

Email Analytics and Click Tracking

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

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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

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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
[emailvendorselection.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
[emailvendorselection.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

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- [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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