

Designing and assessing your campaigns

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Templates

The templating system in phpList is designed to create a workflow that keeps things simple for the campaign creator.

The Templating Workflow in phpList

There are two elements to the workflow:

1. Creating and uploading a template; this is done very rarely
2. Choosing and using the template; this is done for every campaign

Step one is the more complex and it is often done by a web designer or system administrator. We cover this in the creating a template chapter. There is also a really easy templates chapter to help you if you do not have a designer.

The second part of the workflow is very simple. The person creating the campaign simply selects the template by name from a drop down menu after the campaign message has been written.

The template is then applied during sending, like a wrapper around the text, and the person sending the campaign does not come into contact with the template code at all.

The template is not applied to emails sent to subscribers who request a plain text email.

The very first step is to create your campaign and add content. Go to **Campaigns > Send a campaign** and add your content. The second step is to add a template for your campaign. You can choose between the default templates or choose one you have uploaded yourself. To do that click the **Format** button next to the **Content** button.

Send a campaign





1
Content

2
Format

3
Scheduli

Format

Send as  HTML ☒ Text ☐

Use template 

-- select one
-- select one
-- No template
System template
Simple responsive template


Save as draft

\$

Send test

In order to be 100% sure that the final result of your campaign will look as you wish for your subscribes, it is recommended you send a test campaign to yourself. On the bottom of your page you will find the "**Send test**" field. You can send a test campaign to more than one email addresses.

Send test

 **to email address(es):**
(comma separate addresses - all must be existing subscribers)

test@domain.com

Send test

On the email you will receive you will notice that your campaign is wrapped by the template. If you are happy with its look, you can proceed with sending the campaign.

From phpList <info@phplist.com> ☆
Subject **phpList 3.4.0 released: New REST API, campaign template, security update**
To Me ☆

10:41 PM

Reply Forward Archive Junk Delete More ▾

PhpList 3.4.0 Released: New REST API, Campaign Template, Security Update

Dear Friends welcome to the phpList newsletter!

phpList 3.4.0 is a significant update that incorporates many changes, including jQuery security updates for phpList 3, a new campaign template, and the introduction of the new REST API powered by phpList 4. See the release notes for the [full list of changes](#).

Use the 'Updater' link from your dashboard to get it, or see the [Download page](#) for full installation and upgrade instructions.

New REST API



Feedback

Discuss this chapter here.

The footer

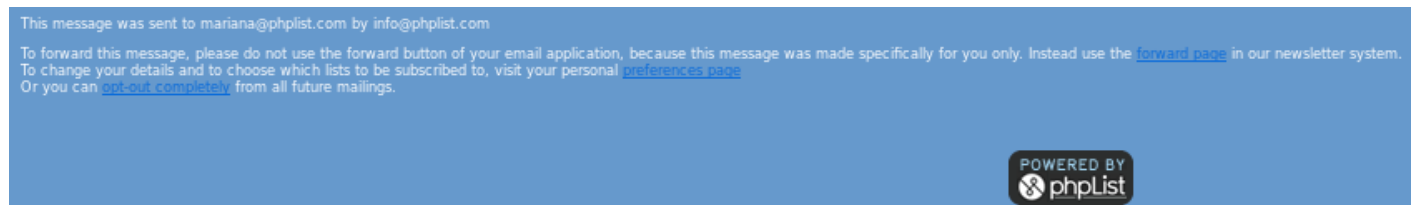
The phpList footer

- Is an active feature of the software, not simply a description of a design element
- Can be edited for each campaign from the content tab of the campaign workflow
- Is replaced by a secondary footer when the Forward to a Friend system is used
- Should contain the [UNSUBSCRIBE] placeholder
- Is placed in the template with the [FOOTER] placeholder

What is the footer?

In your template design you may have many elements which you think of as being "the footer." In the image below, for example, the blue and black colored areas and all the content within them would commonly be described as the "footer."

However, you may not wish to add all of this into your phpList footer. For example, in the image below only the "update your preferences" and "unsubscribe" elements are within the phpList footer system. The rest is in the template itself.



You may wish to choose which items go into the phpList footer carefully because:

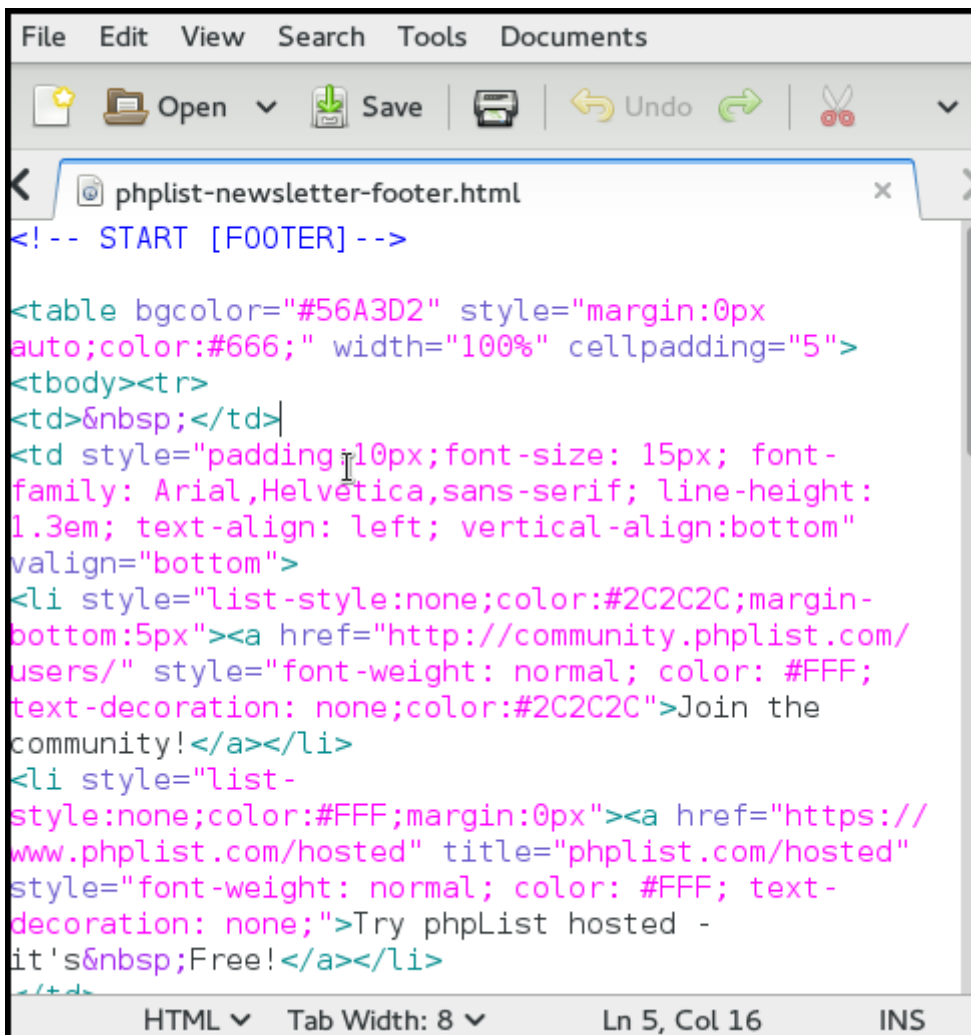
- The footer can be edited from the campaign composition tab: you may or may not want certain items to be edited on a campaign-by-campaign basis
- If the forward to friend placeholder is used, all content in the phpList footer will be replaced when the message is forwarded.

Adding your footer

Everything that goes in the phpList footer is added separately from the rest of the template. To situate the a footer to your template use the [FOOTER] placeholder.

```
        </tr>
    </tbody>
</table>
[FOOTER] <br />
[SIGNATURE] </div>
</div>
<!-- END TEMPLATE -->
```

You should design your footer as a separate .html file



```
File Edit View Search Tools Documents
Open Save Undo
phplist-newsletter-footer.html
<!-- START [FOOTER] -->

<table bgcolor="#56A3D2" style="margin:0px
auto;color:#666;" width="100%" cellpadding="5">
<tbody><tr>
<td>&nbsp;</td>
<td style="padding:10px;font-size: 15px; font-
family: Arial,Helvetica,sans-serif; line-height:
1.3em; text-align: left; vertical-align:bottom"
valign="bottom">
<li style="list-style:none;color:#2C2C2C;margin-
bottom:5px"><a href="http://community.phplist.com/
users/" style="font-weight: normal; color: #FFF;
text-decoration: none;color:#2C2C2C">Join the
community!</a></li>
<li style="list-
style:none;color:#FFF;margin:0px"><a href="https://
www.phplist.com/hosted" title="phplist.com/hosted"
style="font-weight: normal; color: #FFF; text-
decoration: none;">Try phplist hosted -
it's&nbsp;Free!</a></li>
</td>
```

To add your footer to phpList go to **Config > Settings** and **campaign settings** Find **Default footer for sending a campaign** then click the edit icon.

Default footer for sending a campaign

--

```
<div class="footer" style="text-align:left; font-size: 75%;">
<p>This message was sent to [EMAIL] by [FROMEMAIL]</p>
<p>To forward this message, please do not use the forward button of your email application, because this message
was made specifically for you only. Instead use the <a href="[FORWARDURL]">forward page</a> in our newsletter
system.<br/>
To change your details and to choose which lists to be subscribed to, visit your personal <a href="[PREFERENCESURL]">preferences page</a><br/>
Or you can <a href="[UNSUBSCRIBEURL]">opt-out completely</a> from all future mailings.</p>
</div>
```

Paste in your footer code and click **Save changes**.

Editing Default footer for sending a campaign

--

```
<div class="footer" style="text-align:left; font-size: 75%;">
<p>This message was sent to [EMAIL] by [FROMEMAIL]</p>
<p>To forward this message, please do not use the forward button of your email
page</a> in our newsletter system.<br/>
To change your details and to choose which lists to be subscribed to, visit your p
Or you can <a href="[UNSUBSCRIBEURL]">opt-out completely</a> from all futur
</div>
```

Save changes

Undo

--

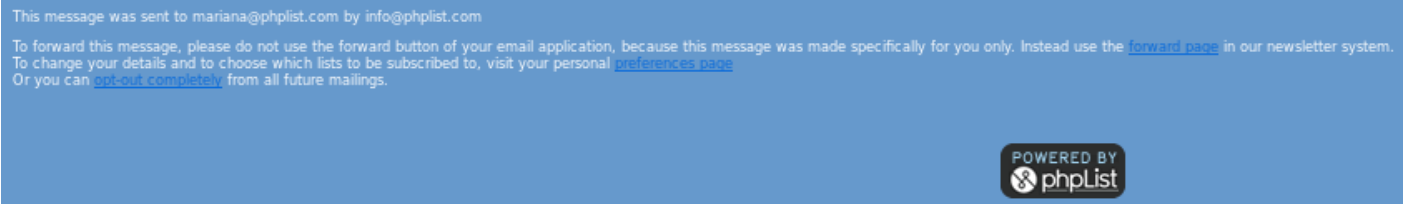
Your footer will now appear in the footer section of the content tab in your campaign workflow, where you can tweak it.

Footer ? .

--

```
<div class="footer" style="text-align:left; font-size: 75%;">
<p>This message was sent to [EMAIL] by [FROMEMAIL]</p>
<p>To forward this message, please do not use the forward button of your email application
Instead use the <a href="[FORWARDURL]">forward page</a> in our newsletter system.<br/>
```

As well as in your campaigns when you send them.



The Forward to Friend footerOn the **Config > Settings** page, there is a second footer called **Footer used when a message has been forwarded**.

If you use the **[FORWARD]** placeholder, and a subscriber forwards the email, this footer will replace the usual one. It contains the following text:

This message has been forwarded to you by [FORWARDEDBY].

You have not been automatically subscribed to this newsletter.

If you think this newsletter may interest you, you can [SUBSCRIBEURL] and you will receive our next newsletter directly to your inbox.

If you wish to use the forward to friend system you should edit this footer so that it has the correct appearance while maintaining the appropriate text.

Feedback

Discuss this chapter here.

Creating a template

Creating your template

There are lots of ways to create your template. You could

- Design and write your own
- Pay someone to do this for you
- Modify a generic/Open Source template that you have bought or "recycled"
- Use the super-simple DIY template in the next chapter.

Here are some tips to help you set up your template for use with phpList.

If you don't understand the information in this chapter and you don't have anyone to help you with your template, then skip to the next chapter for a super simple template.

The Basics

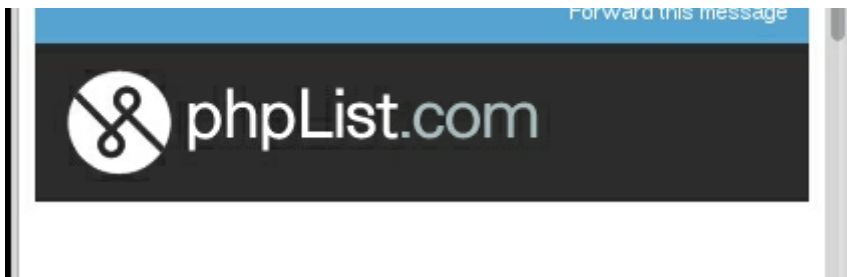
You should use inline styles, and unless you have configured phpList especially with a plugin, you must use a single column template.

If you choose a responsive template, your campaign editor should not use images with a width larger than a smartphone screen (max 320 by 480 pixels).

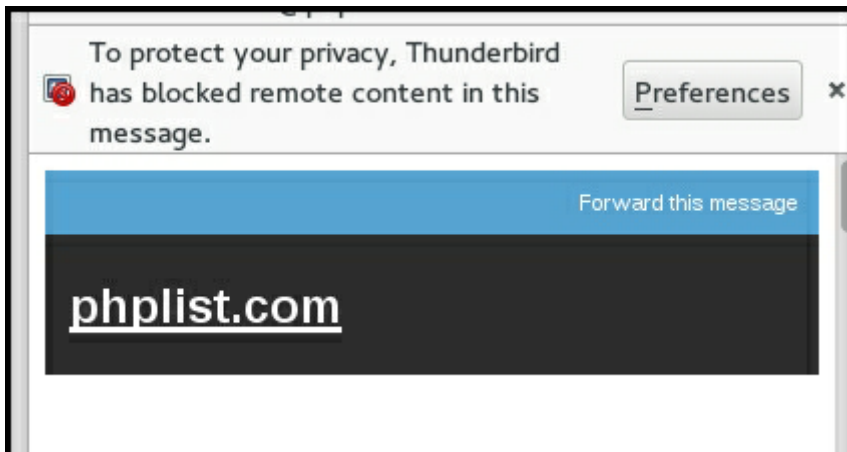
The *footer* in phpList is quite specialized and is described in a separate chapter. If you plan to have a footer in your design, please read the footer chapter before you start work.

Logo: upload or remote link?

When you are designing or modifying your template, you need to decide if you will include your logo in the campaigns as an attachment or use a remote image. If you include your logo as an attachment it will always display to the recipient.



If you use a remote link, however, the image will only display when the subscriber gives permission (in most email and webmail clients).



If you decide you upload your image then leave the local link (or just use a "broken link") and you will be prompted to upload the image when you are adding your template to phpList.

A mandatory placeholder in the body

You must include some strings that phpList will replace during the sending stage.

[CONTENT]

The obligatory string is [CONTENT]. This will be replaced with the content of your message when

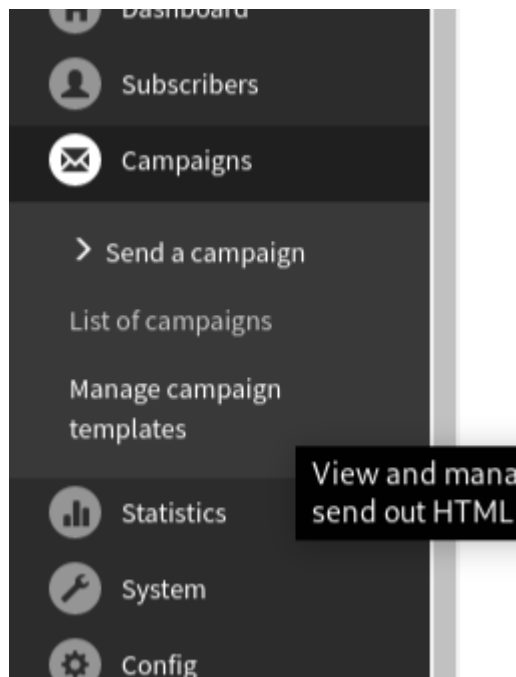
```

table width="100%" cellpadding="0px" cellspacing="0">
  <tbody>
    <tr>
      <td style="font-size: 14px; font-family: sans-serif; vertical-align: top;">
        <h1 style="font-size: 1.8em; margin: 1em 0 0 0;">
          [CONTENT] </td>
        </tr>
      </tbody>
    </table>
  </td>

```

Adding your template to phpList

To add a template to phpList, go to **Campaigns > Manage campaign templates** from the main menu.



You will then see a list of templates already in the system. By default there is one template, the **System template** (which styles things like the confirm subscription emails).

Manage Campaign Templates

Template	Campaign default	System ?	Action
System template	<input type="radio"/>	<input checked="" type="radio"/>	View Edit Delete

Click **Add new template**.

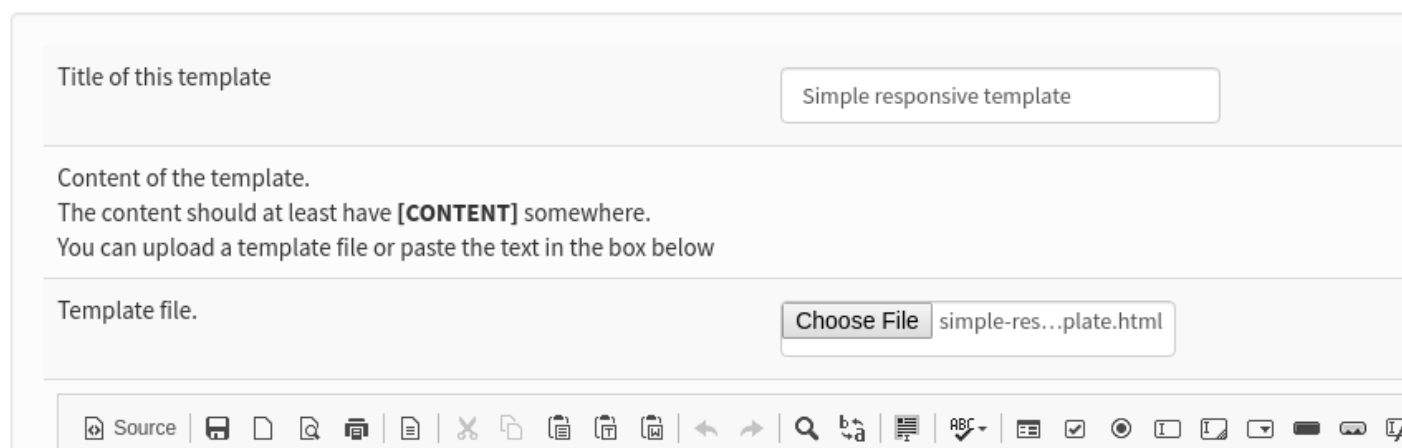
Manage campaign templates

Add new template

Name your template

First, give your template a Title. This will display in the list of templates to choose from during the campaign composition stage, so it is important that the name makes sense to the person writing the campaigns.

In this case we called the template **Simple responsive template**, because it is the template we use when we announce a new version of phpList. We have different templates for community news and phpList hosted special offers, for example.



The screenshot shows a web interface for editing a template. At the top, there is a label 'Title of this template' followed by a text input field containing 'Simple responsive template'. Below this is a section for 'Content of the template.' with instructions: 'The content should at least have [CONTENT] somewhere. You can upload a template file or paste the text in the box below'. Underneath is a label 'Template file.' and a file selection area with a 'Choose File' button and the filename 'simple-res...plate.html'. At the bottom of the interface is a horizontal toolbar with various icons for editing, including source code, undo, redo, search, and others.

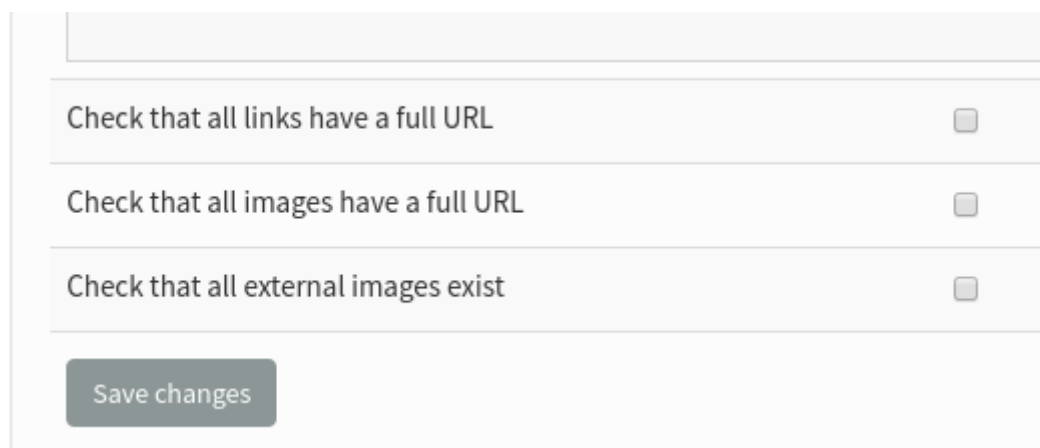
Upload your file

To add your template you can paste the html into the editor, or upload it as a file. In this example we are uploading it.

Click the **Browse** button, locate the template file on your computer and click **Open**. The file name will then appear next to the **Browse** button (as shown in the image above).

Save your template

Scroll to the bottom of the page and click **Save changes**, using the checking tools if you wish.



This screenshot shows the bottom section of the template editor. It contains three checkboxes for validation: 'Check that all links have a full URL', 'Check that all images have a full URL', and 'Check that all external images exist'. Each checkbox is currently unchecked. Below these options is a dark grey button labeled 'Save changes'.

Upload your logo?

The next screen gives you an opportunity to upload your template images, if you have any. This will usually be a logo. In this case the logo is hosted remotely and so no image is listed to upload.

Add or edit a template

Images

Below is the list of images used in your template. If an image is currently unavailable, please upload it to the database.

This includes all images, also fully referenced ones, so you may choose not to upload some. If you upload images, they will be included in the campaigns that use this template.

Image name **logo.png** (1 times used)

No Image was found

Upload new image:

Choose File No file chosen

Save images

Click **Save images**.

Your template will now be added to your list of **Existing templates**.

If you wish to set this template as the default for all campaigns, you can check the button under **CAMPAIGN DEFAULT**.

Manage Campaign Templates

Template	Campaign default	System ?	Action
System template	<input type="radio"/>	<input checked="" type="radio"/>	  
Simple responsive template	<input type="radio"/>	<input type="radio"/>	  

Add templates from default selection

Defaults and settings

There are some default settings for templates and footers at **Config > Settings** under **campaign settings**. For example you can choose which template will be used by default by referring to its ID.

Editing **The default HTML template to use when sending a message**

Save changes

Undo

0

The ID of the template can be found by hovering your mouse on the template name.

Using your template

During campaign composition, use headings and other formatting as normal. You do not need to apply any additional styling such as text colour, if those elements are dealt with in your template.

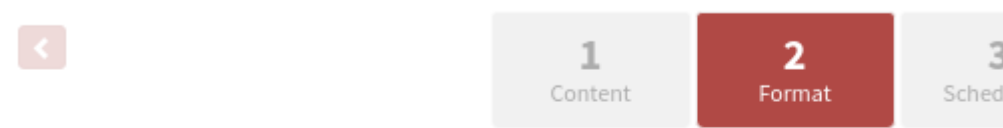
Dear Friends welcome to the phpList newsletter!

phpList 3.4.0 is a significant update that incorporates many changes, including jQuery security updates of the new REST API powered by phpList 4. See the release notes for the [full list of changes](#).

Use the 'Updater' link from your dashboard to get it, or see the [Download page](#) for full installation instructions.

In the **Format** of the send campaign workflow, select your template from the **Use template**

Send a campaign

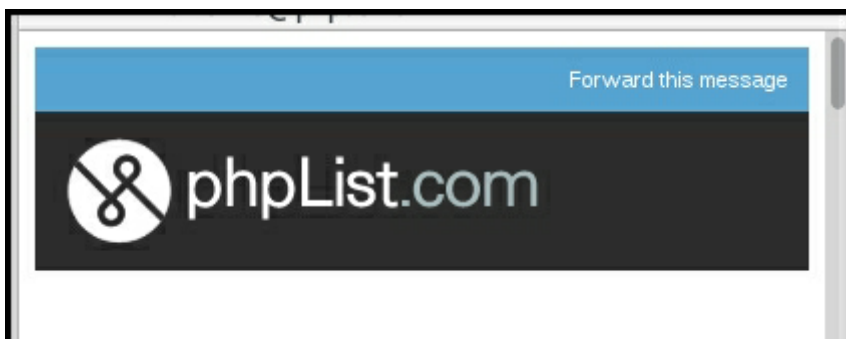


Format

Send as HTML ☒ Text ☐

Use template

The template and theme are then applied during sending.



Feedback

Discuss this chapter here.

Advanced templating

More template placeholders

This chapter contains additional details that may be useful for a designer who is creating a template for use in phpList.

[SUBJECT]

[SUBJECT] adds the subject of the email within the newsletter text.

[CONTENT] - a mandatory placeholder

This is where the message's content (body) will be inserted. Every template must have a [CONTENT] placeholder.

[FOOTER]

The message footer

[SIGNATURE]

[SIGNATURE] prints the phpList image signature.

[FORWARDURL]

[FORWARDURL] is replaced with the personalised URL only. To use this, you will need to wrap it in HTML, like this:

```
<a href="[FORWARDURL]">Forward to a Friend</a>
```

[PREFERENCESURL]

[PREFERENCESURL] allows the recipient to edit their subscribe preferences, for example update their email or the number of lists they belong to. This essentially allows them to maintain your list up to date for you and is an invaluable feature.

[UNSUBSCRIBEURL] - a mandatory placeholder

[UNSUBSCRIBEURL] allows the recipient to totally unsubscribe from all your lists. In phpList you must include this placeholder somewhere in your body or footer. It is best to use this along side [PREFERENCESURL] if you manage multiple lists, so subscribers can leave just one list rather than

all lists if they want.

[DOMAIN]

Prints your domain, e.g. yourdomain.com as listed in your configuration settings.

[EMAIL]

Prints the subscribers email address;

Some older placeholders

These are some older placeholders which still work, but are not recommended for use:

[FORWARD]

[FORWARD] is a link where the recipient can go to “forward this message”. The default text for this placeholder is **this link**.

For example, if you use "If you want to forward this message to a friend click [FORWARD]", it will come out as:

If you want to forward this message to a friend click [this link](#)

[UNSUBSCRIBE]

Like Forward the link that subscribers can use to unsubscribe. It will also be replaced with "This Link", which means you can use it like this:

To unsubscribe from our newsletter click [UNSUBSCRIBE]

[PREFERENCES]

Like Forward and Unsubscribe the link that subscribers can use to update their personal details and preferences. It will also be replaced with "This Link", which means you can use it like this:

To change your preferences click [PREFERENCES]

Feedback

Discuss this chapter here.

DIY: Super Simple Template

We have made a very basic template for you to use. You will also need

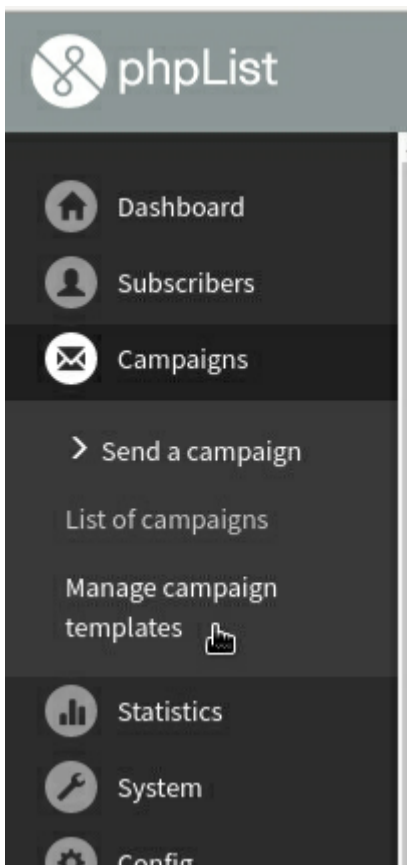
- A version of your logo or similar image measuring 300px wide.

Download and save the template

Download the template by clicking **here** and then saving the file to your PC.

Upload the template to phpList

Go to **Campaigns > Manage campaign templates**.



Click **add new template**.



Add new template

later

Give your template a name, for example **My Newsletter Template**. Then click **Choose File**.

Title of this template

Content of the template.

The content should at least have **[CONTENT]** somewhere.

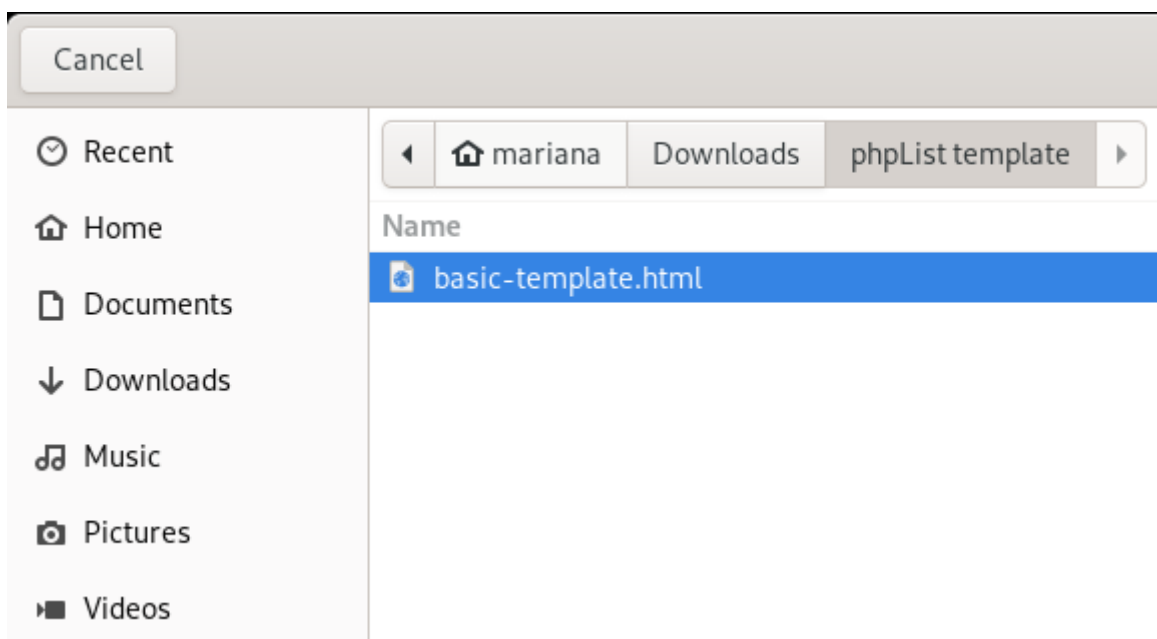
You can upload a template file or paste the text in the box below

Template file.

Choose File

basic-template.html

Select the file you downloaded earlier, called **basic-template.html**, from your computer and click **Open**.



Then click **Save Changes**.

Check that all links have a full URL	<input type="checkbox"/>
Check that all images have a full URL	<input type="checkbox"/>
Check that all external images exist	<input type="checkbox"/>
<button>Save changes</button>	

Upload your logo to phpList

You will then be directed to add your logo. Remember, it must be no more than 300 pixels wide. Click **Choose file**.

Add or edit a template

Images

Below is the list of images used in your template. If an image is currently unavailable, please upload it to the database.

This includes all images, also fully referenced ones, so you may choose not to upload some. If you upload images, they will be included in the campaigns that use this template.

Image name **logo.png** (1 times used)

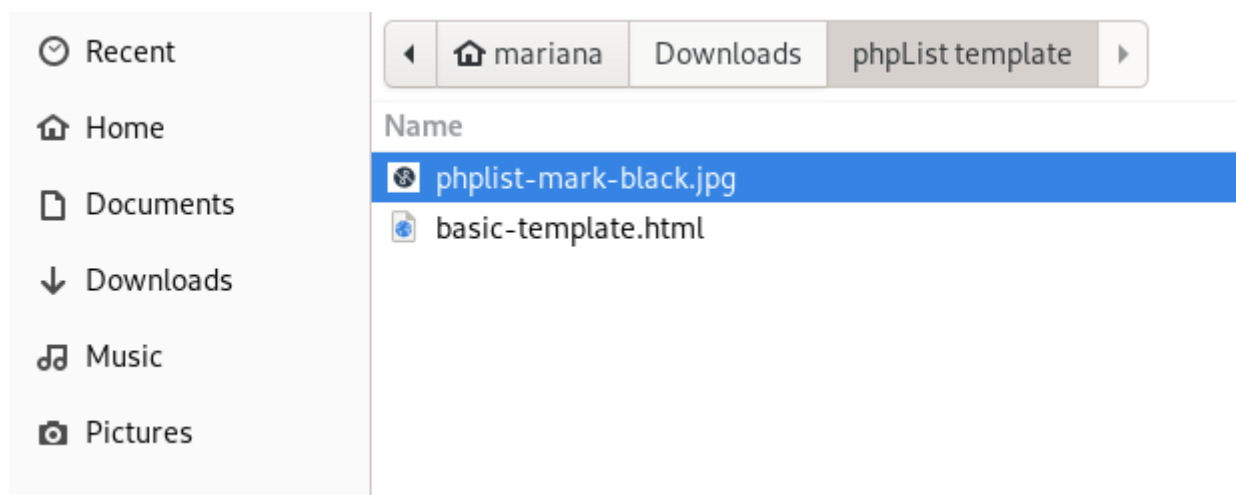
No Image was found

Upload new image:

Choose File No file chosen

Save images

Select your logo file from your computer and click **Open**.



Click **Save Images**.

Make the template your default?

You will see your new template added to your list of existing templates. If you will use this template for most of your campaigns, click the radio button under **Campaign Default**.

Manage Campaign Templates

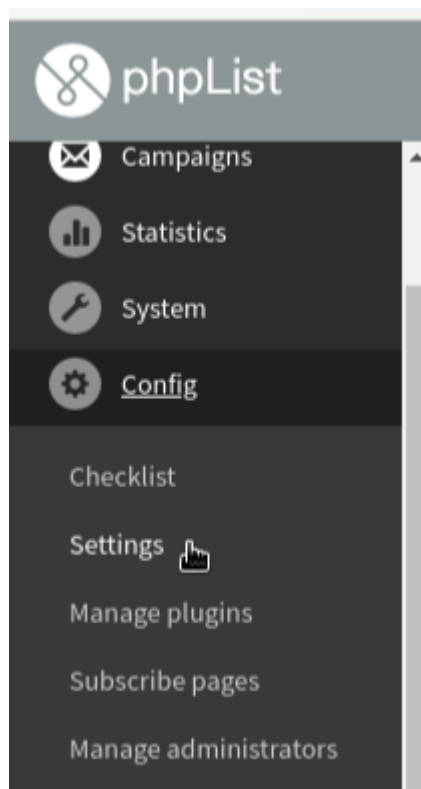
Template	Campaign default	System ?	Ac
My Newsletter Template	<input type="radio"/>	<input type="radio"/>	
System template	<input type="radio"/>	<input checked="" type="radio"/>	

Copy this footer text

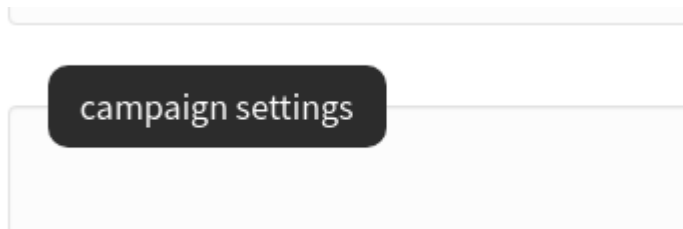
```
<a href="[PREFERENCESURL]" title="Update your preferences">Update your preferences</a> |  
<a href="[UNSUBSCRIBEURL]" title="Unsubscribe" >Unsubscribe</a>
```

Add the footer to phpList

First go to **Config > Settings**.



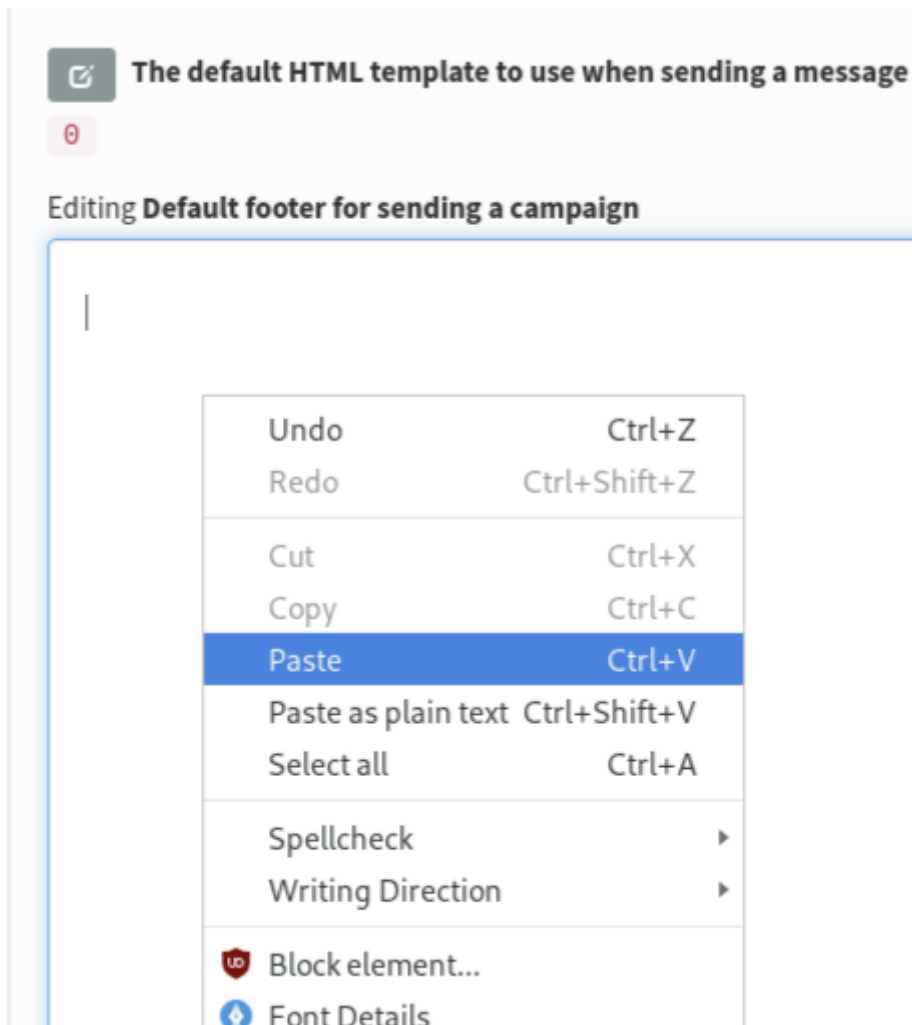
Then scroll down till you find the **Campaign Settings** area.



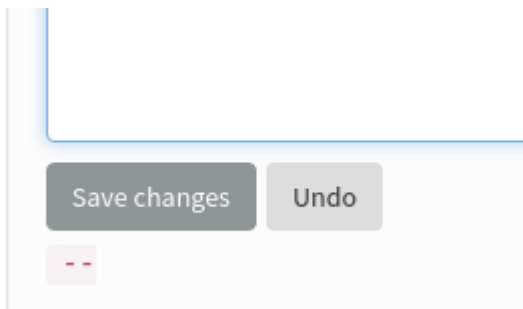
Click the edit icon



Delete the contents up to the -- and right-click to **Paste** in the html you copied from this chapter.



Click **Save Changes**.



Any new campaigns will now use this footer by default.

Using your new template

Compose a new campaign. In this example I have pasted the html from my latest blog.

Send a campaign

<

1
Content

2
Format

Sch

Content

Campaign subject ?

phpList 3.4.0 released: New REST API, campai

From line ?

info@phplist.com phpList

Check that you are using your template by clicking **Next** and examining the **Format** tab.

Send a campaign

<

1
Content

2
Format

S

Format

Send as ? HTML ☒ Text ☐

Use template ?

My Newsletter Template ▼

Save as draft

Save and continue editing

Send a test message using the **Send test** box at the bottom of the page.

Send test

 **to email address(es):**

(comma separate addresses - all must be existing subscribers)

Take a look at the email when it arrives. You will notice your logo displays even when other, remote images are blocked, because phpList has sent it as an attachment.

From phpList <info@phplist.com> ☆
Subject **phpList 3.4.0 released: New REST API, campaign template, security update** 2:53 PM
To Me ☆

[Forward this message](#)



And you can see your template has been applied,

phpList 3.4.0 released: New REST API, campaign template, security update

Dear Friends welcome to the phpList newsletter!

phpList 3.4.0 is a significant update that incorporates many changes, including jQuery security updates for phpList 3, a new campaign template, and the introduction of the new REST API powered by phpList 4. See the release notes for the [full list of changes](#).

Use the 'Updater' link from your dashboard to get it, or see the [Download page](#) for full installation and upgrade instructions.

Feedback

Discuss this chapter here.

Subscribe page design and configuration

Subscribe page is the name of the page where your subscribers can join your lists. You can have as many subscribe pages as you want, and you can make them look like your website.

You can customize your subscribe pages in various ways. You can edit the default design, which will affect all the pages, on your **Config > Settings** page, and/or you can tweak the design of individual pages using the **Header** and **Footer** boxes on the subscribe page editor.

Modifications from within the Config > Settings page

Go to **Config > Settings** from the main menu, and scroll down to the **subscription-ui settings** area. Here you can edit the html of the pages, and also a few basic settings.

Modifications from within the subscribe page editor

The **Header** and **Footer** boxes in the **General Information** section of **Config > Subscribe Pages > add/edit a page** can be used to edit the HTML of an individual subscribe page.

The html in these boxes is generated from the defaults in **Config > Settings > subscription-ui settings**, which can also be edited (see above).

You don't need to use `<HTML>` `<head>` etc, as phpList already includes this for you. However, you can add your own Meta Tags and CSS file links or your own `<scripts>` just so long as all these extras are above the `</head>`.

If you create your own CSS styles for your page, save the file outside of the phpList folder structure, for example in the stylesheets directory. Then add a rel link to the new file above the `</head>` tag. Keeping it outside of the phpList folder structure will make it easier to upgrade later on.

```
<link rel="stylesheet" href="/styles/customized.css" type="text/css" />
```

Advanced Customisation

You may wish to heavily customise of your Subscribe page, to make it look like it is part of your website (rather than third party software).

You should use a HTML editor for this task. You create a blank page in your HTML editor, then copy and paste the contents of the Header box and replace the code `</head> <body>` in the HTML editor with the copied code.

You will need to be careful with exactly how much you paste into the **Header** box and whatever you do paste must fit within the `<TABLE>` below the `<!-- Top table starts -->`

Feedback

Discuss this chapter here.

Advanced Campaign Statistics

This chapter covers

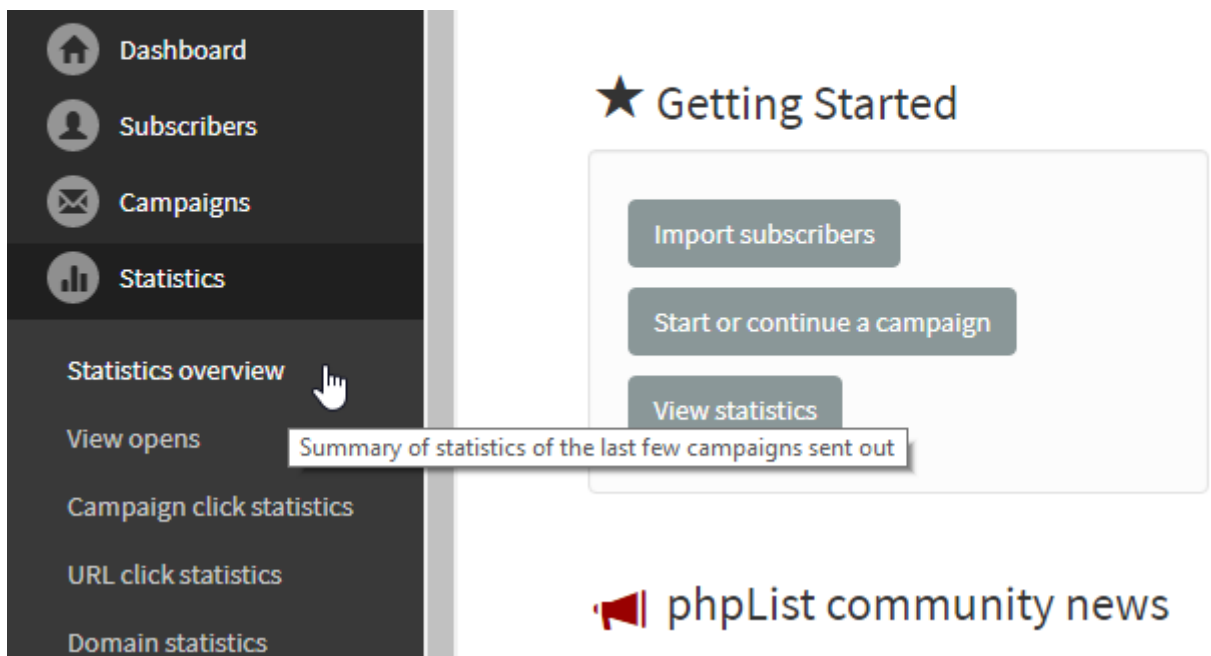
- The statistics menu
- Drilldown by campaign into clicks and/or opens
- Domain statistics
- Using a Google tracking code
- Forward to a friend.

Basic statistics, as found in the Statistics Overview, are covered in the chapter called Basic Campaign Statistics.

The Statistics Menu

The statistics menu pulls together a lot of features. It is worth exploring what can be found through this menu. The main items on the menu are Overview, Opens, Campaign clicks, URL clicks and Domain statistics. You may also see other options, for example Advanced statistics, if your statistics plugin is activated.

To get a basic understanding of what data is available you can work methodically from the top down, first viewing each page, then seeing what links are provided in each page, and onwards. You will often come full circle.



In this chapter we will approach our drilldown from analysing one campaign, covering both opens and clicks. You can also compare multiple campaigns, or focus on a specific URL you are trying to drive traffic to. The approach you take depends on the questions you are trying to answer.

Drilling down into an individual campaign

The starting point for an analysis of a single campaign is the campaign statistics overview. This can be found in **Campaigns > List of campaigns > Sent Campaigns** by clicking on the graph button

Campaign	Entered	Status	Action
phpList 3.4.0 released phpList 3.4.0 released: New REST API, campaign template, security update	17 Mar 2019 13:46:18	Sent: 19 Mar 2019 15:51:22	<div> <div>Statistics</div> <div> </div> </div>
Lists	List name phpList newsletter		

and also by visiting **Statistics > Statistics overview** and clicking on the name of the campaign.

Campaign	Date	Sent	bncs ?	fwds ?	Unique Views ?	total clicks ?	Unique Clicks ?
phpList 3.4.0 released phpList 3.4.0 released: New API, campaign template, security update	19 Mar 2019	16.025	219 (1,36%)	543	14.254 (88.54%)	10.114	8.763

Either of these routes will bring you to the Statistics Overview for a campaign. The page gives you an overview of information and two ways to drilldown are available.

Campaign statistics

phpList 3.4.0 released	
Subject	phpList 3.4.0 releas ... ity update
Date entered	17 Mar 2019 13:46:18
Date sent	19 Mar 2019 15:51:22
Sent as HTML	16.025
Sent as text	0
Sent	16.025
Bounced	219
Opened	14.254 (88.54 %)
Clicked	10.114 (63.11 %)
Unique clicks	8.763 (54.68 %)
Click per View Rate	63.11 %
Forwarded	57

Opened Drilldown

By clicking the number of opens, you can get a a page called Open Statistics.

Opened	14.254 (88.54 %)
Clicked	<u>10.114</u> (63.11 %)
Unique clicks	8.763 (54.68 %)
Click per View Rate	63.11 %

This page allows you to **Download as a CSV file** a list of those subscribers who were registered as having opened the campaign (remember this is by no means everyone, only those *recorded*).

The csv file can in turn be used to create lists of active subscribers, or by using the list-exclude feature you can isolate *inactive* subscribers too.

Open statistics

Listing 1 to 50 of 2556 Entries					⏮	⏪	⏩	⏭
Subscribers	Sent	Response time	Total views	Viewed				
[redacted]	19 Mar 2019 20:09:48	97 days 8 hours 10 minutes 09 seconds	2	25 Jun 2019 05:19:57 29 Jun 2019 18:32:19				
[redacted]	19 Mar 2019 18:33:50	93 days 14 hours 4 minutes 01 seconds	1	21 Jun 2019 09:37:51				
[redacted]	19 Mar 2019 20:07:31	83 days 19 hours 4 minutes 15 seconds	2	11 Jun 2019 16:11:46 11 Jun 2019 16:11:50				
[redacted]	19 Mar 2019 20:08:19	80 days 21 hours 49 minutes 30 seconds	2	8 Jun 2019 18:57:49 8 Jun 2019 18:59:56				
[redacted]	19 Mar 2019 19:50:32	75 days 13 hours 14 minutes 24 seconds	1	3 Jun 2019 10:04:56				
[redacted]	19 Mar 2019 19:52:28	75 days 11 hours 50 minutes 08 seconds	1	3 Jun 2019 08:42:36				

You can also click on an individual subscriber to drilldown to the subscriber level.

Subscribers	Sent	Response time	Total views	Viewed
[redacted]	19 Mar 2019 20:09:48	97 days 8 hours 10 minutes 09 seconds	2	25 Jun 2019 05:19:57 29 Jun 2019 18:32:19
[redacted]	19 Mar 2019 18:33:50	93 days 14 hours 4 minutes 01 seconds	1	21 Jun 2019 09:37:51

This will take you to the **Campaigns** tab in the **History** section of the **Subscriber profile**, where you can click further links to view the campaigns they have opened (left) or the links they clicked

on in that campaign (right).

You can also see the date on which they viewed a campaign and the response time (in seconds).

DetailsListsCampaignsBouncesSubscription

12 messages sent to this subscriber

Campaigns

Campaign Id	Clicks	Sent	Viewed	Response time
96	1	20 Jun 2019 12:34:35	20 Jun 2019 13:09:45	35 minutes 10 seconds
92	0	13 May 2019 20:50:16	15 May 2019 02:17:16	1 days 5 hours 27 minutes
74	0	15 Apr 2019 22:08:19	17 Apr 2019 12:42:13	1 days 14 hours 33 minutes 54 seconds
63	0	19 Mar 2019 19:49:53	7 Apr 2019 21:52:33	19 days 1 hours 2 minutes 40 seconds

Clicked Drilldown

In your campaign statistics overview page, you can also choose to drilldown into clicks data

Bounced	219
Opened	14.254 (88.54 %)
Clicked	<u>10.114</u> (63.11 %)
Unique clicks	8.763 (54.68 %)
Click per View Rate	63.11 %

This will take you to a list of the links in that campaign, and how many people clicked on each one.

Campaign click statistics

Link URL	unique clicks	Click rate
https://www.cvedetai ... 1.7.1.html	20	0.14%
HTML: 22 Text: 0	First click: 19 March 2019 18:07:16 Latest click: 29 May 2019 11:23:54	
https://www.phplist. ... d-phplist/	20	0.14%
HTML: 0 Text: 36	First click: 19 March 2019 17:49:47 Latest click: 21 March 2019 03:36:19	
https://resources.ph ... elop/start	5	0.04%
HTML: 6 Text: 0	First click: 19 March 2019 18:07:16 Latest click: 27 March 2019 01:08:26	
https://github.com/p ... pleExample	59	0.42%
HTML: 60 Text: 0	First click: 19 March 2019 18:07:16 Latest click: 8 May 2019 10:03:28	
https://www.phplist. ... ions.xhtml	63	0.45%

If you click on the url you can see how many people clicked on that url across all campaigns which contained it




HTML: 17 Text: 0
mantis.phplist.org/
HTML: 5 Text: 0

That data can also be downloaded as a csv.

Click details for a URL <http://mantis.phplist.org/>

[View subscribers](#)

URL click statistics

URL click statistics	First click	Latest click	Clicks	Click rate
phpList 3.4.1 Release announcement phpList 3.4.1 releas ... r improved	15 Apr 2019 18:56:43	17 Apr 2019 13:21:29	14 	0.05%
Sent: 28066				
phpList 3.4.0 released phpList 3.4.0 releas ... ity update	19 Mar 2019 17:51:57	20 Mar 2019 05:05:31	4 	0.01%
Sent: 28056				
phpList 3.3.9 released phpList 3.3.9 releas ... contacts'	12 Feb 2019 09:47:02	17 Feb 2019 04:13:04	3 	0.01%

Domain Statistics

The **Domain statistics** page is accessible from the main statistics menu and it is a fascinating page which can give you a real insight into the nature of your subscribers. The Domain Statistics tab is divided into four tables that each one oven display different typo of information:

- Top 50 domains with more than 5 subscribers
- Domains with most unconfirmed subscribers
- Top 25 local-parts of email addresses
- Top 25 domains with the highest number of bounces

On the last table each domain links to a new page which shows aggregated performance statistics for each of those records, specifically: bounce rate and view rate. These high-level statistics are useful in diagnosing deliverability issues to particular important mail hosts.

Using an analytics tracking code

Using an Analytics tracking code ensures that any visits to your website from the campaign are recorded.


Matomo Integration is available as an alternative to Google Analytics *starting from phpList version 3.5.3*. You can choose between Matomo or Google Analytics in the Settings page of your account. Similarly to the current GA parameters, when selected, each URL will have four additional query

parameters that will be displayed and can be edited on the Finish tab when composing a campaign. The data is not collected, stored or viewed in phpList.

Finish

Email to alert when sending of this message starts
Separate multiple with a comma


Email address to alert when sending of this campaign has finished
Separate multiple with a comma


 **Add analytics tracking code** ☒

utm_source

utm_medium

utm_campaign


 **Reset click statistics** ☐

 **This is a test campaign** ☐

Place Campaign in Queue for Sending

acking. Firstly the data is
bsite in your campaign and
likely) then they also

To turn on and off the use of tracking codes for every campaign, use the **Always add analytics tracking code to campaigns** in your **campaign settings** area, which can be accessed from **Config > Settings**. Once you select whether you want to have Analytics tracking for your campaigns you can choose between Matomo and Google Analytics. You can update these settings an anytime.


Always add analytics tracking code to campaigns

No

Editing **Analytics tracking code to add to campaign URLs**

Matomo

Save changes

Undo

Google Analytics

To view the data in your Google Analytics go to **Acquisition > Campaigns** and you will see the name of each campaign.

		Sessions		New Sessions	
Custom					
Benchmarking					
Users Flow					
Acquisition			29,020	83.93%	
			% of Total: 20.06%	Avg for View: 78.1%	
			(144,669)	(7.41%)	
	<input type="checkbox"/>	1.	5,759 (19.84%)	87.7%	
	<input type="checkbox"/>	2.	3,625 (12.49%)	86.4%	
	<input type="checkbox"/>	3.	3,603 (12.42%)	81.6%	
	<input type="checkbox"/>	4.	2,524 (8.70%)	86.9%	
	<input type="checkbox"/>	5.	2,065 (7.12%)	85.2%	
	<input type="checkbox"/>	6.	1,148 (3.96%)	85.5%	
	<input type="checkbox"/>	7.	1,085 (3.74%)	88.2%	
Campaigns	<input type="checkbox"/>	8.	991 (3.41%)	87.4%	
	<input type="checkbox"/>	9.	873 (3.01%)	91.0%	
	<input type="checkbox"/>	10.	870 (3.00%)	82.8%	

Enable/Disable click track

As mentioned above, phpList can tell whether a link included on your campaign has been clicked and how many times has been clicked. For various reasons (for privacy reasons for your subscribers, for example) you might want to have this functionality disabled. Upon installation click track is disabled, but if you wish to enable it you have to edit the config_extended.php file.

Go to:

```
define('CLICKTRACK', 0);
```

and set this as

```
define('CLICKTRACK', 1);
```

```

637 // all your findings when using
638 // for now it's off by default
639 define('CLICKTRACK', 0);
640
641 // Click track, list detail

```

Forward to friend

On your **Statistics > Statistics overview** page, the third column, **FWDS**, shows the number of people who have forwarded the mail through the phpList **ForwardToFriend** system.

This system uses a placeholder to create a link or form in the email body or footer of your campaign for your subscribers to use to forward the mail to someone else.

If your subscribers use this method to forward your campaign, any actions (clicks, forwards etc) taken by the new recipient will be included in your campaign statistics separately.

It is possible for you subscribers to forward the message by other means, but you cannot reliably tell: any clicks or opens in an email which has been forwarded without the Forward to a Friend system will be recorded as actions of the original subscriber.

It is therefore worth including an option to forward the campaign, using the **[FORWARDURL]** placeholder, in the header or footer. For example,

Footer ? .

```

<p>This message was sent to [EMAIL] by [FROMEMAIL]</p>
<p>To forward this message, please do not use the forward button of your email applica
you only. Instead use the <a href="[FORWARDURL]">forward page</a> in our newsletter sy
To change your details and to choose which lists to be subscribed to, visit your personal
<br/>
Or you can <a href="[UNSUBSCRIBEURL]">opt-out completely after edit!</a> from all fu

```

The subscriber will then see a forwarding link in the email footer:

To forward this message, please do not use the forward button of your email appli
only. Instead use the [forward page](#) in our newsletter system.
To change your details and to choose which lists to be subscribed to, visit your pe
Or you can [opt-out completely](#) from all future mailings.



When a subscriber clicks this link they are prompted to enter an email:

Forward the message about phpList 3.4.0 released: New REST API, campaign template, security update

Please enter a valid email address to which the message will be forwarded

Continue



Disable click tracking

As stated above phpList can provide you all this useful information regarding the links that have been clicked from your campaign.

Feedback

Discuss this chapter here.