# Designing and assessing your campaigns

- Templates
- The footer
- Creating a template
- Advanced templating
- DIY: Super Simple Template
- Subscribe page design and configuration
- Advanced Campaign Statistics

# 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	t	<b>2</b> Format	<b>3</b> Scheduli
Format				
Send as 💡 HTML	● Text ○			
Use template 😣	select one			
Save as draft	select one No template System template Simple responsive templa	ate		

## 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 Image: send test Image: 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.

To Me☆

#### 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 <u>full list of changes</u>.

Use the 'Updater' link from your dashboard to get it, or see the <u>Download page</u> 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.

This message was sent to mariana@phplist.com by info@phplist.com
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 <u>forward page</u> in our newsletter system. To change your details and to choose which lists to be subscribed to, visit your personal <u>preferences page</u> . Or you can <u>opt-out completely</u> from all future mailings.
POWERED BY

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.



You should design your footer as a separate .html file



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.



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

<div clas:<br="">This To fo page ir To chan Or you c </div>	="footer" style="text-align:left; font-size: 75%;"> message was sent to [EMAIL] by [FROMEMAIL] rward this message, please do not use the forward button of your email our newsletter system. ge your details and to choose which lists to be subscribed to, visit your p an <a href="[UNSUBSCRIBEURL]">opt-out completely</a> from all futu
Save chang	es Undo

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



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).

To protect your privacy, Thunderbird has blocked remote content in this message.	Preferences
<u>phplist.com</u>	Forward this message

If you decide you upload your image then leave the local link (or just a 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

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	$\bigcirc$	۲	•

Click Add new template.

Manage campaign templates



#### 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.

Title of this template	Simple responsive template		
Content of the template. The content should at least have <b>[CONTENT]</b> somewhere. You can upload a template file or paste the text in the box below			
Template file.	Choose File simple-resplate.html		
😡 Source   🖶 🗋 🔍 👼 📄 🗎 🗶 👘 💼 🗮 🛧 →	♀ \$} ≣ ♥- ≡ ♥ ● □ □ ▼ ■ ∞ ↓		

#### 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.

Check that all images have a full LIPI	
Check that all images have a full OKE	
Check that all external images exist	

#### 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	0	۲	<ul> <li>♥</li> <li>♥</li> <li>♥</li> <li>♥</li> <li>♥</li> <li>■</li> </ul>
Simple responsive template	$\bigcirc$		• C î

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.

E	diting The default HTML template to use when sending a message		
	1	Save changes	Undo
	Θ		

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 t of the new REST API powered by phpList 4. See the release notes for the <u>full list of changes</u>.

Use the 'Updater' link from your dashboard to get it, or see the Download page for full installati

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

#### Send a campaign



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

#### lator

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 <b>[CONTENT]</b> somewhere. You can upload a template file or paste the text in the box below	I
Template file.	Choose File basic-template.html

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

Cancel				
⊘ Recent	• 🏠 mariana	Downloads	phpList template	
🔂 Home	Name			
Documents	👩 basic-template	e.html		
↓ Downloads				
J Music				
Pictures				
Videos				

Then click Save Changes.

6

Check that all links have a full URL	
Check that all images have a full URL	
Check that all external images exist	

## 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**.



## 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	$\bigcirc$	0	٩
System template	$\bigcirc$	۲	٩

## 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.

campaign settings
Click the edit icon
Default footer for sending a campaign
<div class="footer" style="text-align:left; font-size: 75%;"> This message was sent to [EMAIL] by [FROMEMAIL] To forward this message, please do not use the forward button</div>
message was made specifically for you only. Instead use the <a h<br="">our newsletter system. </a>
To change your details and to choose which lists to be subscriber [PREFERENCESURL]">preferences page Or you can <a href="[UNSUBSCRIBEURL]">opt-out completely</a> from

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

		<b>1</b> Content	<b>2</b> Format	Sch
Content				
Campaign subject	8	phpList 3.4.0 release	ed: New REST API,	campai
From line 😣	nfo@ph	plist.com phpList		

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

# Send a campaign Content 2 Format s E Content C Content

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> 🏠</info@phplist.com>	
Subject phpList 3.4.0 released: New REST API, campaign template, security update	2:53 PN
To Me 🟠	



And you can see your template has been applied,

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

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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 <u>full list of changes</u>.

Use the 'Updater' link from your dashboard to get it, or see the <u>Download page</u> 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.

k 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 -->



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 though 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 you statistics plugins 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	
Lists	List name phpList newsleter		

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 <b>(54.68 %)</b>
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				н < > н
Subscribers	Sent	Response time	Total views	Viewed
	19 Mar 2019	97 days 8 hours 10 minutes 09 seconds	2	25 Jun 2019 05:19:57
	20:09:48			29 Jun 2019 18:32:19
	19 Mar 2019	93 days 14 hours 4 minutes 01 seconds	1	21 Jun 2019 09:37:51
	18:33:50			
	19 Mar 2019	83 days 19 hours 4 minutes 15 seconds	2	11 Jun 2019 16:11:46
	20:07:31			11 Jun 2019 16:11:50
	19 Mar 2019	80 days 21 hours 49 minutes 30	2	8 Jun 2019 18:57:49
	20:08:19	seconds		8 Jun 2019 18:59:56
	19 Mar 2019	75 days 13 hours 14 minutes 24	1	3 Jun 2019 10:04:56
	19:50:32	seconds		
	19 Mar 2019	75 days 11 hours 50 minutes 08	1	3 Jun 2019 08:42:36
	19:52:28	seconds		

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

Subscribers	Sent	Response time	Total views	Viewed
	19 Mar 2019 20:09:48	97 days 8 hours 10 minutes 09 seconds	2	25 Jun 2019 0 29 Jun 2019 1
-	19 Mar 2019 18:33:50	93 days 14 hours 4 minutes 01 seconds	1	21 Jun 2019 0

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).

ils	Lists	Campaigns	Bounces	Subscription			
12 mess Can	sages ser npai	nt to this subscri gns	ber				
Ca	mpaign	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 volvourien statistics even ieu nane, vou can alse shezer te drilldeun inte slieke data

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 Latest click: 29 May 2019 11:23	7:16 8:54
https://www.phplist d-phplist/	20	0.14%
HTML: 0 Text: 36	First click: 19 March 2019 17:49 Latest click: 21 March 2019 03:	9:47 36:19
https://resources.ph elop/start	5	0.04%
HTML: 6 Text: 0	First click: 19 March 2019 18:07 Latest click: 27 March 2019 01:	7:16 08:26
https://github.com/p pleExample	59	0.42%
HTML: 60 Text: 0	First click: 19 March 2019 18:07 Latest click: 8 May 2019 10:03:	7:16 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



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.

inish	acking. Firstly the data is osite in your campaign and
Email to alert when sending of this message starts Separate multiple with a comma	kely) then they also
email@example.com	
Email address to alert when sending of this campaign has finished Separate multiple with a comma	
email@example.com	
O Add analytics tracking code	
utm_source phpList	
utm_medium email	
utm_campaign Testing Analytics Campaign	
Reset click statistics	
This is a test campaign	

To <u>turn on and off</u> 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.



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

▶ Custom			003310113	10 11211 02330113
▶ Benchmarking Users Flow			<b>29,020</b> % of Total: 20.06% (144,669)	83.93 Avg for View: 78.1 (7.4)
	1.		5,759 (19.84%)	87.7
Acquisition	2.		<b>3,625</b> (12.49%)	86.4
Overview	3.		3,603 (12.42%)	81.6
▶ All Traffic	4.		2,524 (8.70%)	86.9
AdWords				
Search Engine Optimization	5.		2,065 (7.12%)	85.2
> Social	6.	and the second se	1,148 (3.96%)	85.5
- Campaigns	7.		1,085 (3.74%)	88.2
All Campaigns	8.	And a state of the second	<b>991</b> (3.41%)	87.4
Paid Keywords	9.		873 (3.01%)	91.0
Organic Keywords	10.	and the second se	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,



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





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



### 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.