

Create a campaign for Email on Acid analytics

This article shows you how to create a campaign for a email to be sent. So that we can gather statistics when readers open and read the email.

Step-by-step guide

1. After the email is created, but before it's sent, click Analytics on the left-column menu to create new campaign.

Create New Analytics Campaign

1 DETAILS

Campaign Name * ⓘ
Campaign Name **i.e. Most Engaged - 2017 April**

Tags ⓘ
[]

Total Subscribers * ⓘ
Total Subscribers **11,000 (for Most Engaged)**

2 ENGAGEMENT TRACKING

Your Timezone ⓘ
(UTC) Greenwich Mean Time, Western European Time **UTC - 5**

ENGAGEMENT TIME THRESHOLDS

| Read Threshold * ⓘ | Skim Threshold * ⓘ | Delete Threshold * ⓘ |
|--------------------|--------------------|----------------------|
| 20 seconds | 8 seconds | 2 seconds |

Use Default

3 SUBSCRIBER TRACKING

Merge Tag (Optional) ⓘ
None **##Constituent ID##**

2. For Most Engaged email, the approx. total subscriber is 11,000. For other emails, ask Deb Earl.
3. The token for the Cornell 7 digit ID: ##Constituent ID##
4. Enable Click Tracking and Google Analytics.

4 CLICK TRACKING

Would you like to add Click Tracking? (optional)
☐ No ☒ Yes

By selecting this option, we will need you to provide the HTML source of your email (below) so that we can update each of your links. You will be able to make changes to your HTML up until you launch your campaign.

Your Email HTML *

Paste the entire email Html (exclude header and footer) from iModules.

Would you like to add Google Analytics? (optional)
☐ No ☒ Yes

If you currently use a Google Analytics tracking code on your website, our link tracking will work seamlessly with your current reporting. You do not have to do anything on your end. Once you launch your campaign, you will start seeing incoming traffic from your email to your website via Google Analytics. The following will be included in the query string on your links: `?utm_source=email&utm_medium=email&utm_campaign=Your%20Campaign%20Name%20Here&utm_source=EOACLK`

5. Add Benchmarking to the email. This part is optional, you don't need to fill all the answers if you are not sure. But if we know that we did something unique for this email such as an incentive offer or a particular time of day, we want to mark the benchmarking.

Would you like to add Benchmarking? (optional) ⓘ

☐ No ☒ Yes

What is your Subject Line?

Subject line of the email

Did you optimize this email for Mobile Devices?

☐ No ☐ Yes

Did you include a link to the web version?


☐ No ☐ Yes

Did you include links to social media?

☐ No ☐ Yes

Are you sending on a particular time of day?

☐ No ☐ Yes

Is there an incentive offer? 

☐ No ☐ Yes

Have you optimized this email for image blocking using Mozify?

☐ No ☐ Yes

Is your list re-targeted?

☐ No ☐ Yes

Has this email been tested in all email clients?

☐ No ☒ Yes

Have you run a SPAM test?

☐ No ☐ Yes

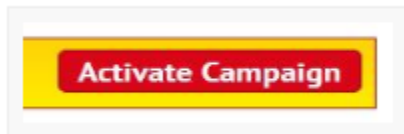
Are you using an Email Service Provider (ESP)?

☐ No ☐ Yes

Worth using when we did something unique for one email such as an incentive offer.

Create Tracking Code

- After clicking Create Tracking Code, code will be displayed on screen. Because we have enabled Click Tracking, we need to copy and replace the entire email HTML (exclude header and footer) in iModules. As code for all buttons have been altered to add tracking code. If you didn't enable Click Tracking, then it's just a few lines of tracking code to be added at the end of the email HTML in iModules.
- DO NOT activate campaign yet!!** You can test the code by sending yourself a preview, open and click the preview email. You'll see data begin to appear in your campaign.
- When you are ready to send out the real email blast, activate your campaign. Any test data you've collected will be auto deleted.



 For more detailed info and explanation, read the Related Article below.

Related articles

Getting Started with Email Analytics

https://www.emailonacid.com/blog/article/email-development/emailology_getting_started_with_email_analytics

- [Use the Email Lookup tool on aadReporting](#)
- [Create a campaign for Email on Acid analytics](#)
- [Acid Testing email](#)