emark.

Emark Mail Conversion manual v80

Wilhelminastraat 9, 2011 VH Haarlem, The Netherlands, t. +31 23 551 88 99, f. +31 23 551 88 98, info@emark.nl
Kvk Amsterdam: 34132108 IBan: NL89ABNA0460333313 ABN AMRO: 46.03.33.313 Btw nr: NL 80 87 56 102 B01

Introduction

With Emark Mail, you can track sales on your website, after a consumer clicked a link in your newsletter.

Step 1

Put this code in every page of your website .

Basically, put it on every page where people can arrive after clicking a link in your newsletter

```
<script type="text/javascript">
// Emark conversion v8.0
var _em_conv = _em_conv || [];

// Set you domain. In this example: example.com. Put a DOT before the domain,
this is very important. You cannot cross-domain track cookies
_em_conv.push(['_setDomainName', '.example.com']);

(function() {
    var _em_conv_script = document.createElement('script');
    _em_conv_script.type = 'text/javascript';
    _em_conv_script.async = true;
    var href = /^https/.exec(document.location.protocol)
        ? 'https://subscriber.e-mark.nl/' : 'http://subscriber.e-mark.nl/';
    href += 'subconv.js';
    _em_conv_script.src = href;
    var s = document.getElementsByTagName('script')[0];
    s.parentNode.insertBefore(_em_conv_script, s);
})();
</script>
```

Change the domain name in the script to your domain. In this example: example.com. Put a DOT before the domain, this is very important.

Step 2

On the page after the conversion, for example a order confirmation or thank you page, include this code.

You can track order totals:

```
_em_conv.push(['_registerConversion', {action: 'order 1234', value: 62.93}]);
```

Or track single products within an order:

```
_em_conv.push(['_registerConversion', {action: 'order 9999 - product 4567 - black shirt', value: 45.99}]);
_em_conv.push(['_registerConversion', {action: 'order 9999 - product 5789 - red shirt', value: 10.99}]);
_em_conv.push(['_registerConversion', {action: 'order 9999 - product 6788 - green shirt', value: 5.95}]);
```

Step 3

You can test conversion by sending a mailing to yourself
(not by sending a 'testmail' in Emark Mail.)

Click the link

and check if the conversion code is set in the URL

Just navigate to the conversion page in your website.
After the conversion is registered, it will show up in the statistics of your mailing

If you have questions about using our system, you can create a support-ticket at http://support.e-mark.nl. We will help you as soon as possible.

Ugent questions? Call us: 023 5518899