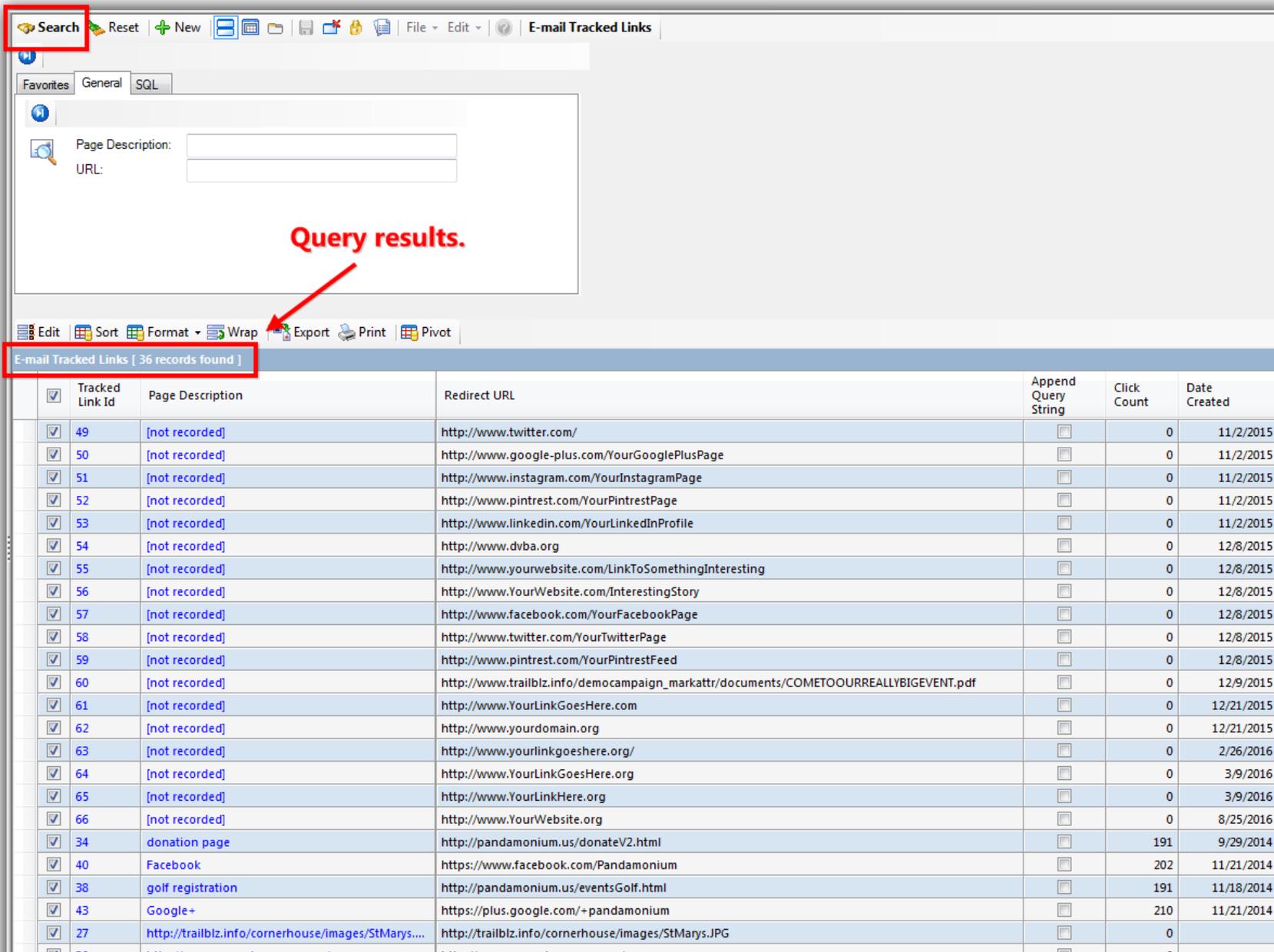
Steps

Navigate to the **Tracked Links** list by following **Application Menu > Email Campaigns > Tracked Links**.



Click **[Search]** to populate the full list. *In my example I had 36 tracked links.*

Click [Search] to populate the full list of tracked links.



Query results.

<input checked="" type="checkbox"/>	Tracked Link Id	Page Description	Redirect URL	Append Query String	Click Count	Date Created
<input checked="" type="checkbox"/>	49	[not recorded]	http://www.twitter.com/	<input type="checkbox"/>	0	11/2/2015
<input checked="" type="checkbox"/>	50	[not recorded]	http://www.google-plus.com/YourGooglePlusPage	<input type="checkbox"/>	0	11/2/2015
<input checked="" type="checkbox"/>	51	[not recorded]	http://www.instagram.com/YourInstagramPage	<input type="checkbox"/>	0	11/2/2015
<input checked="" type="checkbox"/>	52	[not recorded]	http://www.pinterest.com/YourPinterestPage	<input type="checkbox"/>	0	11/2/2015
<input checked="" type="checkbox"/>	53	[not recorded]	http://www.linkedin.com/YourLinkedInProfile	<input type="checkbox"/>	0	11/2/2015
<input checked="" type="checkbox"/>	54	[not recorded]	http://www.dvba.org	<input type="checkbox"/>	0	12/8/2015
<input checked="" type="checkbox"/>	55	[not recorded]	http://www.yourwebsite.com/LinkToSomethingInteresting	<input type="checkbox"/>	0	12/8/2015
<input checked="" type="checkbox"/>	56	[not recorded]	http://www.YourWebsite.com/InterestingStory	<input type="checkbox"/>	0	12/8/2015
<input checked="" type="checkbox"/>	57	[not recorded]	http://www.facebook.com/YourFacebookPage	<input type="checkbox"/>	0	12/8/2015
<input checked="" type="checkbox"/>	58	[not recorded]	http://www.twitter.com/YourTwitterPage	<input type="checkbox"/>	0	12/8/2015
<input checked="" type="checkbox"/>	59	[not recorded]	http://www.pinterest.com/YourPinterestFeed	<input type="checkbox"/>	0	12/8/2015
<input checked="" type="checkbox"/>	60	[not recorded]	http://www.trailblz.info/democampaign_markattr/documents/COMETOOURREALLYBIGEVENT.pdf	<input type="checkbox"/>	0	12/9/2015
<input checked="" type="checkbox"/>	61	[not recorded]	http://www.YourLinkGoesHere.com	<input type="checkbox"/>	0	12/21/2015
<input checked="" type="checkbox"/>	62	[not recorded]	http://www.yourdomain.org	<input type="checkbox"/>	0	12/21/2015
<input checked="" type="checkbox"/>	63	[not recorded]	http://www.yourlinkgoeshere.org/	<input type="checkbox"/>	0	2/26/2016
<input checked="" type="checkbox"/>	64	[not recorded]	http://www.YourLinkGoesHere.org	<input type="checkbox"/>	0	3/9/2016
<input checked="" type="checkbox"/>	65	[not recorded]	http://www.YourLinkHere.org	<input type="checkbox"/>	0	3/9/2016
<input checked="" type="checkbox"/>	66	[not recorded]	http://www.YourWebsite.org	<input type="checkbox"/>	0	8/25/2016
<input checked="" type="checkbox"/>	34	donation page	http://pandamonium.us/donateV2.html	<input type="checkbox"/>	191	9/29/2014
<input checked="" type="checkbox"/>	40	Facebook	https://www.facebook.com/Pandamonium	<input type="checkbox"/>	202	11/21/2014
<input checked="" type="checkbox"/>	38	golf registration	http://pandamonium.us/eventsGolf.html	<input type="checkbox"/>	191	11/18/2014
<input checked="" type="checkbox"/>	43	Google +	https://plus.google.com/+pandamonium	<input type="checkbox"/>	210	11/21/2014
<input checked="" type="checkbox"/>	27	http://trailblz.info/cornerhouse/images/StMarys...	http://trailblz.info/cornerhouse/images/StMarys.JPG	<input type="checkbox"/>	0	

Click on any of the **blue** hyperlinks to **open** the **tracked link record**. *In this example I opened the one with ID 44.*

Editing Tracked Links for Mass Email Campaigns – Creating Names for those Missing a Name

Search Reset + New [Icons] File Edit E-mail Tracked Links

Favorites General SQL

Page Description:
 URL:

Edit Sort Format Wrap Export Print Pivot

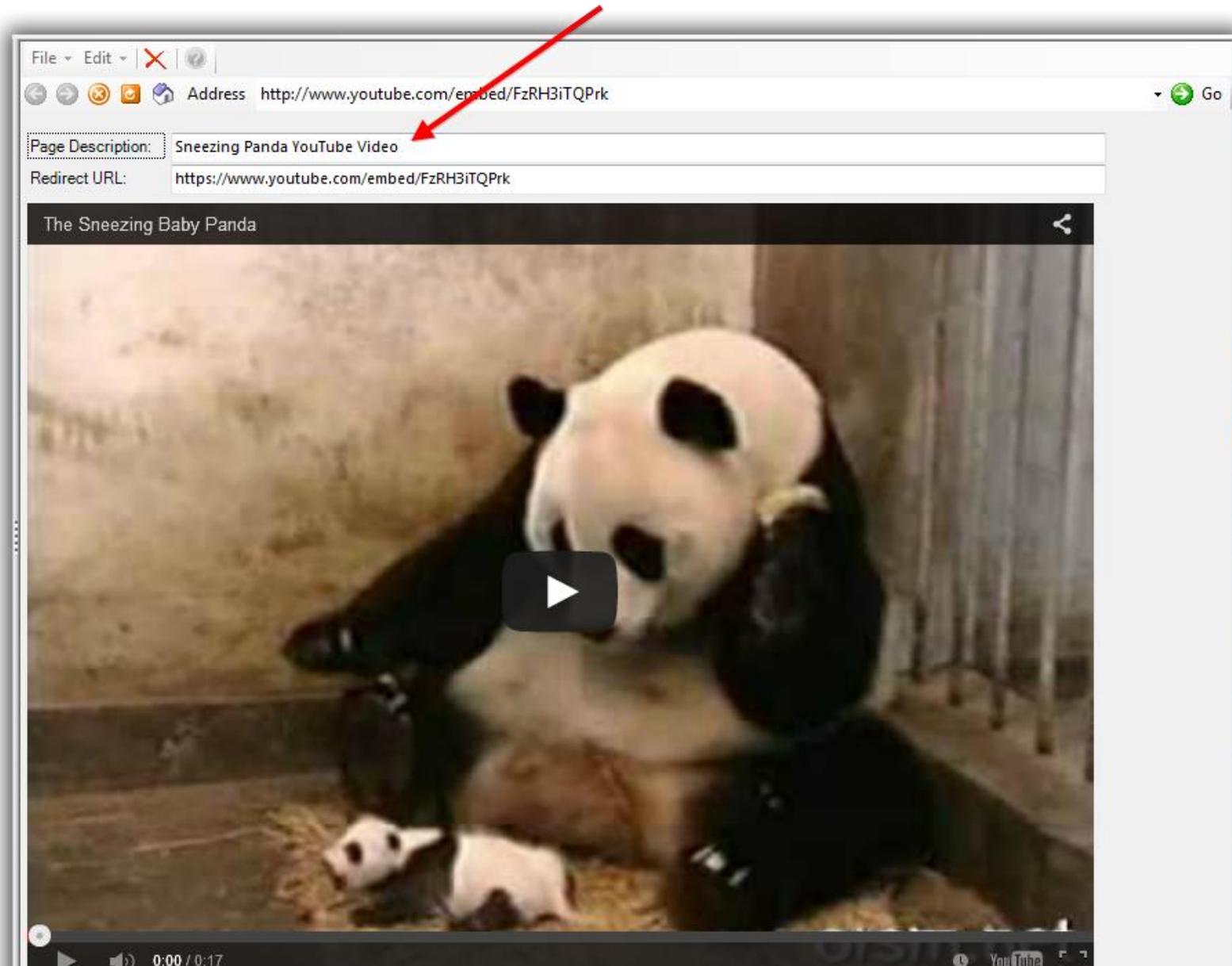
E-mail Tracked Links [36 records found]

<input checked="" type="checkbox"/>	Tracked Link Id	Page Description	Redirect URL	Append Query String	Click Count	Date Created
<input checked="" type="checkbox"/>	44	[not recorded]	http://www.youtube.com/embed/FzRH3iQPrk	<input type="checkbox"/>	0	1/12/2015
<input checked="" type="checkbox"/>	45	[not recorded]	http://pandamonium.us/volunteer.html	<input type="checkbox"/>	0	1/12/2015
<input checked="" type="checkbox"/>	46	[not recorded]	https://www.trailblz.info/DemoNonProfitMark/EventComplete.aspx?eventid...	<input type="checkbox"/>	0	5/11/2015
<input checked="" type="checkbox"/>	47	[not recorded]	http://www.LinkToSomewhere.com	<input type="checkbox"/>	0	11/2/2015
<input checked="" type="checkbox"/>	48	[not recorded]	http://www.facebook.com/YourFacebookPage	<input type="checkbox"/>	0	11/2/2015
<input checked="" type="checkbox"/>	49	[not recorded]	http://www.twitter.com/	<input type="checkbox"/>	0	11/2/2015
<input checked="" type="checkbox"/>	50	[not recorded]	http://www.google-plus.com/YourGooglePlusPage	<input type="checkbox"/>	0	11/2/2015
<input checked="" type="checkbox"/>	51	[not recorded]	http://www.instagram.com/YourInstagramPage	<input type="checkbox"/>	0	11/2/2015
<input checked="" type="checkbox"/>	52	[not recorded]	http://www.pinterest.com/YourPinterestPage	<input type="checkbox"/>	0	11/2/2015
<input checked="" type="checkbox"/>	53	[not recorded]	http://www.linkedin.com/YourLinkedInProfile	<input type="checkbox"/>	0	11/2/2015
<input checked="" type="checkbox"/>	54	[not recorded]	http://www.dvba.org	<input type="checkbox"/>	0	12/8/2015
<input checked="" type="checkbox"/>	55	[not recorded]	http://www.yourwebsite.com/LinkToSomethingInteresting	<input type="checkbox"/>	0	12/8/2015
<input checked="" type="checkbox"/>	56	[not recorded]	http://www.YourWebsite.com/InterestingStory	<input type="checkbox"/>	0	12/8/2015
<input checked="" type="checkbox"/>	57	[not recorded]	http://www.facebook.com/YourFacebookPage	<input type="checkbox"/>	0	12/8/2015
<input checked="" type="checkbox"/>	58	[not recorded]	http://www.twitter.com/YourTwitterPage	<input type="checkbox"/>	0	12/8/2015
<input checked="" type="checkbox"/>	59	[not recorded]	http://www.pinterest.com/YourPinterestFeed	<input type="checkbox"/>	0	12/8/2015
<input checked="" type="checkbox"/>	60	[not recorded]	http://www.trailblz.info/democampaign_markattr/documents/COMETOOUR...	<input type="checkbox"/>	0	12/9/2015
<input checked="" type="checkbox"/>	61	[not recorded]	http://www.YourLinkGoesHere.com	<input type="checkbox"/>	0	12/21/2015
<input checked="" type="checkbox"/>	62	[not recorded]	http://www.yourdomain.org	<input type="checkbox"/>	0	12/21/2015
<input checked="" type="checkbox"/>	63	[not recorded]	http://www.yourlinkgoeshere.org/	<input type="checkbox"/>	0	2/26/2016
<input checked="" type="checkbox"/>	64	[not recorded]	http://www.YourLinkGoesHere.org	<input type="checkbox"/>	0	3/9/2016
<input checked="" type="checkbox"/>	65	[not recorded]	http://www.YourLinkHere.org	<input type="checkbox"/>	0	3/9/2016
<input checked="" type="checkbox"/>	66	[not recorded]	http://www.YourWebsite.org	<input type="checkbox"/>	0	8/25/2016
<input checked="" type="checkbox"/>	34	donation page	http://pandamonium.us/donateV2.html	<input type="checkbox"/>	191	9/29/2014
<input checked="" type="checkbox"/>	40	Facebook	https://www.facebook.com/Pandamonium	<input type="checkbox"/>	202	11/21/2014
<input checked="" type="checkbox"/>	38	gnlf registration	http://pandamonium.us/eventsGnlf.html	<input type="checkbox"/>	191	11/18/2014

Click on either the 'Link ID' or the 'Page Description' to open the one you want to provide a name for or rename.

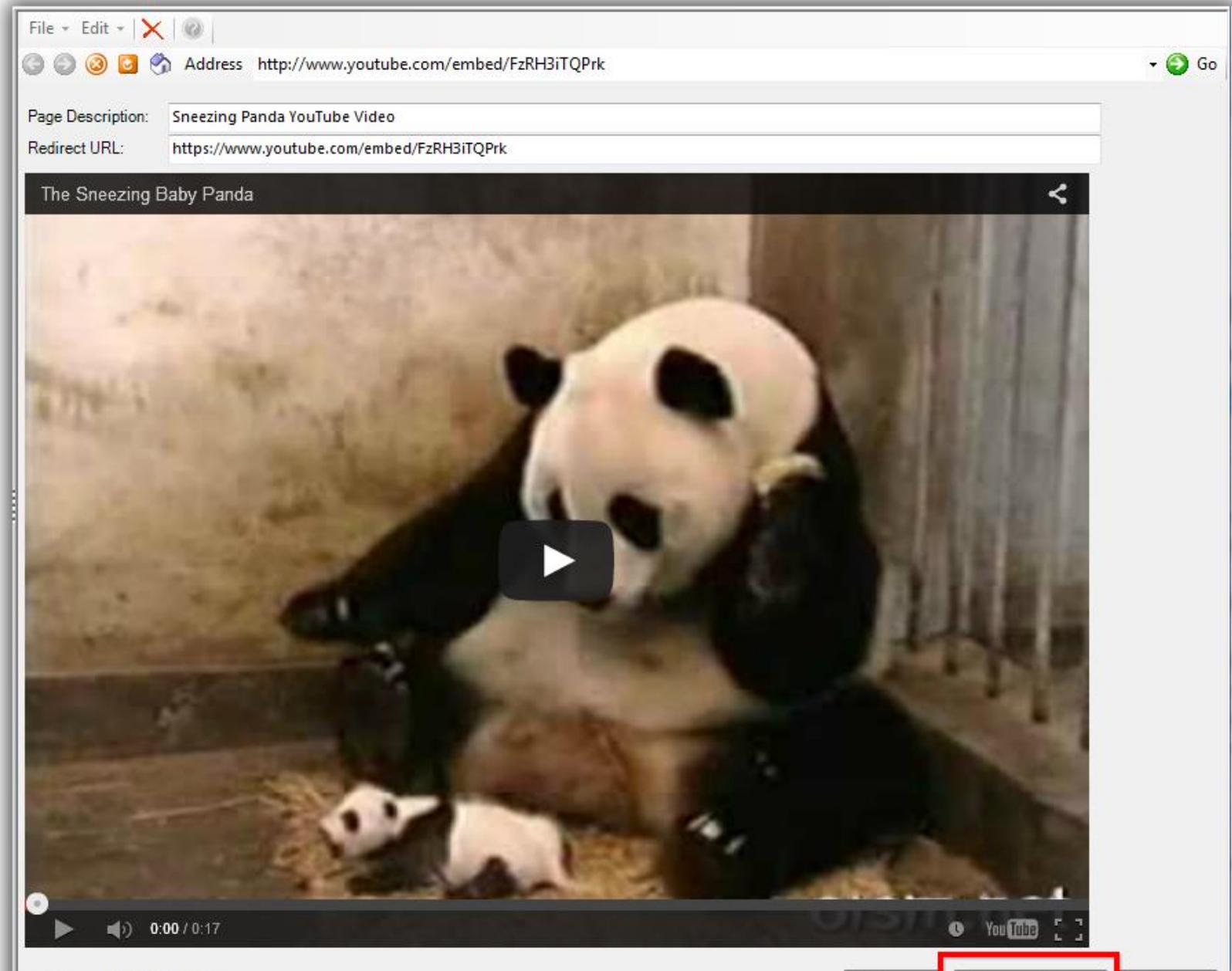
Enter a new name or update the existing name for the **'Link Description'**. *In this example I called mine 'Sneezing Panda YouTube Video'.*

Enter a name for the tracked link in the 'Page Description' field.



Click **[Save and Close]** in the bottom-right once you're finished.

Editing Tracked Links for Mass Email Campaigns – Creating Names for those Missing a Name



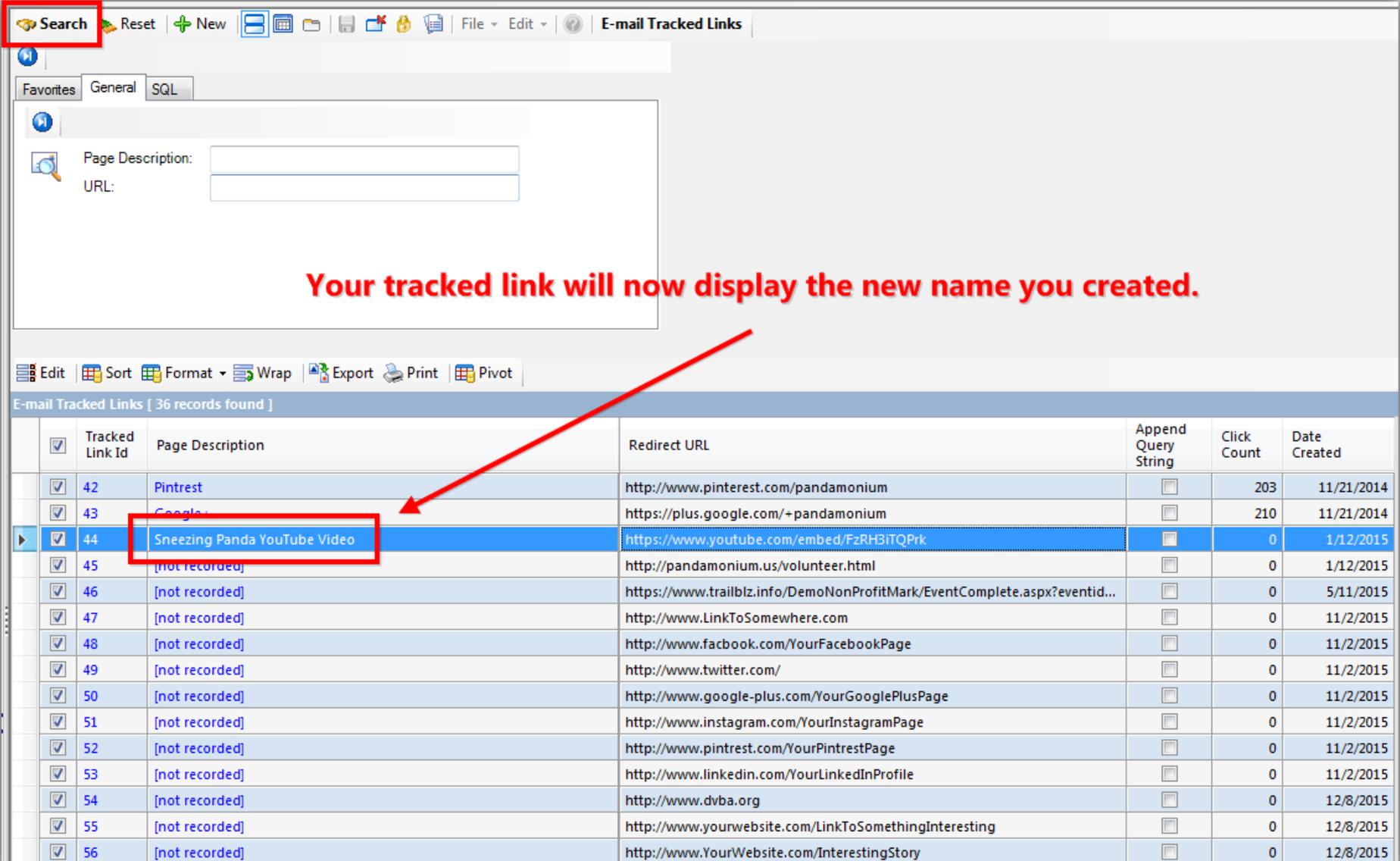
The screenshot shows a web browser window with the following elements:

- Address Bar:** `http://www.youtube.com/embed/FzRH3iTQPrk`
- Page Description:** Sneezing Panda YouTube Video
- Redirect URL:** `https://www.youtube.com/embed/FzRH3iTQPrk`
- Video Player:** A video player with the title "The Sneezing Baby Panda". The video shows a large adult panda sitting on a bed of straw, with a small baby panda lying on the ground in front of it. A large play button is centered over the video.
- Player Controls:** At the bottom of the video player, there is a progress bar showing "0:00 / 0:17", a volume icon, and the YouTube logo.

Editing Tracked Links for Mass Email Campaigns – Creating Names for those Missing a Name

Click **[Search]** once you're back in the **E-mail Tracked Links** list to refresh the values. Your new name will now display. *My example is below.*

1. Click [Search] to refresh the list.

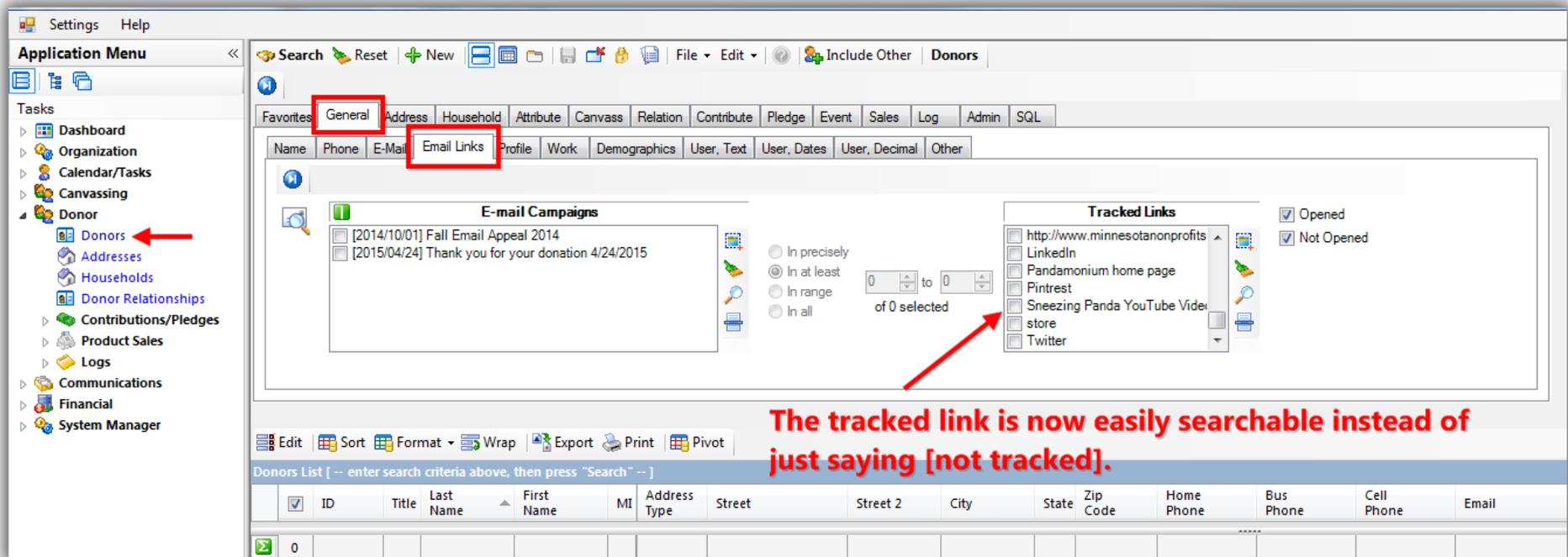


Your tracked link will now display the new name you created.

<input checked="" type="checkbox"/>	Tracked Link Id	Page Description	Redirect URL	Append Query String	Click Count	Date Created
<input checked="" type="checkbox"/>	42	Pintrest	http://www.pinterest.com/pandamonium	<input type="checkbox"/>	203	11/21/2014
<input checked="" type="checkbox"/>	43	Google+	https://plus.google.com/+pandamonium	<input type="checkbox"/>	210	11/21/2014
<input checked="" type="checkbox"/>	44	Sneezing Panda YouTube Video	https://www.youtube.com/embed/FzRHBITQPrk	<input type="checkbox"/>	0	1/12/2015
<input checked="" type="checkbox"/>	45	[not recorded]	http://pandamonium.us/volunteer.html	<input type="checkbox"/>	0	1/12/2015
<input checked="" type="checkbox"/>	46	[not recorded]	https://www.trailblz.info/DemoNonProfitMark/EventComplete.aspx?eventid...	<input type="checkbox"/>	0	5/11/2015
<input checked="" type="checkbox"/>	47	[not recorded]	http://www.LinkToSomewhere.com	<input type="checkbox"/>	0	11/2/2015
<input checked="" type="checkbox"/>	48	[not recorded]	http://www.facbook.com/YourFacebookPage	<input type="checkbox"/>	0	11/2/2015
<input checked="" type="checkbox"/>	49	[not recorded]	http://www.twitter.com/	<input type="checkbox"/>	0	11/2/2015
<input checked="" type="checkbox"/>	50	[not recorded]	http://www.google-plus.com/YourGooglePlusPage	<input type="checkbox"/>	0	11/2/2015
<input checked="" type="checkbox"/>	51	[not recorded]	http://www.instagram.com/YourInstagramPage	<input type="checkbox"/>	0	11/2/2015
<input checked="" type="checkbox"/>	52	[not recorded]	http://www.pintrest.com/YourPinterestPage	<input type="checkbox"/>	0	11/2/2015
<input checked="" type="checkbox"/>	53	[not recorded]	http://www.linkedin.com/YourLinkedInProfile	<input type="checkbox"/>	0	11/2/2015
<input checked="" type="checkbox"/>	54	[not recorded]	http://www.dvba.org	<input type="checkbox"/>	0	12/8/2015
<input checked="" type="checkbox"/>	55	[not recorded]	http://www.yourwebsite.com/LinkToSomethingInteresting	<input type="checkbox"/>	0	12/8/2015
<input checked="" type="checkbox"/>	56	[not recorded]	http://www.YourWebsite.com/InterestingStory	<input type="checkbox"/>	0	12/8/2015

Editing Tracked Links for Mass Email Campaigns – Creating Names for those Missing a Name

After using this link in emails moving forward you can run searches from the Donors (Contacts/Voters) list under the **General > Email Links** sub-tab.



The screenshot shows the TrailBlazer software interface. On the left is the 'Application Menu' with a 'Donor' sub-menu highlighted by a red arrow. The main window is titled 'Donors' and has several tabs: 'General', 'Address', 'Household', 'Attribute', 'Canvass', 'Relation', 'Contribute', 'Pledge', 'Event', 'Sales', 'Log', 'Admin', and 'SQL'. The 'General' tab is active, and the 'Email Links' sub-tab is selected. The 'Email Links' sub-tab contains an 'E-mail Campaigns' list with two entries: '[2014/10/01] Fall Email Appeal 2014' and '[2015/04/24] Thank you for your donation 4/24/2015'. To the right of the campaigns is a 'Tracked Links' list with the following items: 'http://www.minnesotanonprofits.com', 'LinkedIn', 'Pandamonium home page', 'Pinterest', 'Sneezing Panda YouTube Video', 'store', and 'Twitter'. A red arrow points to this list. Below the tracked links is a search filter section with radio buttons for 'In precisely', 'In at least', 'In range', and 'In all', and a range selector showing '0 to 0' with 'of 0 selected'. At the bottom of the screenshot, a red text box states: 'The tracked link is now easily searchable instead of just saying [not tracked].'

The **related resources** below link to a large variety of other articles and videos related to the mass email features.



Trail Blazer™

- YouTube Channel
- Knowledge Base Articles
- 3rd Party Resources

Related Resources

Article: [Setup a User to Receive Test Emails, How to Send Out Tests of a Mass Email Campaign, and How to Test and Individual Email Template](#)

Article: [Adding SPF / DKIM Key to your domain's Txt Record --- Greatly Improve Your Email Open Rates! \(*requires access to your web host\)](#)

Article: [How to Create Trackable Links in your Email Campaigns, and How to Analyze those Statistics after the Eblast Goes Out](#)

- Article:** [How to Access and Use the Standard Trail Blazer Templates as a Starting Point for Template Creation and Mass E-Mail Campaigns](#)
- Article:** [Configuring your From and Reply Email Address Settings](#)
- Article:** [Sending Mass Emails](#)
- Article:** [Why you should NOT paste MS Word into a Trail Blazer email](#)
- Article:** [How to Create a Hyperlink around a Screenshot of your PDF Newsletter and Hyperlink it to the PDF Document](#)
- Article:** [How to Create a Hyperlink around a Screenshot of your Video and Link to the Video from your Trail Blazer Email Template](#)
- Article:** [How to Import a Google Web Font into your Trail Blazer Email Template](#)
- Article:** [How to Create a Custom Thank-You Auto-Responder Email with Merge Fields for your Online Donation Form](#)
- Article:** [How to Create Custom Email Responders for Specific Events – New 2016 Feature Upgrade](#)
- Article:** [How to Use the Event Contribution Total Merge-Field in a Mass Email to Thank Attendees for the Total Amount they Gave at a Specific Event – 2016 Upgrade](#)
- Article:** [How to Cancel a Mass Email Campaign as it's Going Out & How to Reschedule a Queued Email Campaign](#)
- Article:** [Email Opens and How Trail Blazer is Managing This Process](#)
- Article:** [Deleting an Email Campaign](#)
- Article:** [Sample HTML Email Templates with Inline CSS](#)
- Article:** [Delayed email messages](#)
- Video:** [Eblasts Configure email settings before mass emailing](#)
- Video:** [Eblasts –Setting people up to receive test \(draft\) emails](#)
- Video:** [Thank you's using mass email](#)
- Video:** [Scheduled Emails](#)
- Video:** [Eblasts Create and Send Eblasts – Includes Image Management](#)
- Video:** [Donation Auto Responders with Merge Fields](#)

Trail Blazer Live Support

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✉️ **Email:** support@trailblz.com

📘 **Facebook:** <https://www.facebook.com/pages/Trail-Blazer-Software/64872951180>

🐦 **Twitter:** <https://twitter.com/trailblazersoft>

** As a policy we require that you have taken our intro training class before calling or emailing our live support team.*

[Click here](#) to view our calendar for upcoming classes and events. Feel free to sign up other members on your team for the same training.

** After registering you'll receive a confirmation email with the instructions for how to log into the [GoToMeeting](#) session where we host our live interactive trainings.*

** This service is included in your contract.*