

Tracking Autoresponder Responses

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As an Internet marketer, it is vitally important to know how well your advertising campaigns are doing. Advertising campaigns cost a lot of time and money, and campaigns that are not doing well need to either be changed or scraped. When using autoresponders for purposes of Internet marketing, you will be able to tell how well your autoresponder messages are doing by using response tracking.

Autoresponder response tracking is usually easily set up with the higher quality paid autoresponder services. Using the tracking set up tool, you simply enter the web site address that you want your readers to visit, and the software generates a brand new URL. This URL is used track the number of clicks that you have from the autoresponder message to the website that you are promoting.

When a person clicks on that special URL, the click is captured, and they are automatically redirected to the website that you intended them to arrive at. The visitor does not know that they have been redirected in most cases. You can monitor the results through the control panel of your autoresponder service account. The control panel will tell you how many messages were delivered, and how many clicks were received. Most quality autoresponders will even include a feature that allows you to track how many of the emails were opened. This is a great marketing research tool for mass email marketing.

Not all autoresponder services offer tracking abilities such as this. If tracking is important to you, you need to make sure that this is one of the features of the autoresponder service before you sign up. This feature gives you the ability to know whether the message you are sending out is effective, or if changes need to be made. It also allows you to see if the sales copy on your website is effective, in a "round-about" way. For instance, if you are getting thousands of clicks from the autoresponder message, but very few clicks from the sales page to the order page, you know that the

autoresponder message is working, but the sales copy is failing.

If you have never tracked your autoresponder responses before, you should definitely consider it. Again, this information allows you to find out what is working, and what is not working. It will essentially make your autoresponder marketing much more effective and profitable. You will most likely be very surprised at the results of the tracking!