



PUBLICASTER
EDUCATION SERIES

TRACK SUBSCRIBERS OUTSIDE THE INBOX

June 16, 2010

Presenter: Melanie Sims

Agenda



- Using conversion tracking
- Adding Google Analytics tracking to campaigns
- Publicaster's new SocialSync feature



Using Conversion Tracking

Using Conversion Tracking

- What is it?
 - ▣ Tiny pixel that tracks subscribers
 - ▣ Uses cookie in the browser
 - Note: Cookies must be enabled in the subscriber's browser to track a conversion
 - ▣ Reports back to Publicaster
 - ▣ Example:

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Using Conversion Tracking



- Why use it?
 - ▣ Allows for truer conversion tracking
 - See which subscribers actually converted as a result of email campaigns
 - ▣ Very easy to set up
 - ▣ Can be put on any page on your site
 - ▣ Customizable to track specific variables
 - Purchase Amount
 - Order ID
 - Custom variables



Using Conversion Tracking

- How to use it
 - ▣ Copy code from Conversion Tracking section in Account Preferences (in Administration)
 - ▣ Edit pixel content to suit your needs
 - ▣ Insert tracking pixel on any page on your site
 - ▣ Send email from Publicaster to subscribers
 - ▣ Track conversions in Converted metric in reports



Adding Google Analytics Tracking to Campaigns



Google Analytics Tracking

- What is it?

- Publicaster adds tracking info to all links in email
- Tracks subscribers on your site in your GA account

- Example:

- Original link:

<http://www.blueskyfactory.com/socialsync.php>

- Link with GA tracking:

http://www.blueskyfactory.com/socialsync.php?utm_source=Publicaster&utm_medium=email&utm_campaign=Factory%20Direct:%20Boost%20Your%20Email%20Marketing%20Performance%20with%20Social%20Data



Google Analytics Tracking

- Why use it?
 - Shows more accurate tracking by source to your site
 - Publicaster emails are a source
 - Gives insight into subscribers' interest
 - Track subscribers as visitors on your site with GA
 - Use data to change content focus in mailings
 - Extremely easy to use
 - Built right into Publicaster, no need to add tracking to each link

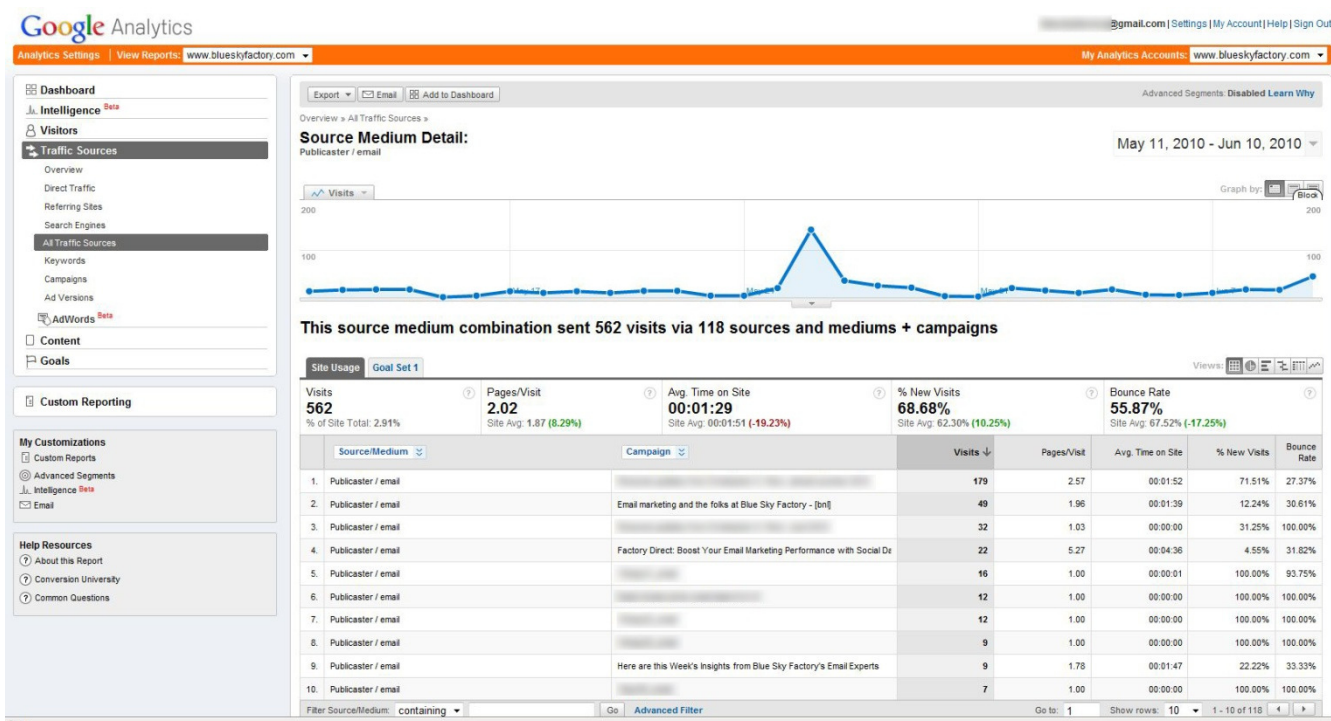
Google Analytics Tracking



- How to use it
 - ▣ Enable feature in Account Preferences (in Administration)
 - ▣ Check box on Send/Schedule pages
 - Choose tracking title
 - Email Name
 - Email Subject Line
 - Custom Tracking Title
 - ▣ Send email
 - ▣ Get tracking in your GA account
 - Source/medium = Publicaster/email
 - Campaign = Tracking title

Google Analytics Tracking

Example





Google Analytics Tracking

- Bonus

- ▣ Google Analytics Report in Publicaster

- Shows total visitors to site along with dates of Publicaster email sends
 - Connects directly to your GA account to get data



Publicaster's New SocialSync Feature

SocialSync



- What is it?
 - New feature that identifies subscribers on your list who are on social media networks
 - Twitter, Facebook, LinkedIn, Myspace
 - Creates deeper connection with subscribers based on social media activity
 - Where they are on networks
 - How influential they are (how many friends/followers they have)
 - Extra demographic information
 - Name, gender, location

SocialSync



- Why use it?
 - ▣ Validation
 - Learn which subscribers are truly using their email addresses
 - ▣ Strategy
 - Know where to focus your efforts in the social web
 - Focus your messaging based on where your subscribers are and demographic info
 - ▣ Jump Start
 - Target network-specific messages to subscribers on those networks
 - Start promo campaigns for subscribers who share content, targeted to those on the network
 - ▣ Unbelievably easy to use

SocialSync



- How to use it
 - ▣ Click Enable on any mailing list
 - Data populates over the next 24 hours
 - ▣ View overall stats on Summary page
 - ▣ Target subscribers with segmentations
 - Demographic
 - Social Users
 - Social Influencers



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Thank You!

Please email questions to:
bsfconference@blueskyfactory.com

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Next Presentation:
HTML 101: Basic HTML for Email Design
Wednesday, July 21st 2pm ET