

Email Tracking Guidelines



Email tracking guidelines

Please supply the email details in the format shown below, with a separate line for each link that requires tracking, saved as an excel file. This file is to be sent to your primary contact at The Media People.

| Link Description | Link Text | Link Destination | Tracking Link |
|------------------|---------------|---|---------------|
| Social | Facebook Logo | https://www.facebook.com/clientfbpage | |
| Home Page | Click Here | https://www.clientsite.com/ | |
| Contact Page | Contact Us | https://www.clientsite.com/contact-us/ | |

We will then return the file with the tracking link column filled in. It is the links in the final column that need to be included in the final email.

If you have any questions regarding email tracking please contact adops@themediapople.london