

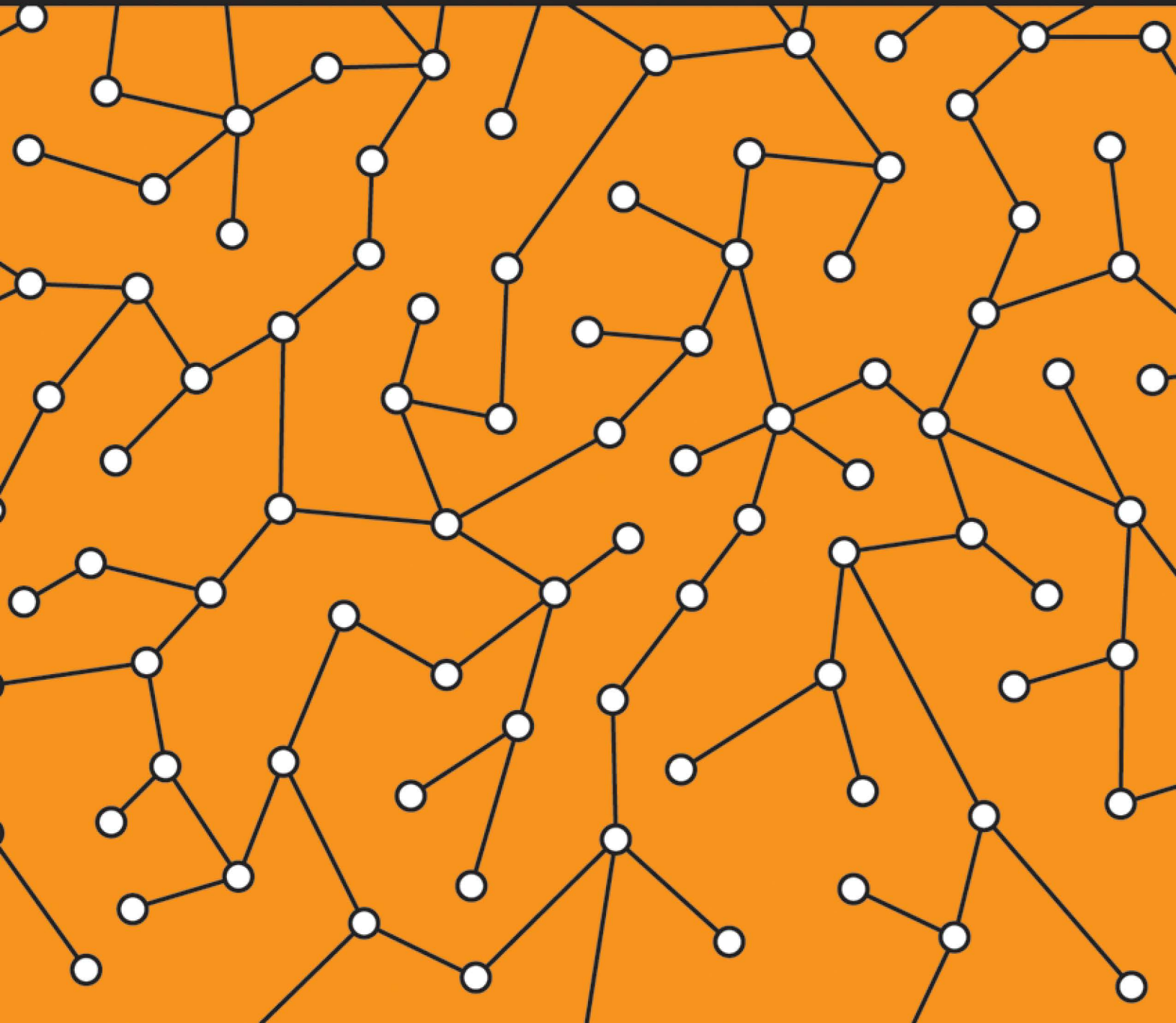


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How to Use

# Google Analytics With MailChimp

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# Hello.

Your email campaigns are likely sending traffic to your website. They might even be generating revenue. MailChimp's Google Analytics integration gives you stats about that performance, and our Analytics360 plugin inserts that data right into your MailChimp reports.

Getting started with Google Analytics and MailChimp is as simple as checking a box while you're building a campaign.

MailChimp's [Google Analytics](#) integration adds Google Analytics tracking codes to your campaign links, so you can find out how many visits, conversions, and sales your campaigns generated. You can view the stats in your Google Analytics reports.

Our [Analytics360](#) plugin combines your Google Analytics stats with your MailChimp reports, so you can instantly see ROI for campaigns, conversion rates, revenue generated, page views as a result of your email campaigns, and goals completed. You can view this data right inside your MailChimp reports.

If you have questions that aren't answered here, feel free to contact our support staff at [mailchimp.com/support](mailto:mailchimp.com/support). Now, let's get started.

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# Google Analytics Tracking

You need to add Google Analytics tracking to your campaign in order to have access to all this data. Here's how to do it.

First, make sure you've got Google Analytics tracking set up for your website, and that it's set up to track conversions.

1. In MailChimp, click **Account Settings > Extras > Integrations**.
2. Click **Authorize Connection**.

## Account Integrations

Account settings ▾ My profile Billing ▾ Extras ▾ Rewards ▾



### Integrations Directory

Connect MailChimp to the web services you already use, sync your data, import content, and see how your newsletters are influencing your business.






[Learn More](#)



### Mandrill

Transactional email platform built on rock-solid MailChimp technology. With a paid monthly MailChimp account you'll receive free emails added to your Mandrill account.

[Learn More](#)

▶		<b>Mandrill</b> Transactional email by MailChimp via SMTP or an API	✓ Connected
▶		<b>Facebook</b> <small>beta</small> Add a subscribe form to a Facebook Page and auto-post Campaigns	
▶		<b>Twitter</b> Auto-tweet your campaigns when they are sent	
▶		<b>SurveyMonkey</b> Integrate survey invitations and send follow-ups by completion status	
▼		<b>Google: Analytics, Contacts and Docs</b> Enhance tracking, reports, and integrate lists	

[Authorize Connection](#)

3. Grant MailChimp access to your Google account.

4. Click **Campaigns**. Select the draft campaign you want to track, or create a new one.
5. In the **Setup** step of the campaign builder, check the box to enable Google Analytics tracking on your links.

▼ Tracking

<input checked="" type="checkbox"/> Track opens about	<input checked="" type="checkbox"/> Track HTML clicks We'll show you which links people clicked on, and how often.	<input type="checkbox"/> Track plain-text clicks Heads up! This'll rewrite the text in your links. <a href="#">Info</a>	<input checked="" type="checkbox"/> Google Analytics™ link tracking title for campaign (you'll see this in Google Analytics™) Double_Double_Records_copy_03_6_
<input type="checkbox"/> Ecommerce360 link tracking	<input type="checkbox"/> ClickTale link tracking	<input type="checkbox"/> Gooolal link tracking	Track stats in Salesforce or Highrise <a href="#">Connect</a>

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## Check your stats in Google Analytics

Here's how to check your stats in Google Analytics after you've sent a campaign:

1. Log in to Google Analytics.
2. Click **View Report**.
3. Click **Traffic Sources**.
4. Select **All Traffic Sources**.
5. Using the **Show** pulldown, select **Sort by medium**.
6. Click **Email medium** or **utm\_source=**.
7. You'll see all your MailChimp campaigns. From here, click the **Goals** tab to see how many people visited your website from your email campaign, and how many people completed the goals you set up.

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# Analytics360

Analytics360 pulls your Google Analytics stats right into your MailChimp reports. It shows you:

- ROI for your campaign
- Revenue created
- Average value per visitor
- Goals completed
- Conversion rate
- e-commerce transactions

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## Activate Analytics360

First, make sure you have Google Analytics set up for your website, and that it's set up to track conversions. If you already followed the steps above, skip this part.

1. In your MailChimp dashboard, go to **Account Settings > Extras > Integrations**.
2. Click **Authorize Connection** (if you haven't already done this).
3. Grant MailChimp access to your Google account.
4. Click **Campaigns**. Select the draft campaign you want to track, or create a new one.
5. In the **Setup** step of the campaign builder, check the box to enable Google Analytics tracking on your links.

▼ Tracking

<input checked="" type="checkbox"/> Track opens about	<input checked="" type="checkbox"/> Track HTML clicks <small>We'll show you which links people clicked on, and how often.</small>	<input type="checkbox"/> Track plain-text clicks <small>Heads up! This'll rewrite the text in your links.</small> <small>Info</small>	<input checked="" type="checkbox"/> Google Analytics™ link tracking <small>title for campaign (you'll see this in Google Analytics™)</small> <input type="text" value="Double_Double_Records_copy_03_6_"/>
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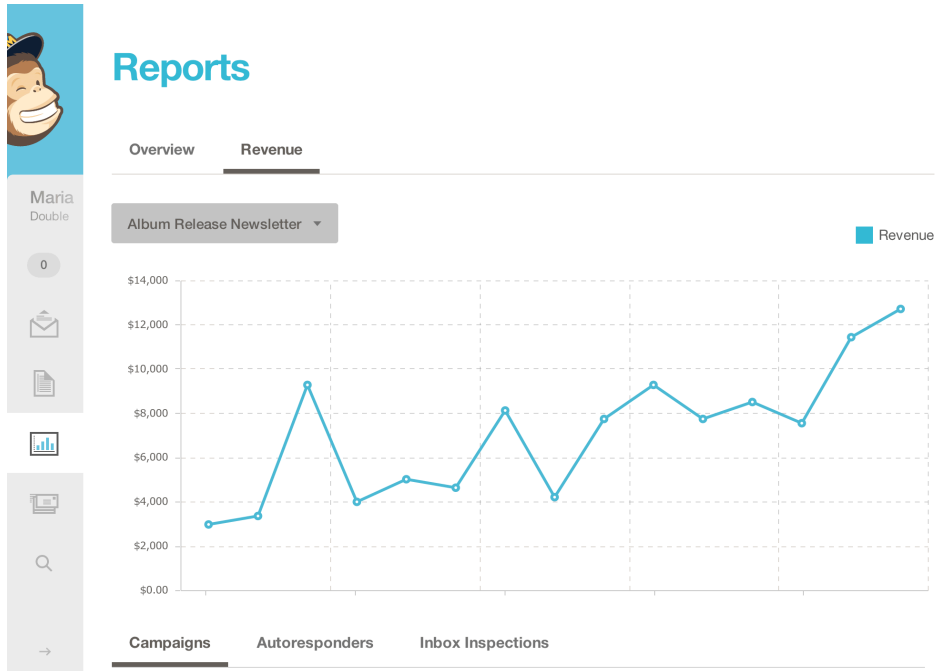
After sending a campaign, you can view your Google Analytics data both in Google Analytics, and within your MailChimp reports.

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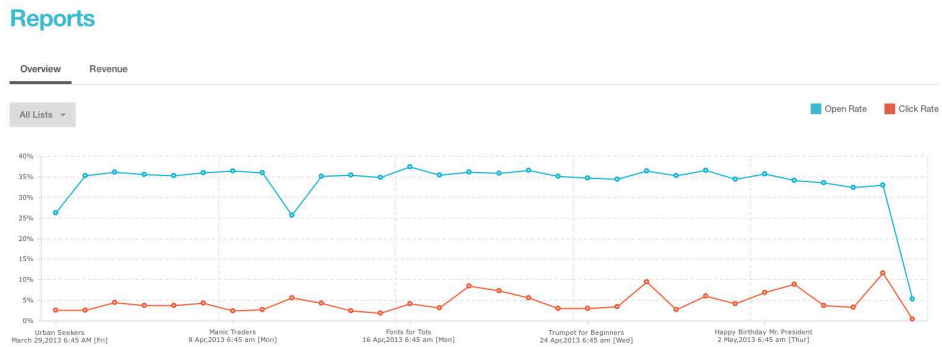
## Viewing your Analytics360 reports

Here's what you'll see in your MailChimp dashboard under **Reports > Revenue**.

Campaign ROI, conversion rate, revenue created, and bounce rate:



An overview of your campaigns' performance:



You can also get a detailed map of your site traffic, an overview of your top referrers, and more. Please note that it can take up to 36 hours to see Analytics360 results within MailChimp.



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# Add Tracking to Campaign Archives

You know how many people are visiting your website from your email campaigns, but how many people are clicking to view your campaigns in their browsers? You can track traffic to your campaign archives and “View in browser” links. Here’s how:

1. In MailChimp, click the **Lists** tab.
2. Click the **View** pull-down, and choose **Stats Overview**.
3. Click the **List Tools** pull-down, and choose **Google Analytics On Archive/List Pages**.
4. Give us your website’s tracking ID. Find your Google Analytics tracking code by clicking **Check status** from your profile's **Actions** column in Google Analytics.

From now on, Google Analytics will track clicks to your “View in browser” links. You can see a summary of that traffic in Google Analytics.

We hope this guide has helped you understand how MailChimp and Google Analytics work together, and how you can make the most of the integration.