



## Email marketing campaigns: Don't settle for information. Aim for insight.

Our email marketing software allows you to track personal behaviour in a way that goes far beyond the industry standard (which merely offers up rudimentary data like the number of click-throughs, or the number of unsubscriptions).

Sure our system does that, but it also does a whole lot more: we track digital footprints so you know exactly what each person does after they click-through — what pages they went to, when they did it, and how much time they spent on each page.

It's a deeper understanding of each consumer; you get insight to their triggers, interests and "hot buttons." It's unique to itracMEDIA and it's the personal information your sales team needs so they can focus their efforts and understand specifically how to turn interested prospects into loyal customers.

**Email Report**

E-Mail Subject: More Praise for Muskoka Bay  
 E-Mail Sender: info@muskokabay.com  
 Create Date: Fri Aug 29 13:34:00 EDT 2008  
 Total Sent: 2770  
 Total Previews: 693 (25.02%) [View All](#) [Create Retarget List](#)  
 Total Clicks: 295 (10.65%) [View All](#)  
 Total Unsubscribes: 11 (0.40%) [View All](#)

[View E-Mail Bounces](#)

Track open rates, click rates, bounces, links clicked, web pages visited from email, and automate unsubscribe management.

Sophisticated retargeting drives conversions and increases response rates.

Link #	Tracking	Link	Clicks	Percent
Link 0	true	http://www.muskokabayclub.com		
Link 1	false	http://www.itracphp.com/ily/musi		

Drill down to see how each individual contact interacted with you email. Find out exactly which links people clicked on. See which pages on your website individual contacts visited after receiving the email.

date	url
Fri Sep 19 13:09:06 EDT 2008	http://www.beyondthesecondos.com/star4.htm/suites.php
Fri Sep 19 13:02:47 EDT 2008	http://www.beyondthesecondos.com/star4.htm/suites.php
Fri Sep 19 13:02:32 EDT 2008	http://www.beyondthesecondos.com/star4.htm/suites.php
Fri Sep 19 13:02:30 EDT 2008	http://www.beyondthesecondos.com/star4.htm/suites.php
Fri Sep 19 13:02:16 EDT 2008	http://www.beyondthesecondos.com/star4.htm/bulding.php
Fri Sep 19 13:02:01 EDT 2008	http://www.beyondthesecondos.com/star4.htm/suites.php
Fri Sep 19 13:01:41 EDT 2008	http://www.beyondthesecondos.com/star4.htm/suites.php
Fri Sep 19 13:01:32 EDT 2008	http://www.beyondthesecondos.com/star4.htm/home.php
Fri Sep 19 13:00:07 EDT 2008	http://www.beyondthesecondos.com/star4.htm/landing.php