

# How to Create Trackable Links in your Email Campaigns, and How to Analyze those Statistics after an Eblast Goes Out

---

**Author:** Joel Kristenson

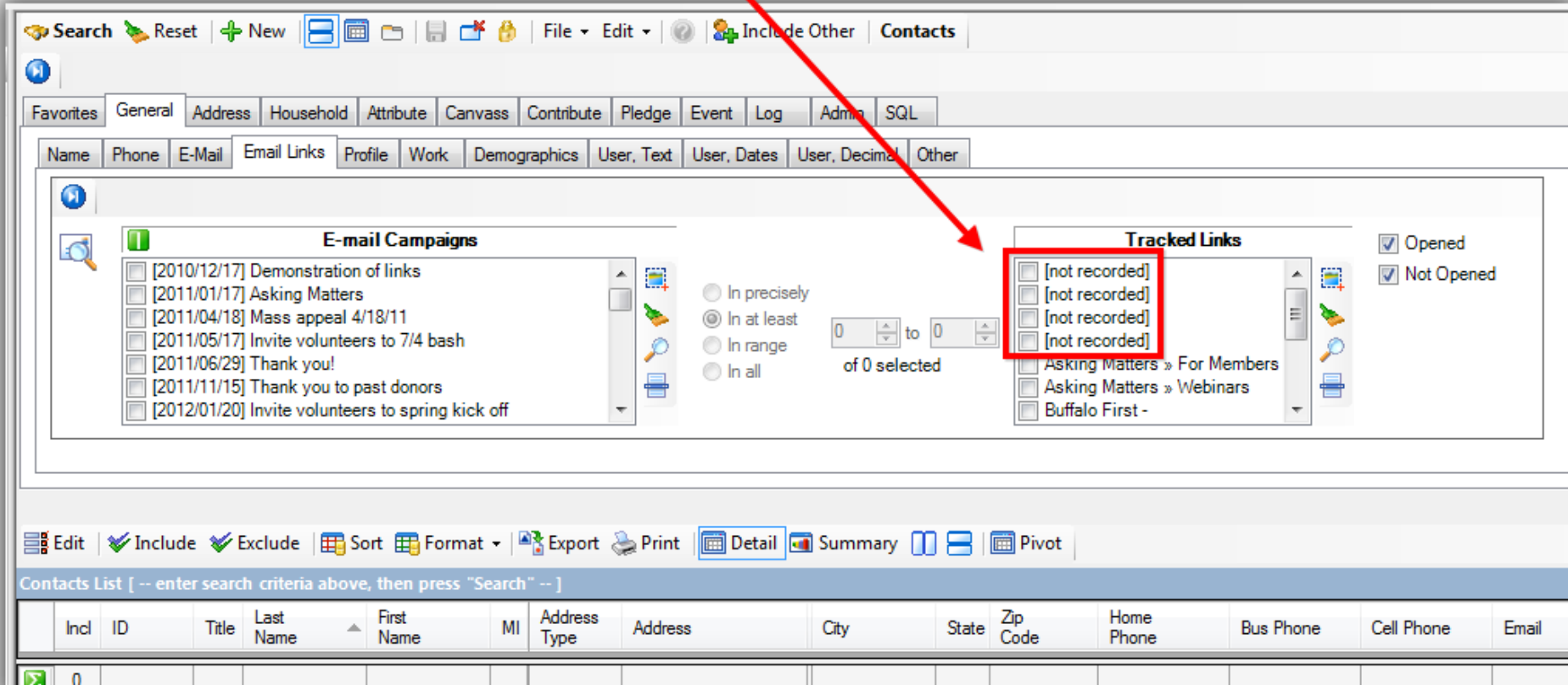
**Last Updated:** 2015-07-01

## Overview

**Question:** Does your current **'Email Links'** tab in your **Contacts** (*Voters/Donors*) list look like the image below with a bunch of links named “[**not recorded**]”? If the answer is yes, then this article is for you. (*My example screenshot is below*).

# How to Create Trackable Links in your Email Campaigns, and How to Analyze those Statistics after an Eblast Goes Out

**This is because the links have not been named yet.**




The screenshot shows the TrailBlazer software interface. The top menu bar includes 'Search', 'Reset', 'New', 'File', 'Edit', and 'Include Other'. Below the menu is a 'Contacts' tab with various sub-tabs like 'General', 'Address', 'Household', etc. The main area is divided into two sections: 'E-mail Campaigns' and 'Tracked Links'. The 'E-mail Campaigns' section lists several campaigns with checkboxes. The 'Tracked Links' section shows a list of links, with three entries marked '[not recorded]' highlighted by a red box. A red arrow points from the text above to this box. Below the lists are filters for 'In precisely', 'In at least', 'In range', and 'In all'. The bottom of the interface features a 'Contacts List' table with columns for 'Incl', 'ID', 'Title', 'Last Name', 'First Name', 'MI', 'Address Type', 'Address', 'City', 'State', 'Zip Code', 'Home Phone', 'Bus Phone', 'Cell Phone', and 'Email'.

# How to Create Trackable Links in your Email Campaigns, and How to Analyze those Statistics after an Eblast Goes Out

---

With the release of the new email editor in 2014 ([CK Editor](#)) the process to create and track hyperlinks in your emails has changed, it used to be more automated, now it's more of a manual process. This article walks through the steps, and also provides details on how to view **clicked link** analytics after sending out a [mass email campaign](#).

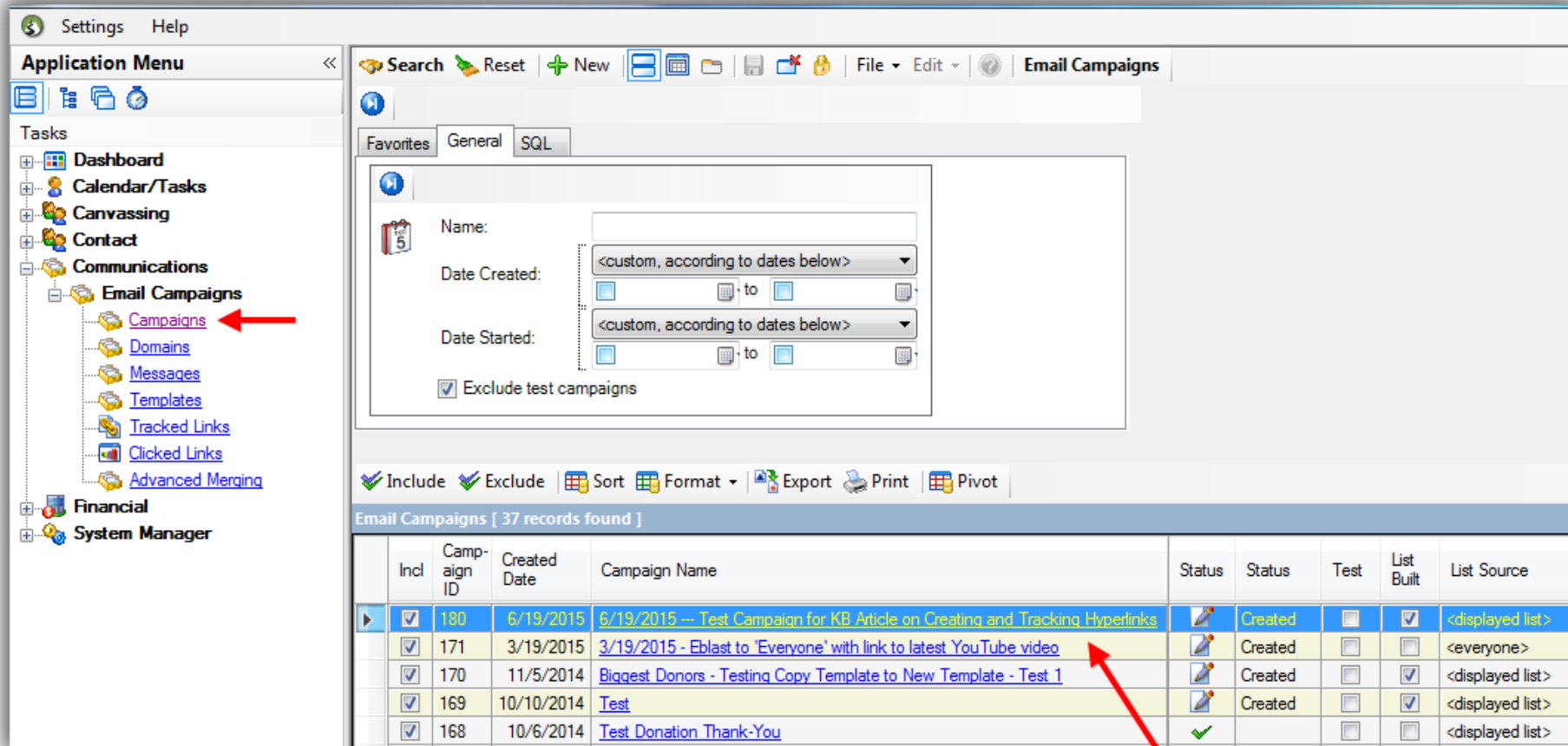
 **Tip:** Clicked links can be very useful data to put to work for you. Tracking how many people opened your email is a good statistic, but doesn't calculate reader engagement nearly as much as clicked links. One example would be to track who clicked on the donate button during a fundraising campaign, but didn't donate since then so you can follow-up with those folks via phone/snail mail.

**IMPORTANT!** Trackable links can **only** get generated once an **Email Campaign** has been sent, or a **test** of it has been sent.

## Steps

Either create a new email campaign to work on, or open an existing campaign that hasn't been sent. *In this example I opted to use an existing campaign by following **Application Menu** > **Communications** > **Email Campaigns**.*

# How to Create Trackable Links in your Email Campaigns, and How to Analyze those Statistics after an Eblast Goes Out



The screenshot shows the TrailBlazer application interface. On the left is an 'Application Menu' with a tree view. Under 'Communications', 'Email Campaigns' is selected, with a red arrow pointing to it. The main window displays the 'Email Campaigns' form, which includes fields for 'Name', 'Date Created', and 'Date Started', each with a date picker. Below the form is a toolbar with options like 'Include', 'Exclude', 'Sort', 'Format', 'Export', 'Print', and 'Pivot'. At the bottom is a table of existing campaigns.

	Incl	Campaign ID	Created Date	Campaign Name	Status	Status	Test	List Built	List Source
	<input checked="" type="checkbox"/>	180	6/19/2015	<a href="#">6/19/2015 --- Test Campaign for KB Article on Creating and Tracking Hyperlinks</a>		Created	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<displayed list>
	<input checked="" type="checkbox"/>	171	3/19/2015	<a href="#">3/19/2015 - Eblast to 'Everyone' with link to latest YouTube video</a>		Created	<input type="checkbox"/>	<input type="checkbox"/>	<everyone>
	<input checked="" type="checkbox"/>	170	11/5/2014	<a href="#">Biggest Donors - Testing Copy Template to New Template - Test_1</a>		Created	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<displayed list>
	<input checked="" type="checkbox"/>	169	10/10/2014	<a href="#">Test</a>		Created	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<displayed list>
	<input checked="" type="checkbox"/>	168	10/6/2014	<a href="#">Test Donation Thank-You</a>			<input type="checkbox"/>	<input type="checkbox"/>	<displayed list>

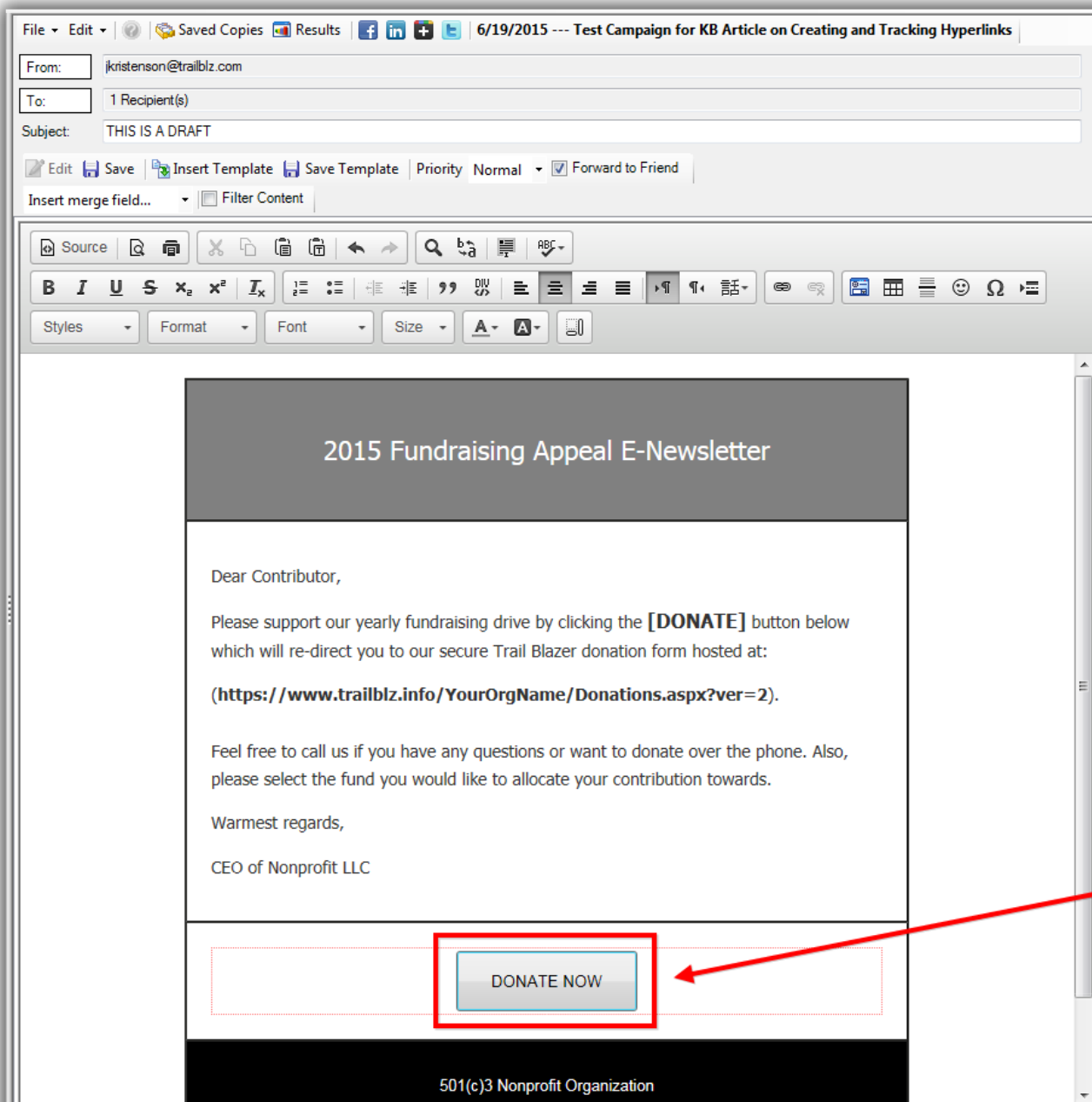
**Click on the name of the campaign you previously created to open it up and continue making edits.**

## How to Create Trackable Links in your Email Campaigns, and How to Analyze those Statistics after an Eblast Goes Out

---

Begin to compose your message, or insert a template you previously created. *My example message is below which currently has a **single hyperlink** around my **[DONATE NOW]** button.*

# How to Create Trackable Links in your Email Campaigns, and How to Analyze those Statistics after an Eblast Goes Out



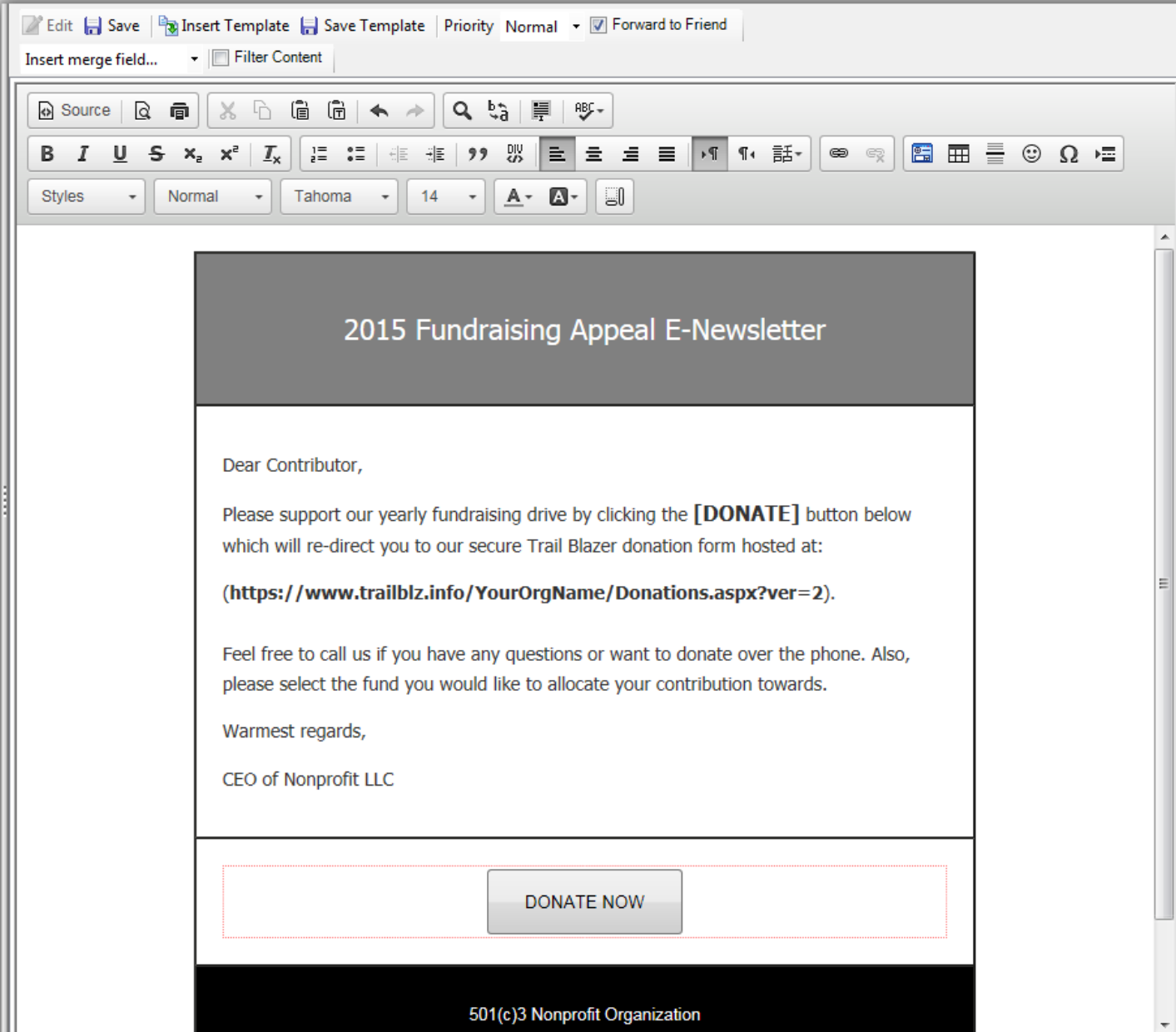
**Currently the only hyperlink I have in the email campaign. (Currently this is not a \*trackable\* hyperlink).**

## How to Create Trackable Links in your Email Campaigns, and How to Analyze those Statistics after an Eblast Goes Out

---

Once your email message is complete, click the **[Test]** button in the lower-right.

# How to Create Trackable Links in your Email Campaigns, and How to Analyze those Statistics after an Eblast Goes Out



The screenshot shows an email editor interface. At the top, there are menu items: Edit, Save, Insert Template, Save Template, Priority Normal, and Forward to Friend. Below the menu is a toolbar with various icons for text formatting (bold, italic, underline, strikethrough, subscript, superscript, text color, background color), alignment, indentation, bulleted and numbered lists, link, unlink, insert table, insert image, and insert video. The main content area displays a newsletter template with the following text:

**2015 Fundraising Appeal E-Newsletter**

Dear Contributor,

Please support our yearly fundraising drive by clicking the **[DONATE]** button below which will re-direct you to our secure Trail Blazer donation form hosted at:

**(<https://www.trailblz.info/YourOrgName/Donations.aspx?ver=2>).**

Feel free to call us if you have any questions or want to donate over the phone. Also, please select the fund you would like to allocate your contribution towards.

Warmest regards,

CEO of Nonprofit LLC

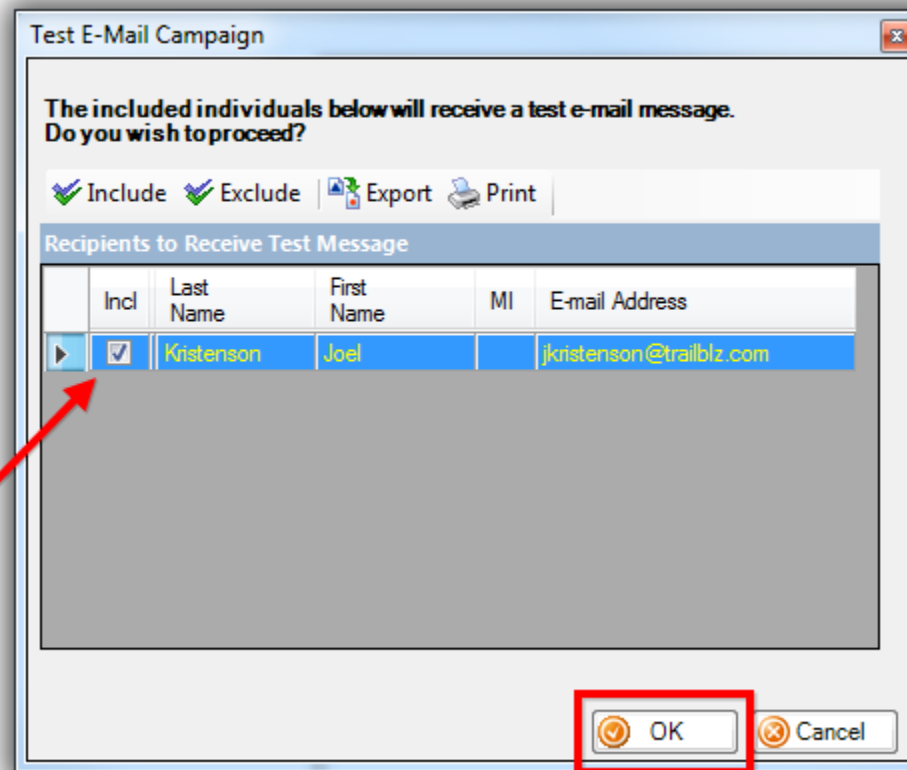
**DONATE NOW**

501(c)3 Nonprofit Organization



## How to Create Trackable Links in your Email Campaigns, and How to Analyze those Statistics after an Eblast Goes Out

Select who to send the test to, and click **[OK]**.

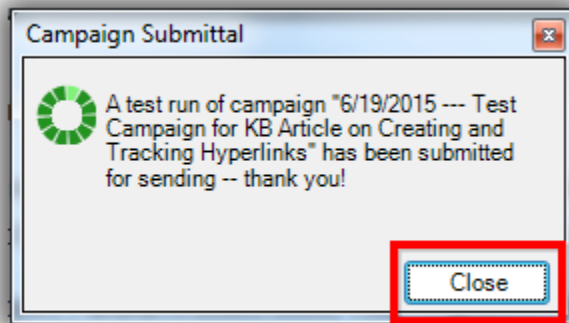


**If multiple test accounts exist, just check the box(s) for those you want the test to go to.**

Once the test goes out, click **[Close]**.

## How to Create Trackable Links in your Email Campaigns, and How to Analyze those Statistics after an Eblast Goes Out

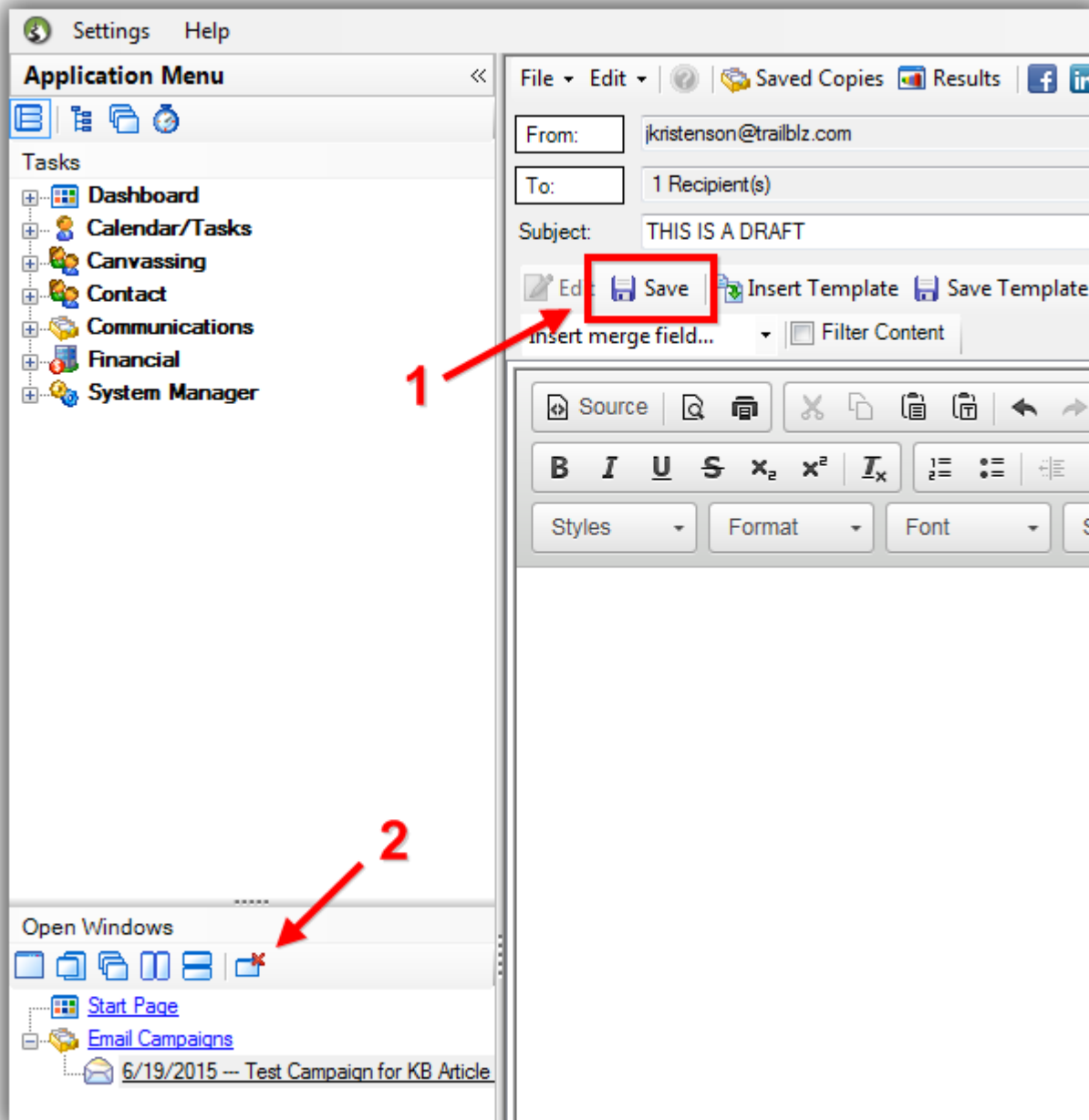
---



**IMPORTANT!** You now need to close out of the email campaign, after the test has gone out, and reopen it in order for the **tracked link code** to be added.

Click **[Save]** and click the **Close Active Window** button under **Open Windows**.

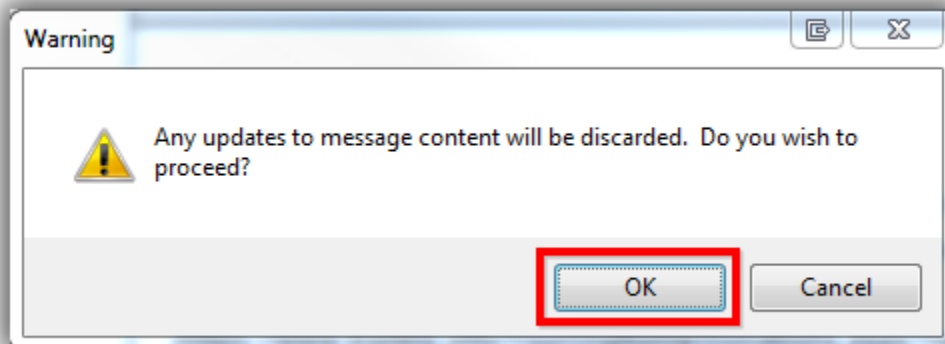
# How to Create Trackable Links in your Email Campaigns, and How to Analyze those Statistics after an Eblast Goes Out



## How to Create Trackable Links in your Email Campaigns, and How to Analyze those Statistics after an Eblast Goes Out

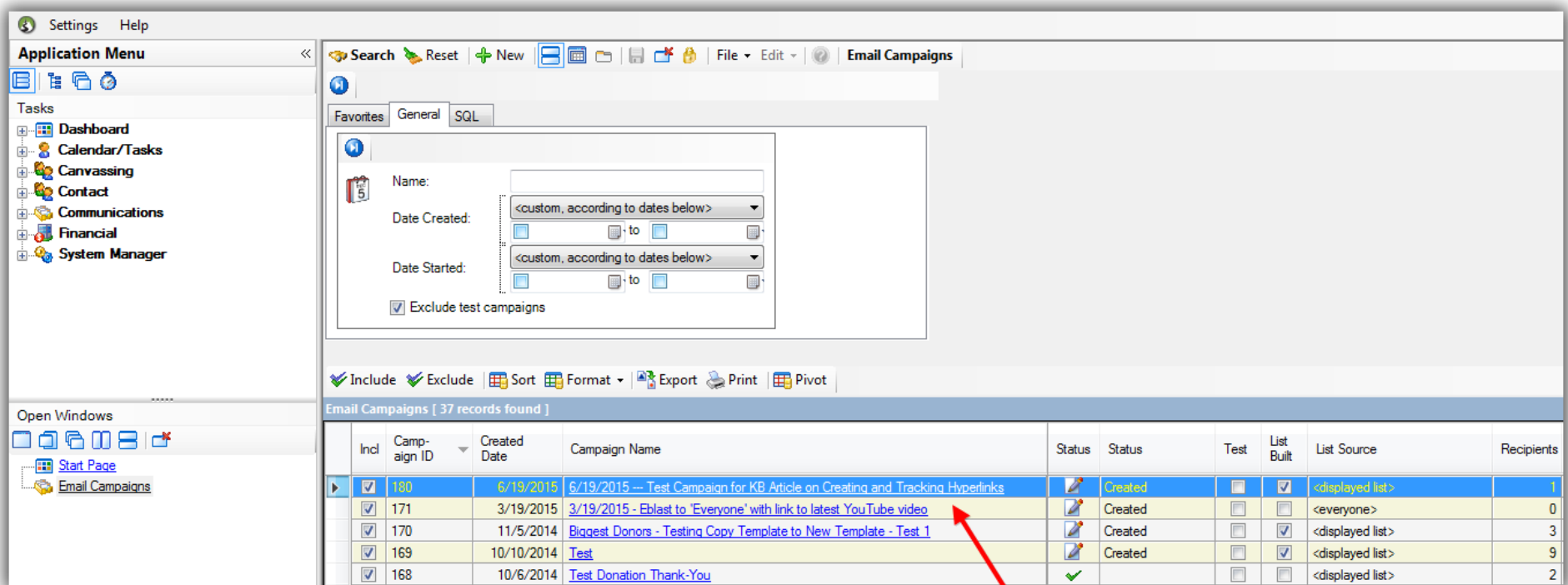
---

Even though you just saved you'll get a popup warning, click **[OK]** to proceed back to the **Email Campaigns** list.



**Reopen** the email campaign by clicking on the name of the campaign.

# How to Create Trackable Links in your Email Campaigns, and How to Analyze those Statistics after an Eblast Goes Out



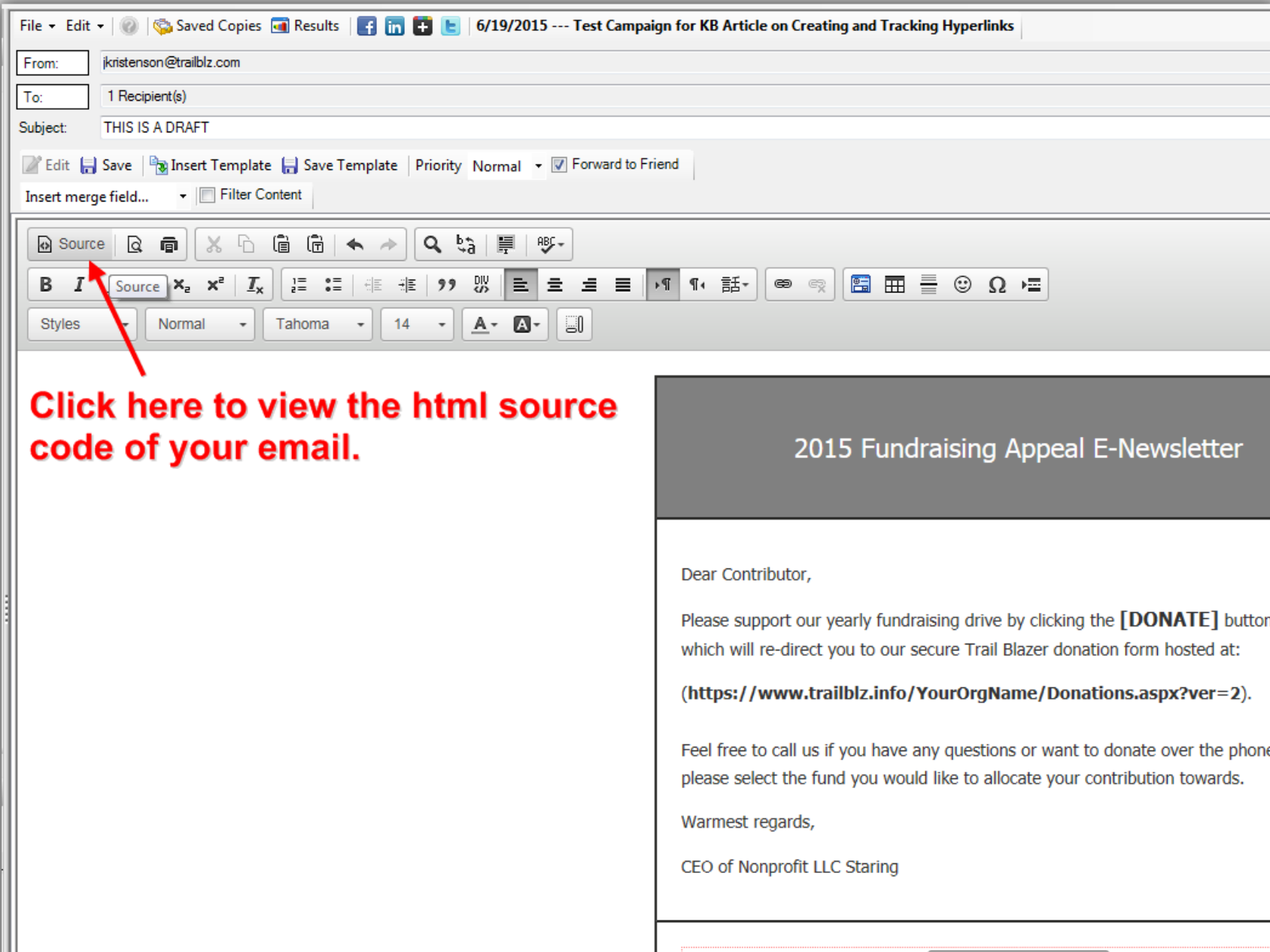
The screenshot shows the TrailBlazer Email Campaigns interface. On the left is an 'Application Menu' with sections for 'Tasks' (Dashboard, Calendar/Tasks, Canvassing, Contact, Communications, Financial, System Manager) and 'Open Windows' (Start Page, Email Campaigns). The main area is titled 'Email Campaigns' and contains a form for creating a new campaign with fields for Name, Date Created, Date Started, and an 'Exclude test campaigns' checkbox. Below the form is a toolbar with options like Include, Exclude, Sort, Format, Export, Print, and Pivot. At the bottom is a table of existing campaigns.

Incl	Campaign ID	Created Date	Campaign Name	Status	Status	Test	List Built	List Source	Recipients
<input checked="" type="checkbox"/>	180	6/19/2015	6/19/2015 -- Test Campaign for KB Article on Creating and Tracking Hyperlinks		Created	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<displayed list>	1
<input checked="" type="checkbox"/>	171	3/19/2015	3/19/2015 - Eblast to 'Everyone' with link to latest YouTube video		Created	<input type="checkbox"/>	<input type="checkbox"/>	<everyone>	0
<input checked="" type="checkbox"/>	170	11/5/2014	Biggest Donors - Testing Copy Template to New Template - Test 1		Created	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<displayed list>	3
<input checked="" type="checkbox"/>	169	10/10/2014	Test		Created	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<displayed list>	9
<input checked="" type="checkbox"/>	168	10/6/2014	Test Donation Thank-You			<input type="checkbox"/>	<input type="checkbox"/>	<displayed list>	2








**Click on the name of the campaign to open it.**

Once you've opened the email campaign again click on the **[Source]** button to view the html source code of your email template.

# How to Create Trackable Links in your Email Campaigns, and How to Analyze those Statistics after an Eblast Goes Out



The screenshot shows an email editor window with the following details:

- File** ▾ **Edit** ▾ | Saved Copies | Results |    | 6/19/2015 --- Test Campaign for KB Article on Creating and Tracking Hyperlinks
- From:** | kristenson@trailblz.com
- To:** | 1 Recipient(s)
- Subject:** | THIS IS A DRAFT
- Buttons:     | Priority Normal ▾  Forward to Friend
- Insert merge field... ▾  Filter Content
- Rich text toolbar: Source, Bold (B), Italic (I), Underline (U), Bulleted List, Numbered List, Indent, Outdent, Undo, Redo, Link, Unlink, Table, Table of Contents, Smiley, Insert, Print.
- Styles: Normal ▾ | Tahoma ▾ | 14 ▾ | Font color: A ▾ | Background color: A ▾

**Click here to view the html source code of your email.**

**2015 Fundraising Appeal E-Newsletter**

Dear Contributor,

Please support our yearly fundraising drive by clicking the **[DONATE]** button which will re-direct you to our secure Trail Blazer donation form hosted at:

**(<https://www.trailblz.info/YourOrgName/Donations.aspx?ver=2>).**

Feel free to call us if you have any questions or want to donate over the phone please select the fund you would like to allocate your contribution towards.

Warmest regards,

CEO of Nonprofit LLC Staring

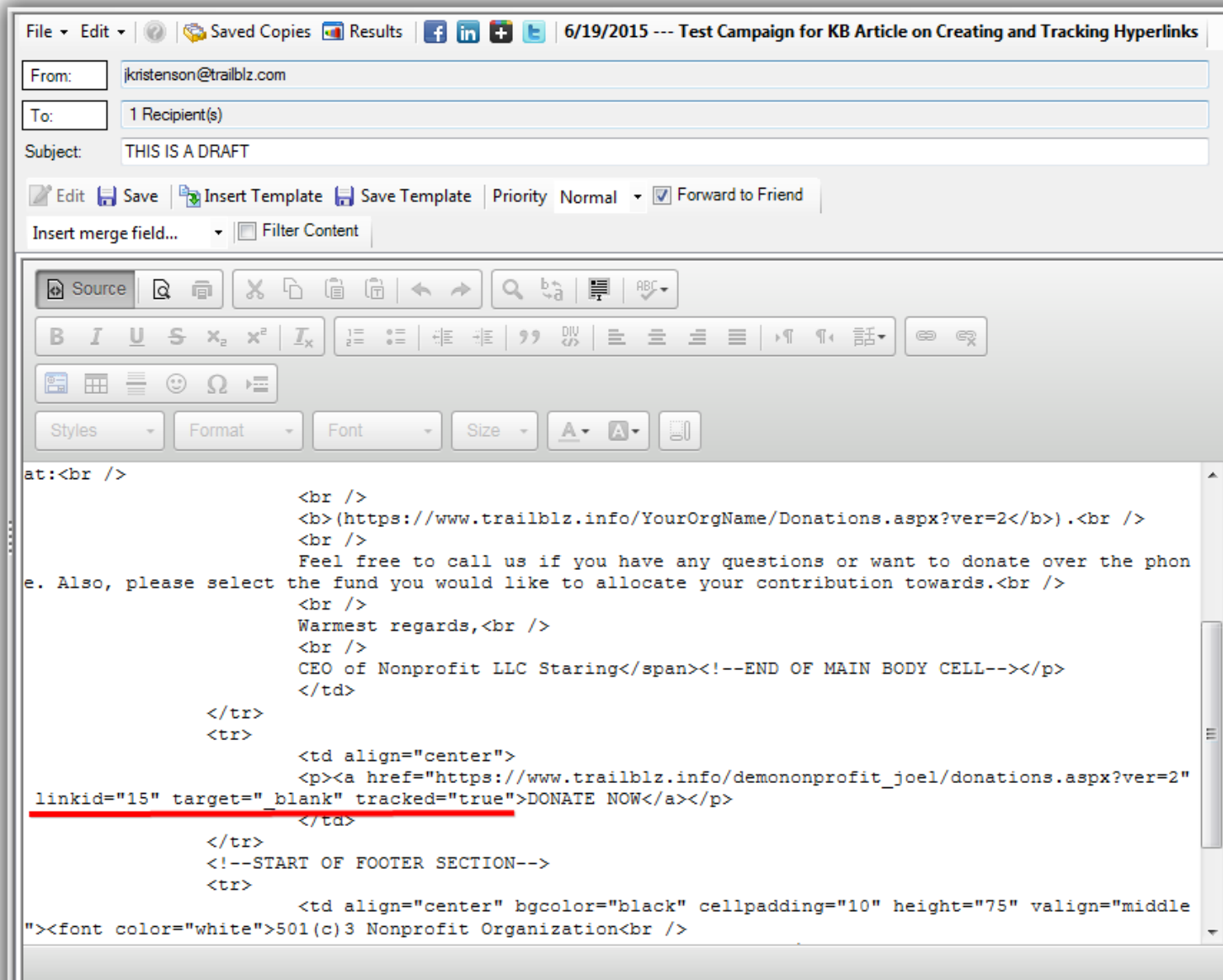
## How to Create Trackable Links in your Email Campaigns, and How to Analyze those Statistics after an Eblast Goes Out

---

Navigate to the section that holds your hyperlink (*it will start with **a href=***). One quick way to do this is to hold **CTRL+F** and start typing in “**a href**”. You’ll notice some new code is added for the **Link ID**, the **Target**, and the **Tracking** status. *My example string of code is shown below.*

## How to Create Trackable Links in your Email Campaigns, and How to Analyze those Statistics after an Eblast Goes Out

**The underlined code is added once an email campaign has been tested or sent. Trail Blazer adds Link ID, Target, and Tracking Status.**



```
File ▾ Edit ▾ | Saved Copies Results | f in + t | 6/19/2015 --- Test Campaign for KB Article on Creating and Tracking Hyperlinks
From: jkristenson@trailblz.com
To: 1 Recipient(s)
Subject: THIS IS A DRAFT
Edit Save Insert Template Save Template Priority Normal Forward to Friend
Insert merge field... Filter Content
Source
B I U S x₂ x² I_x
at:<br />
<br />
<b>(https://www.trailblz.info/YourOrgName/Donations.aspx?ver=2</b>).<br />
<br />
Feel free to call us if you have any questions or want to donate over the phon
e. Also, please select the fund you would like to allocate your contribution towards.<br />
<br />
Warmest regards,<br />
<br />
CEO of Nonprofit LLC Staring</span><!--END OF MAIN BODY CELL--></p>
</td>
</tr>
<tr>
<td align="center">
<p><a href="https://www.trailblz.info/demononprofit_joel/donations.aspx?ver=2"
linkid="15" target="_blank" tracked="true">DONATE NOW</a></p>
</td>
</tr>
<!--START OF FOOTER SECTION-->
<tr>
<td align="center" bgcolor="black" cellpadding="10" height="75" valign="middle"
"><font color="white">501(c)3 Nonprofit Organization<br />
```



## How to Create Trackable Links in your Email Campaigns, and How to Analyze those Statistics after an Eblast Goes Out

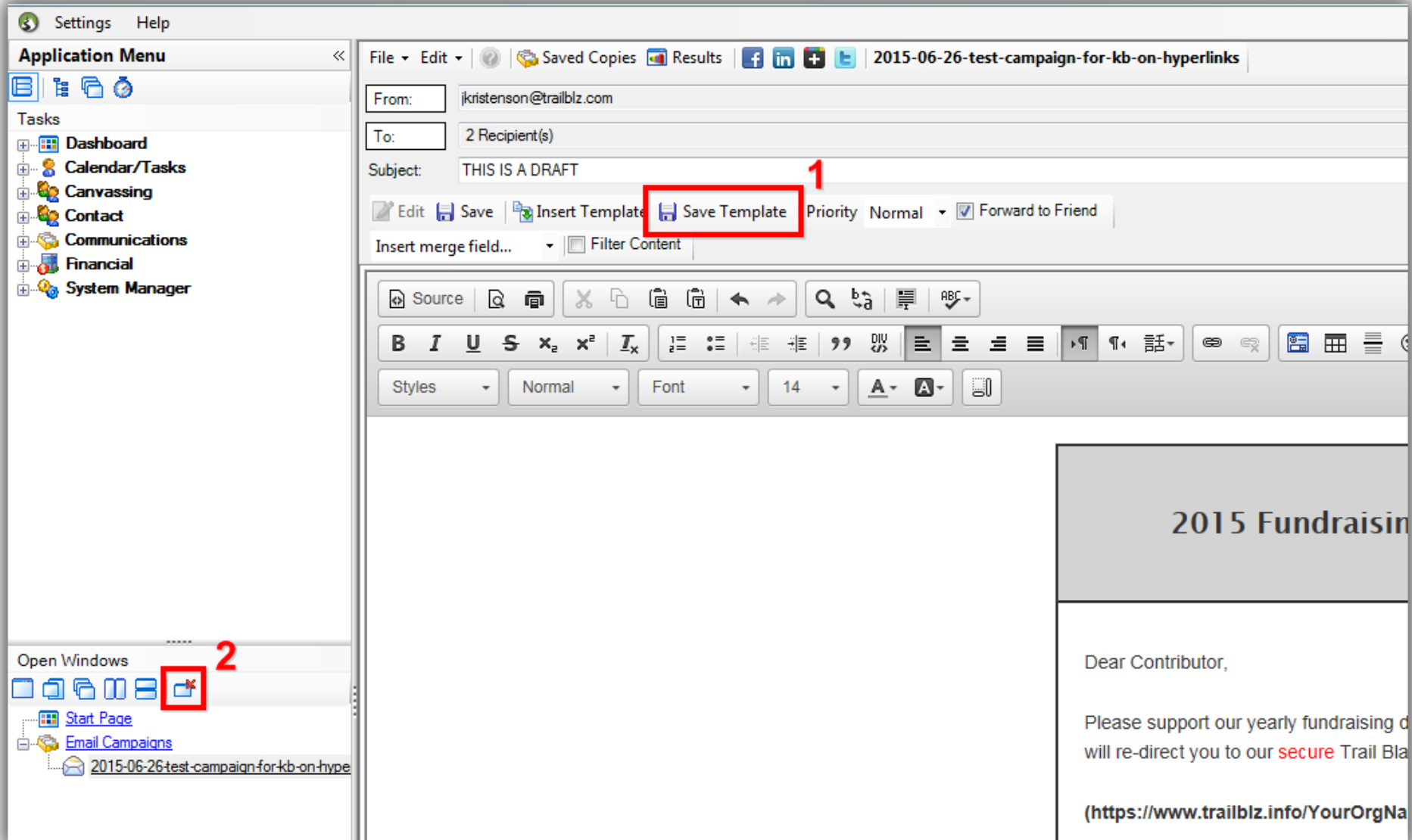
---

The code that **Trail Blazer** adds after the email campaign is tested and/or sent: `linkid="15" target="_blank" tracked="true"`

The full string of code looks like this for my tracked link: `a href="https://www.trailblz.info/demononprofit_joel/donations.aspx?ver=2" linkid="15" target="_blank" tracked="true"`

You're now finished with the steps to turn your hyperlinks into trackable links. I would suggest saving what you have as a template, but if it's a one-time email campaign you could just save it as such. *In my example I saved the template I was working on and then **closed** out of it as shown in the image below.*

# How to Create Trackable Links in your Email Campaigns, and How to Analyze those Statistics after an Eblast Goes Out

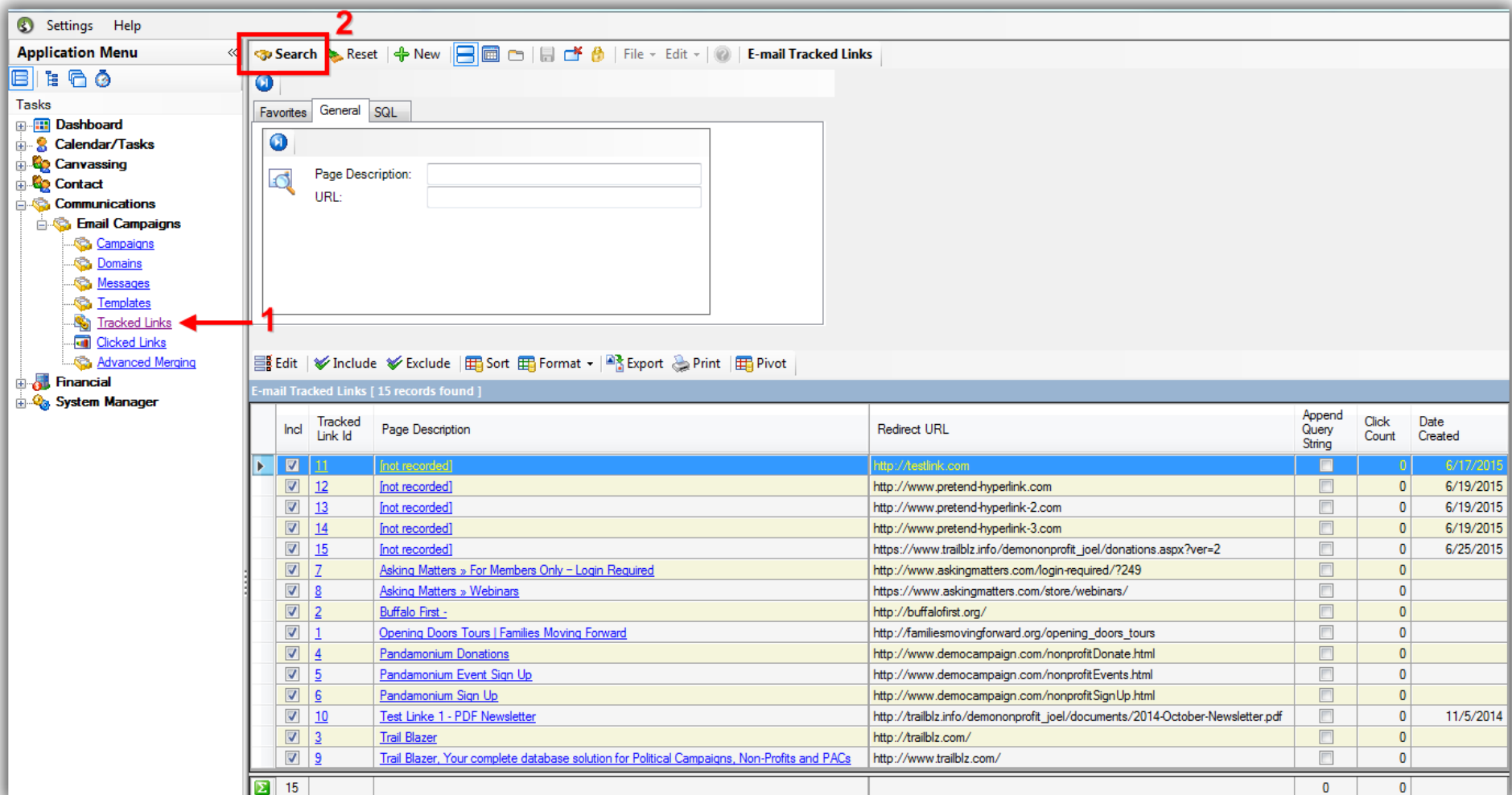


## How to Create Trackable Links in your Email Campaigns, and How to Analyze those Statistics after an Eblast Goes Out

---

Navigate to the **Tracked Links** list under **Communications**, and click **[Search]**.

# How to Create Trackable Links in your Email Campaigns, and How to Analyze those Statistics after an Eblast Goes Out



The screenshot shows the TrailBlazer application interface. In the top toolbar, the 'Search' button is highlighted with a red box and labeled with a '2'. In the left-hand navigation menu, the 'Tracked Links' link is highlighted with a red arrow and labeled with a '1'. The main window displays the 'E-mail Tracked Links' section with a table of 15 records.

Incl	Tracked Link Id	Page Description	Redirect URL	Append Query String	Click Count	Date Created
<input checked="" type="checkbox"/>	11	[not recorded]	http://testlink.com	<input type="checkbox"/>	0	6/17/2015
<input checked="" type="checkbox"/>	12	[not recorded]	http://www.pretend-hyperlink.com	<input type="checkbox"/>	0	6/19/2015
<input checked="" type="checkbox"/>	13	[not recorded]	http://www.pretend-hyperlink-2.com	<input type="checkbox"/>	0	6/19/2015
<input checked="" type="checkbox"/>	14	[not recorded]	http://www.pretend-hyperlink-3.com	<input type="checkbox"/>	0	6/19/2015
<input checked="" type="checkbox"/>	15	[not recorded]	https://www.trailblz.info/demononprofit_joel/donations.aspx?ver=2	<input type="checkbox"/>	0	6/25/2015
<input checked="" type="checkbox"/>	7	Asking Matters » For Members Only - Login Required	http://www.askingmatters.com/login-required/7249	<input type="checkbox"/>	0	
<input checked="" type="checkbox"/>	8	Asking Matters » Webinars	https://www.askingmatters.com/store/webinars/	<input type="checkbox"/>	0	
<input checked="" type="checkbox"/>	2	Buffalo First -	http://buffalofirst.org/	<input type="checkbox"/>	0	
<input checked="" type="checkbox"/>	1	Opening Doors Tours   Families Moving Forward	http://familiesmovingforward.org/opening_doors_tours	<input type="checkbox"/>	0	
<input checked="" type="checkbox"/>	4	Pandamonium Donations	http://www.democampaign.com/nonprofit/Donate.html	<input type="checkbox"/>	0	
<input checked="" type="checkbox"/>	5	Pandamonium Event Sign Up	http://www.democampaign.com/nonprofit/Events.html	<input type="checkbox"/>	0	
<input checked="" type="checkbox"/>	6	Pandamonium Sign Up	http://www.democampaign.com/nonprofit/SignUp.html	<input type="checkbox"/>	0	
<input checked="" type="checkbox"/>	10	Test Linke 1 - PDF Newsletter	http://trailblz.info/demononprofit_joel/documents/2014-October-Newsletter.pdf	<input type="checkbox"/>	0	11/5/2014
<input checked="" type="checkbox"/>	3	Trail Blazer	http://trailblz.com/	<input type="checkbox"/>	0	
<input checked="" type="checkbox"/>	9	Trail Blazer, Your complete database solution for Political Campaigns, Non-Profits and PACs	http://www.trailblz.com/	<input type="checkbox"/>	0	
<input checked="" type="checkbox"/>	15			<input type="checkbox"/>	0	0

## How to Create Trackable Links in your Email Campaigns, and How to Analyze those Statistics after an Eblast Goes Out

---

Click on the column header named **'Tracked Link Id'** two times in order to sort in descending order, putting the most recently created hyperlink at the top. *In my example I currently have 15 tracked links with the most recent one being the donation button, created in previous steps.*

# How to Create Trackable Links in your Email Campaigns, and How to Analyze those Statistics after an Eblast Goes Out

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

Favorites General SQL

Page Description:   
 URL:

**Click on the column header for 'Tracked Link Id' two times in order to sort in descending order, putting the most recently created link at the top.**

Edit Include Exclude Sort Format Export Print Pivot

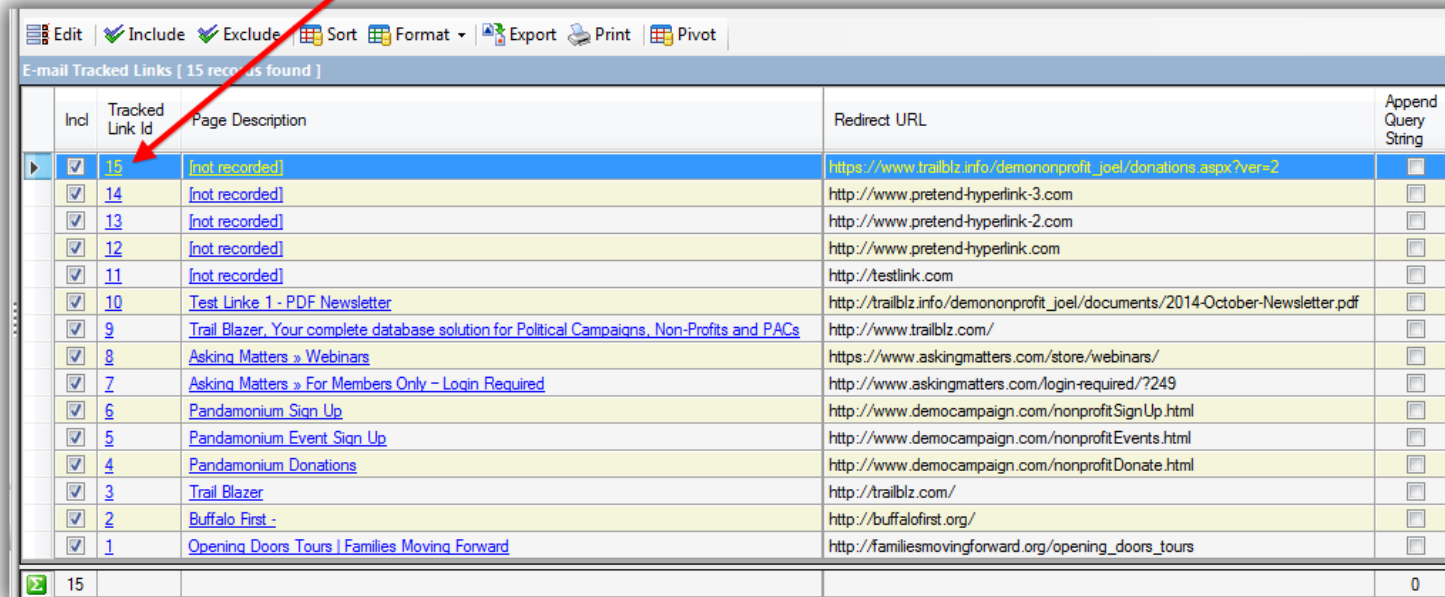
E-mail Tracked Links [ 15 records found ]

Incl	Tracked Link Id	Page Description	Redirect URL
<input checked="" type="checkbox"/>	15	[not recorded]	<a href="https://www.trailblz.info/demononprofit_joel/donations.aspx?ver=2">https://www.trailblz.info/demononprofit_joel/donations.aspx?ver=2</a>
<input checked="" type="checkbox"/>	14	[not recorded]	<a href="http://www.pretend-hyperlink-3.com">http://www.pretend-hyperlink-3.com</a>
<input checked="" type="checkbox"/>	13	[not recorded]	<a href="http://www.pretend-hyperlink-2.com">http://www.pretend-hyperlink-2.com</a>
<input checked="" type="checkbox"/>	12	[not recorded]	<a href="http://www.pretend-hyperlink.com">http://www.pretend-hyperlink.com</a>
<input checked="" type="checkbox"/>	11	[not recorded]	<a href="http://testlink.com">http://testlink.com</a>
<input checked="" type="checkbox"/>	10	<a href="#">Test Linke 1 - PDF Newsletter</a>	<a href="http://trailblz.info/demononprofit_joel/documents/2014-October-Newsletter.pdf">http://trailblz.info/demononprofit_joel/documents/2014-October-Newsletter.pdf</a>
<input checked="" type="checkbox"/>	9	<a href="#">Trail Blazer, Your complete database solution for Political Campaigns, Non-Profits and PACs</a>	<a href="http://www.trailblz.com/">http://www.trailblz.com/</a>
<input checked="" type="checkbox"/>	8	<a href="#">Asking Matters » Webinars</a>	<a href="https://www.askingmatters.com/store/webinars/">https://www.askingmatters.com/store/webinars/</a>
<input checked="" type="checkbox"/>	7	<a href="#">Asking Matters » For Members Only - Login Required</a>	<a href="http://www.askingmatters.com/login-required/?249">http://www.askingmatters.com/login-required/?249</a>
<input checked="" type="checkbox"/>	6	<a href="#">Pandamonium Sign Up</a>	<a href="http://www.democampaign.com/nonprofitSignUp.html">http://www.democampaign.com/nonprofitSignUp.html</a>
<input checked="" type="checkbox"/>	5	<a href="#">Pandamonium Event Sign Up</a>	<a href="http://www.democampaign.com/nonprofitEvents.html">http://www.democampaign.com/nonprofitEvents.html</a>
<input checked="" type="checkbox"/>	4	<a href="#">Pandamonium Donations</a>	<a href="http://www.democampaign.com/nonprofitDonate.html">http://www.democampaign.com/nonprofitDonate.html</a>
<input checked="" type="checkbox"/>	3	<a href="#">Trail Blazer</a>	<a href="http://trailblz.com/">http://trailblz.com/</a>
<input checked="" type="checkbox"/>	2	<a href="#">Buffalo First -</a>	<a href="http://buffalofirst.org/">http://buffalofirst.org/</a>

# How to Create Trackable Links in your Email Campaigns, and How to Analyze those Statistics after an Eblast Goes Out

Click on any of the underlined [blue](#) hyperlinks to open the tracked link for the link that you want to change the name for. *In this example I opened link id #15.*

**Click on any of the underlined blue hyperlinks to open the tracked link you want to change the name for.**

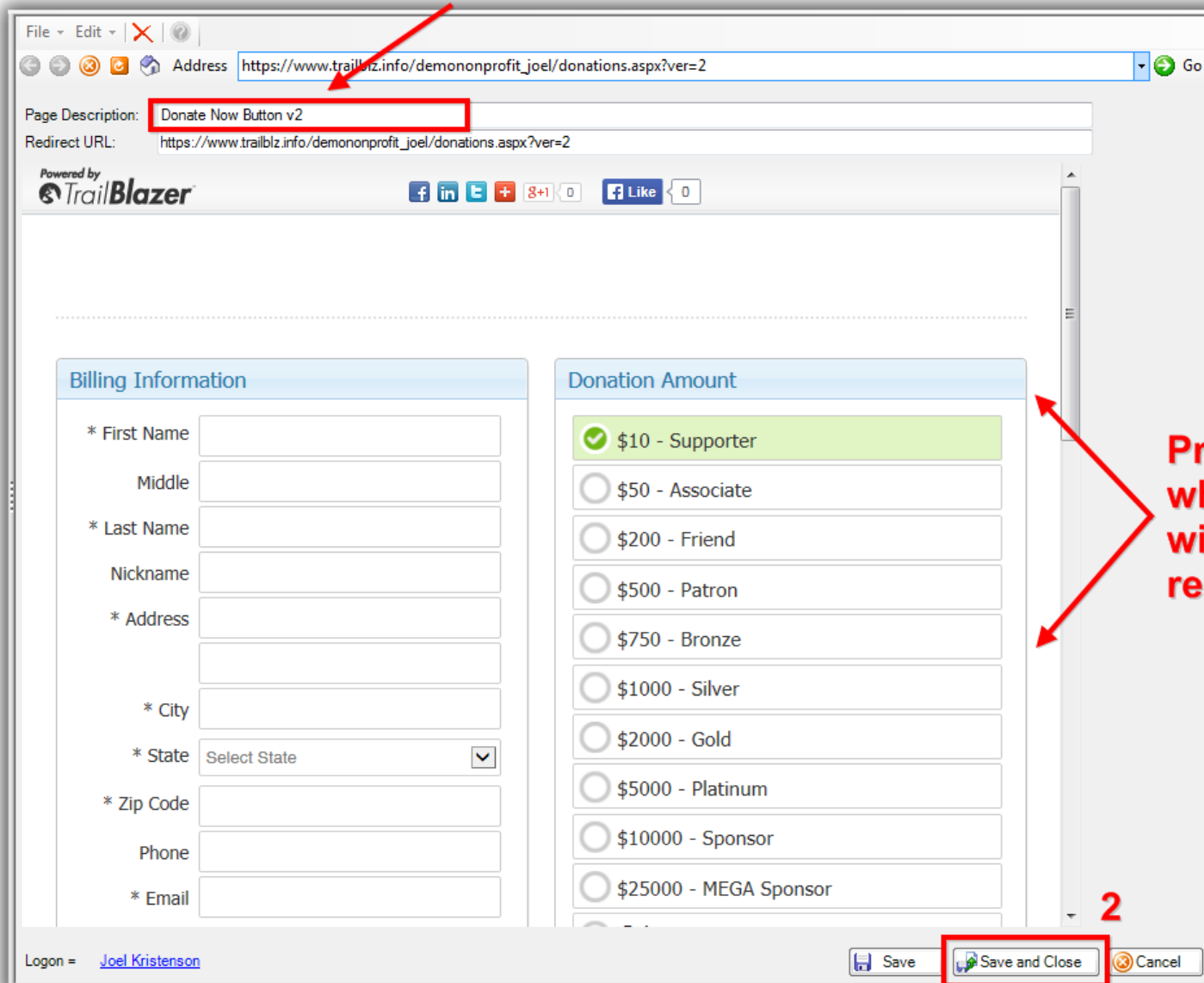


Incl	Tracked Link Id	Page Description	Redirect URL	Append Query String
<input checked="" type="checkbox"/>	<a href="#">15</a>	[not recorded]	<a href="https://www.trailblz.info/demononprofit_joel/donations.aspx?ver=2">https://www.trailblz.info/demononprofit_joel/donations.aspx?ver=2</a>	<input type="checkbox"/>
<input checked="" type="checkbox"/>	<a href="#">14</a>	[not recorded]	http://www.pretend-hyperlink-3.com	<input type="checkbox"/>
<input checked="" type="checkbox"/>	<a href="#">13</a>	[not recorded]	http://www.pretend-hyperlink-2.com	<input type="checkbox"/>
<input checked="" type="checkbox"/>	<a href="#">12</a>	[not recorded]	http://www.pretend-hyperlink.com	<input type="checkbox"/>
<input checked="" type="checkbox"/>	<a href="#">11</a>	[not recorded]	http://testlink.com	<input type="checkbox"/>
<input checked="" type="checkbox"/>	<a href="#">10</a>	<a href="#">Test Linke 1 - PDF Newsletter</a>	http://trailblz.info/demononprofit_joel/documents/2014-October-Newsletter.pdf	<input type="checkbox"/>
<input checked="" type="checkbox"/>	<a href="#">9</a>	<a href="#">Trail Blazer, Your complete database solution for Political Campaigns, Non-Profits and PACs</a>	http://www.trailblz.com/	<input type="checkbox"/>
<input checked="" type="checkbox"/>	<a href="#">8</a>	<a href="#">Asking Matters » Webinars</a>	https://www.askingmatters.com/store/webinars/	<input type="checkbox"/>
<input checked="" type="checkbox"/>	<a href="#">7</a>	<a href="#">Asking Matters » For Members Only - Login Required</a>	http://www.askingmatters.com/login-required/?249	<input type="checkbox"/>
<input checked="" type="checkbox"/>	<a href="#">6</a>	<a href="#">Pandamonium Sign Up</a>	http://www.democampaign.com/nonprofitSignUp.html	<input type="checkbox"/>
<input checked="" type="checkbox"/>	<a href="#">5</a>	<a href="#">Pandamonium Event Sign Up</a>	http://www.democampaign.com/nonprofitEvents.html	<input type="checkbox"/>
<input checked="" type="checkbox"/>	<a href="#">4</a>	<a href="#">Pandamonium Donations</a>	http://www.democampaign.com/nonprofitDonate.html	<input type="checkbox"/>
<input checked="" type="checkbox"/>	<a href="#">3</a>	<a href="#">Trail Blazer</a>	http://trailblz.com/	<input type="checkbox"/>
<input checked="" type="checkbox"/>	<a href="#">2</a>	<a href="#">Buffalo First -</a>	http://buffalofirst.org/	<input type="checkbox"/>
<input checked="" type="checkbox"/>	<a href="#">1</a>	<a href="#">Opening Doors Tours   Families Moving Forward</a>	http://familiesmovingforward.org/opening_doors_tours	<input type="checkbox"/>

Give your tracked link a **Name**, and then click [**Save and Close**].

# How to Create Trackable Links in your Email Campaigns, and How to Analyze those Statistics after an Eblast Goes Out

## 1. Create a name for your tracked hyperlink.



The screenshot shows a web browser window with the address bar containing `https://www.trailblz.info/demononprofit_joel/donations.aspx?ver=2`. A red box highlights the address bar, with a red arrow pointing to it from the text "1. Create a name for your tracked hyperlink." The page description is "Donate Now Button v2" and the redirect URL is the same as the address bar. Below the browser window, there are two main sections: "Billing Information" and "Donation Amount". The "Billing Information" section includes fields for First Name, Middle, Last Name, Nickname, Address, City, State (a dropdown menu), Zip Code, Phone, and Email. The "Donation Amount" section has a list of radio button options: \$10 - Supporter (selected), \$50 - Associate, \$200 - Friend, \$500 - Patron, \$750 - Bronze, \$1000 - Silver, \$2000 - Gold, \$5000 - Platinum, \$10000 - Sponsor, and \$25000 - MEGA Sponsor. A red arrow points from the text "2" to the "Save and Close" button at the bottom right of the form. Another red arrow points from the text "Preview of the webpage where your tracked link will bring the email recipient." to the "Donation Amount" section.

Preview of the webpage where your tracked link will bring the email recipient.

2



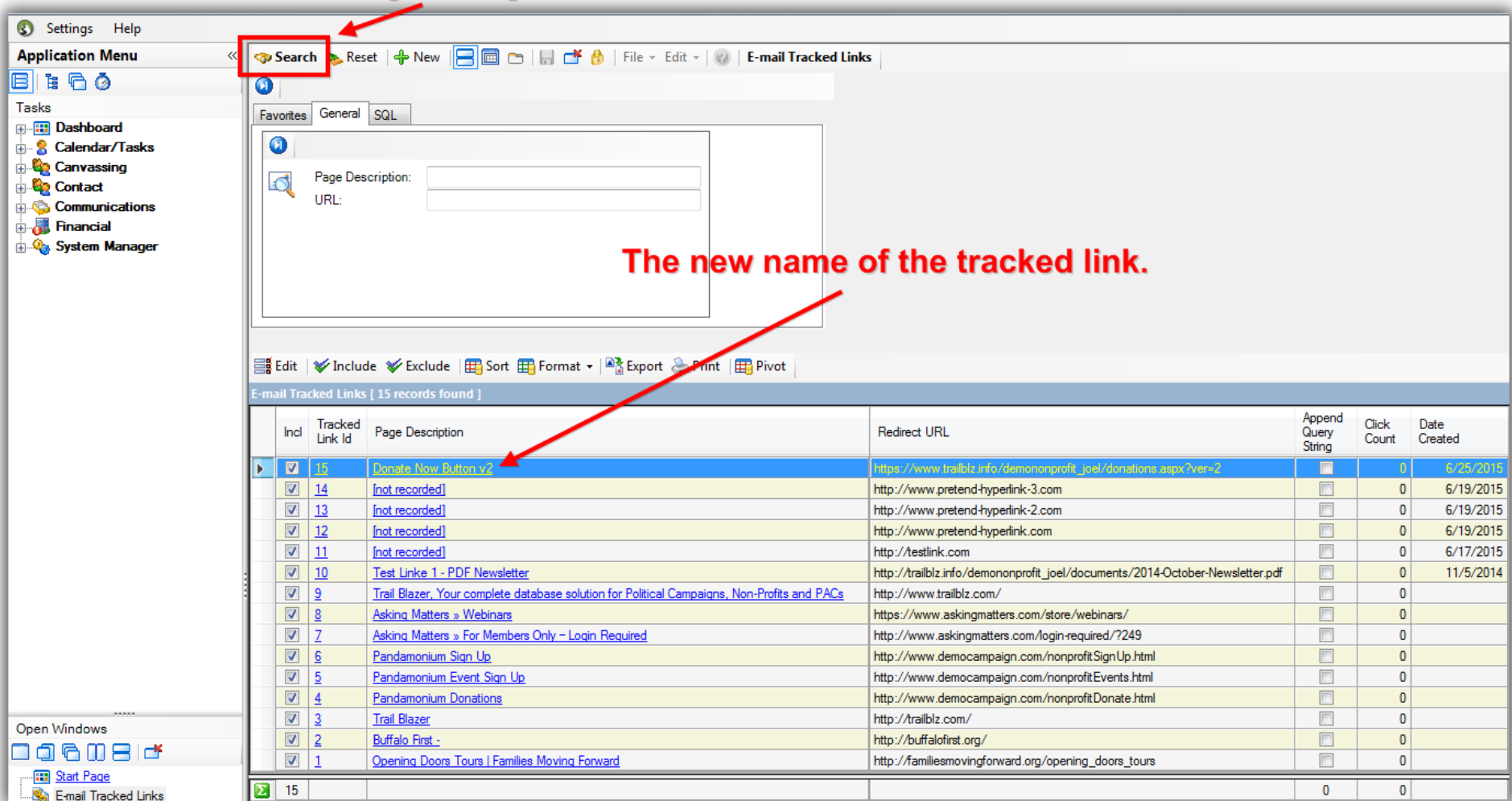
## How to Create Trackable Links in your Email Campaigns, and How to Analyze those Statistics after an Eblast Goes Out

---

Once you're back on the **Tracked Links** list click **[Search]** to refresh the list, you'll notice that the name has now changed from **[Not Recorded]** to whatever new name you typed in. *My example is below for my "Donate Now Button v2" tracked link.*

# How to Create Trackable Links in your Email Campaigns, and How to Analyze those Statistics after an Eblast Goes Out

Click [Search] to refresh the list.



The new name of the tracked link.

Incl	Tracked Link Id	Page Description	Redirect URL	Append Query String	Click Count	Date Created
<input checked="" type="checkbox"/>	15	Donate Now Button v2	https://www.trailblz.info/demononprofit_joel/donations.aspx?ven=2	<input type="checkbox"/>	0	6/25/2015
<input checked="" type="checkbox"/>	14	[not recorded]	http://www.pretend-hyperlink-3.com	<input type="checkbox"/>	0	6/19/2015
<input checked="" type="checkbox"/>	13	[not recorded]	http://www.pretend-hyperlink-2.com	<input type="checkbox"/>	0	6/19/2015
<input checked="" type="checkbox"/>	12	[not recorded]	http://www.pretend-hyperlink.com	<input type="checkbox"/>	0	6/19/2015
<input checked="" type="checkbox"/>	11	[not recorded]	http://testlink.com	<input type="checkbox"/>	0	6/17/2015
<input checked="" type="checkbox"/>	10	Test Linke 1 - PDF Newsletter	http://trailblz.info/demononprofit_joel/documents/2014-October-Newsletter.pdf	<input type="checkbox"/>	0	11/5/2014
<input checked="" type="checkbox"/>	9	Trail Blazer, Your complete database solution for Political Campaigns, Non-Profits and PACs	http://www.trailblz.com/	<input type="checkbox"/>	0	
<input checked="" type="checkbox"/>	8	Asking Matters » Webinars	https://www.askingmatters.com/store/webinars/	<input type="checkbox"/>	0	
<input checked="" type="checkbox"/>	7	Asking Matters » For Members Only - Login Required	http://www.askingmatters.com/login-required/7249	<input type="checkbox"/>	0	
<input checked="" type="checkbox"/>	6	Pandamonium Sign Up	http://www.democampaign.com/nonprofitSignUp.html	<input type="checkbox"/>	0	
<input checked="" type="checkbox"/>	5	Pandamonium Event Sign Up	http://www.democampaign.com/nonprofitEvents.html	<input type="checkbox"/>	0	
<input checked="" type="checkbox"/>	4	Pandamonium Donations	http://www.democampaign.com/nonprofitDonate.html	<input type="checkbox"/>	0	
<input checked="" type="checkbox"/>	3	Trail Blazer	http://trailblz.com/	<input type="checkbox"/>	0	
<input checked="" type="checkbox"/>	2	Buffalo First -	http://buffalofirst.org/	<input type="checkbox"/>	0	
<input checked="" type="checkbox"/>	1	Opening Doors Tours   Families Moving Forward	http://familiesmovingforward.org/opening_doors_tours	<input type="checkbox"/>	0	
	15				0	0

Repeat these steps for all of the links in your database currently listed as [not recorded].

## How to Create Trackable Links in your Email Campaigns, and How to Analyze those Statistics after an Eblast Goes Out

---

That concludes the steps on how to create trackable hyperlinks, and how to rename them.

Once your email campaign goes out you can analyze the clicked links from both the **Contacts** (*Donors/Voters*) list, and from the **Clicked Links** list.

The two *example* images below detail how to run those queries.

**Image 1 of 2** – Searching by **Clicked Links** in the **Contacts** List

# How to Create Trackable Links in your Email Campaigns, and How to Analyze those Statistics after an Eblast Goes Out

**Running an email query for people who clicked on tracked link(s) from your Contacts (Voters/Donors) list.**

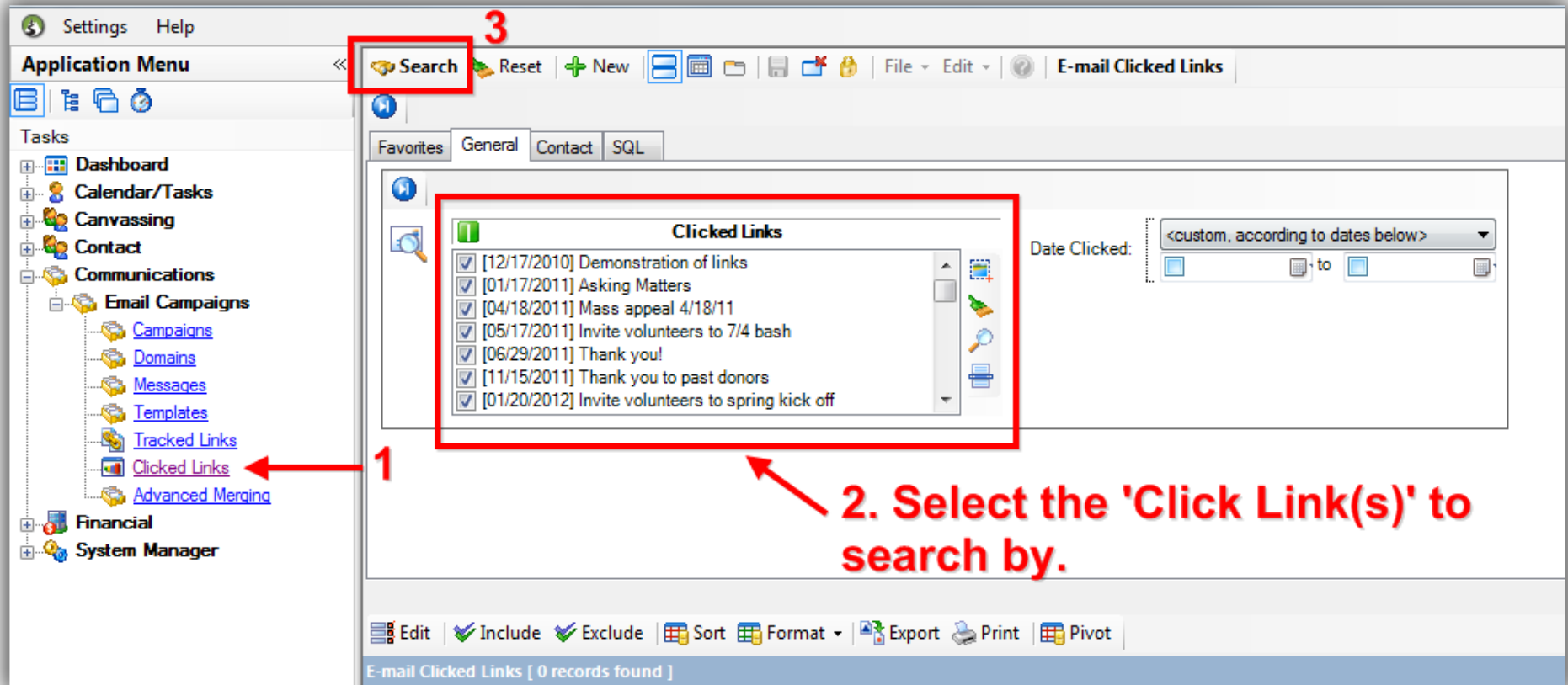
The screenshot shows the TrailBlazer software interface with several red annotations and boxes highlighting key features:

- Annotation 1:** A red arrow points to the 'Contacts' link in the left-hand navigation menu.
- Annotation 2:** A red box highlights the 'E-mail Campaigns' list, which includes items like '[2010/12/17] Demonstration of links' and '[2011/01/17] Asking Matters'. Below this list are radio button options for filtering: 'In precisely', 'In at least', 'In range', and 'In all'.
- Annotation 3:** A red box highlights the 'Tracked Links' list, which includes items like 'Buffalo First -', 'Donate Now Button v2', and 'Opening Doors Tours | Familie'. To the right of this list are checkboxes for 'Opened' and 'Not Opened'.
- Annotation 4:** A red box highlights the 'Search' button in the top toolbar.

At the bottom of the interface, there is a table header for 'Contacts [ 0 records found ]' with columns: Incl, ID, Title, Last Name, First Name, MI, Address Type, Address, City, State, Zip Code, Home Phone, Bus Phone, Cell Phone, and Email.

**Image 2 of 2** – Searching by **Clicked Links** in the **Clicked Links** List (*requires someone has actually clicked on one or more of your tracked links*)

# How to Create Trackable Links in your Email Campaigns, and How to Analyze those Statistics after an Eblast Goes Out



Checkout the links below in the **Related Resources** for a variety of information on how to send mass emails with **Trail Blazer**.

# How to Create Trackable Links in your Email Campaigns, and How to Analyze those Statistics after an Eblast Goes Out

---



Trail Blazer™

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

## Related Resources

# How to Create Trackable Links in your Email Campaigns, and How to Analyze those Statistics after an Eblast Goes Out

---

**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:** [Configuring your From and Reply Email Address Settings](#)

**Article:** [Sample HTML Email Templates with Inline CSS](#)

**Article:** [Fix your HTML email formatting](#)

**Video:** [Eblasts Create and Send Eblasts – Includes Image Management](#)

**Video:** [Scheduled Emails](#)


**Video:** [E-Mail Playlist on Trail Blazer's YouTube Channel](#)

**Video:** [Eblasts Configure email settings before mass emailing](#)

**Video:** [Eblasts –Setting people up to receive test \(draft\) emails](#)

**3<sup>rd</sup> Party Resource (Article):** [Mobile Responsive Email Template – ConstantContact Reference](#)

## Trail Blazer Live Support

 **Phone:** 1-866-909-8700

 **Email:** [support@trailblz.com](mailto:support@trailblz.com)

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

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

## How to Create Trackable Links in your Email Campaigns, and How to Analyze those Statistics after an Eblast Goes Out

---

*\* 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.*