

# Email Analytics and Click Tracking

Resources about tracking clicks and interactions on bulk emails sent to users, and measuring the effectiveness of email marketing.

Table of Contents:

- Perspectives on Email Analytics and Click Tracking
- Email Marketing Analytics Overviews
- Specific Technologies
- Specific Environments
- Services and Consultants
- Tools
- Further Reading

Below we have compiled publicly available sources from around the world that present views on Email Analytics and Click Tracking.

## Perspectives on Email Analytics and Click Tracking

### Ready to see behavioral analytics in action?

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- **A Data Story about a Trip That Begins with an Email**

In the digital age, when everything is measured, we must ask ourselves: Are we measuring email campaign effectivity enough?

[Read the article on cooladata.com »](#)

- [Email Analytics - The 6 Email Marketing Metrics & KPIs You Should Be Tracking](#)  
[blog.hubspot.com](#)
- [Has Email Marketing Engagement Arrived with Open Reach?](#)  
[emailmonday.com](#)
- [Email Marketing Analytics - Tracking, Tagging, Segmentation, Reporting](#)  
[e-nor.com](#)
- [Teaching Yourself to Fish With Usable Email Analytics Tools](#)  
[emailvorselection.com](#)
- [What Is an Email Bounce Rate?](#)  
[60secondmarketing.net](#)
- [Don't Settle for Average \(Email Marketing Statistics\)](#)  
[emailmonday.com](#)
- [Email Marketing Analytics That You Should Watch](#)  
[gravity4.com](#)
- [Drill Down on Email Campaign Analytics Before Choosing a New Email Service Provider](#)  
[emailvorselection.com](#)
- [Seven Basic Email Marketing Metrics You Should Be Tracking](#)  
[econsultancy.com](#)
- [Email Marketing Analytics: Tracking Metrics & KPIs](#)  
[blog.blendo.co](#)

## Email Marketing Analytics Overviews

- [Email Marketing - Optimise your Emails to Increase Open Rates](#)  
[togetherdigital.ie](#)
- [5 Ways to Organize Email Marketing to Achieve Higher ROI](#)  
[ducttapemarketing.com](#)
- [Email Marketing Analytics - 101](#)  
[signupto.com](#)
- [Making Sense of Email Marketing Analytics](#)  
[onboardly.com](#)

## Specific Technologies

**Be the first to get the latest news on analytics**



- [Google Analytics - 3 Steps to Measure the Success of Your Email Marketing with Google Analytics](#)  
campaignmonitor.com
- [SalesForce Pardot - Advanced Email Analytics Overview](#)  
help.pardot.com
- [Google Analytics - How To Track Email Opens With Google Analytics](#)  
dyn.com
- [Google Analytics - Tracking User Interactions in Email With Google Analytics](#)  
freshinbox.com

## Specific Environments

- [eCommerce - Campaign Level Email Marketing Metrics that eCommerce Companies Should be Tracking](#)  
rejoiner.com

## Services and Consultants

- [Email Marketing Services - Adam Dince 2016](#)  
www.adamdince.com

## Tools

- [mailspice analytics - Email Marketing & Newsletter Analytics Add-On](#)  
mailspice.com

## Further Reading

- [Web Analytics Concepts and Metrics](#) — In-depth resources about the basic building blocks of analytics - practices, metrics and concepts.
- [BI for Digital Marketing](#) — Resources about how business intelligence technology is used to aid digital marketing analytics and decision making.
- [Specialized Analytics](#) — Resources about strategies, techniques and metrics for specialized analytics use cases: mobile analytics, eCommerce analytics, game analytics, email analytics, and more.
- [Web Analytics and BI Technologies](#) — Resources about tools and technologies that help organizations measure, analyze and manage traffic to digital resources.
- [Digital Analytics Community](#) — Resources about events and conferences, online forums, books, and famous figures in the global digital analytics community.

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