



How to Integrate Google Analytics

Use the power of Google Analytics to give you access to clear, measurable results about the success of your email campaigns.

To integrate your EasyContact account with a Google Analytics account:

- ➔ Click the “Manage Emails” tab near the top of the EasyContact application screen, and then select the “Create an Email” tab.
- ➔ In the lower right-hand corner, click on the Google checkbox to link your email campaign with a Google Analytics account (your account must be existing and active).
- ➔ As you set up your email, you will have the opportunity to add up to three website addresses that will be linked to that from that specific email. Google Analytics will track the number of visits driven to your website from your EasyContact email campaign.