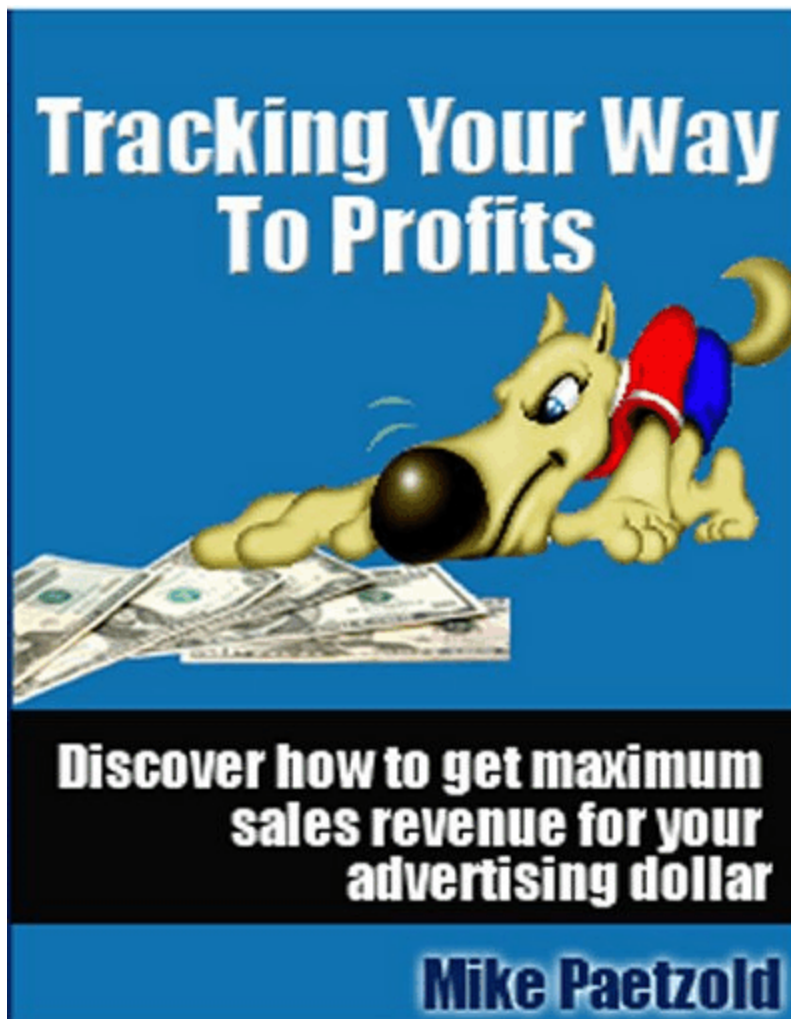


Tracking Your Way To Profits

By
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Why Track Your Results.

Most people that I talk to always ask me why I take the time to track my results. Their biggest question is "Doesn't that take too much time?".

Well, it does take some time but the difference in performance makes it time well spent. For example – I recently did a promotion in 3 ezines. It cost me \$110.00 to buy the ads. Now it was a successful campaign in that I received new subscribers and turned a \$50 profit on the venture.

Now if I did not track my results I would just rerun the promotion again and again after all turning a 45% profit on my advertising is something I usually want to repeat. The problem came when I looked at exactly where the sales were generated.

The first ezine ad cost \$30 but generated no sales but sent 55 visitors. The second ezine ad cost \$35 but generated \$100 in sales with 57 visitors and the third ad cost \$45 and generated \$60 in sales with 103 visitors. Now the tracking will allow me to repeat the promotion but be more effective the second time through. Making the assumption that the results will be the same and we all know about assuming things, I could spend \$80 instead of \$110 and get the same \$160 returned or effectively make a 100% profit instead of a 45% profit.

Notice the difference though between visitors and sales. If I just tracked visitors I would feel that all three were effective and that the highest priced ad produced the greatest results. That is why it is important to track everything through to your thank you page. After all the final number that matters is how much money each ad generated.

Now there is no guarantee that your results will stay the same and they usually don't. In my case I would run the promotion a second time in all three but if the results were the same (or close to it) then the first ezine would no longer be an option for promoting that product.

The third time that I ran the promotion I would try a different ezine to substitute for the first one that despite generating visitors was not sending me buyers.

It is not enough to know the profit and loss from a campaign but by tracking you can refine and improve your efforts just by taking the time to track your results.

Using Tracking to Split Test Your Ad Copy

Our initial example showed how tracking can improve your results by knowing where your sales are coming from. Let's discuss how to improve your ads themselves.

First a couple of rules for testing your ads.

1. Only change one thing at a time.
2. Make sure you are comparing apples to apples and not oranges.

For this example we will discuss using safelist ads. First and foremost you need an effective headline. Our promotion for this example will be an ebook.

Now just for a quick aside -Personally, the best use I have found of safelists is to use them to create subscribers and sell your products on the back end after you have created a relationship. For this example though we will use an actual product.

You go ahead and create your ad and 3 headlines.

The reason for the multiple headlines is that first and foremost in safelist advertising the headline is the most important piece of the puzzle. You can have the absolute greatest ad copy ever written and if the headline sucks and nobody opens the email it is absolutely worthless.

Now we will create a separate tracking link for each one. Each tracking service will have different ways to do this. In these examples we will use the methods that are used in [Hits Connect](#) which is my personal choice for all of my tracking.

First you will click on the add a campaign link.

Add Campaign	
URL to track:	<input type="text" value="http://"/>
Description:	<input type="text"/>
Sales/Action Conversion Tracking	
If you are only tracking signups then you don't need to enter these values	
Sales Value:	<input type="text" value="0.00"/>
Cost Value:	<input type="text" value="0.00"/>
<input type="button" value="Save Campaign"/>	

Fill in the URL you wish to track and if it is your product you can also add the sales and cost values. There will be more about this when we discuss tracking pay per click advertising.

Campaign added successfully.!

The HitsConnect tracker URL for your campaign is:

<http://www.trker.com/go/3917>

[Click here to view your Campaigns](#)

This will give you the URL you will use for tracking your click through.

Now this link will open to the sales page for the ebook that we are promoting. To make sure that we see how effective the headlines are that we created we will add onto the URL a tracking character. In this case we will use h1 for headline 1, h2 for headline 2, etc. Our tracking link in the ad for headline 1 will now look like this.

<http://www.trker.com/go/3917/h1>

When we go to [Hits Connect](#) and check our stats after sending the safelist mails out each time someone clicked on the link it will show and be designated with the code h1.

Total By User Parameter		
Parameter	Hits	
	Tot/Unq	
h1	3/1	<div style="width: 75%;"></div>
h2	2/1	<div style="width: 50%;"></div>
h3	1/1	<div style="width: 25%;"></div>
mpr	1/1	<div style="width: 25%;"></div>

[View Detail](#) | [Downl](#)

As you can see after using these links in our test emails headline 1 shows three clicks 2 shows 2 and 3 shows only 1. This was done only as a test to show you how the figures will look when you go into your tracker.

Now you will continue to test various headlines until you have come up with 3-5 good ones that you can rotate through the various safelists or ezines. Even the best headline will get stale if you use it constantly and that is why you really need to find at least 3 and preferably more effective headlines.

Now that you have a good headline that you have proved works effectively the next step will be to tweak your ad copy. Here you may want to change the addition you place on the tracking link to ad1 for your first ad, ad 2 for the second etc.

You will basically keep changing the ad copy and testing it against the best performer you have found while using the same headline. It is important to only change one item at a time. If I were to change both the headline and the ad copy at the same time you would have no way of knowing which change was what created the increase or decrease in responses.

Tracking in the Traffic Exchanges

There are several things that tracking will allow you to check when using trackers in the traffic exchanges. First, is the volume of hits you are receiving. Are you actually getting what you have earned or bought from the various exchanges. The other thing you should use tracking for is to tell how effectively your page is working. (*You are using a splash page and not a generic affiliate page , right?*)

The other big advantage of using a tracking link is the ability to change your promotions at all of the traffic exchanges you are using without logging in to each and every one of them. Now much as you and I would love to have every site that we own or promote always be available we do realize that is not possible or feasible. Servers break no matter how good the host and what happens when you find out that the hard drive on your server just went kaput (*one of those technical terms <wink>*) right after you just assigned the credits you had been saving for your big promotion of the next latest and greatest thing. You can hurriedly log in to each of the 30+ traffic exchanges and change your URL or you can just log into your tracking account and change the destination of your tracking code.

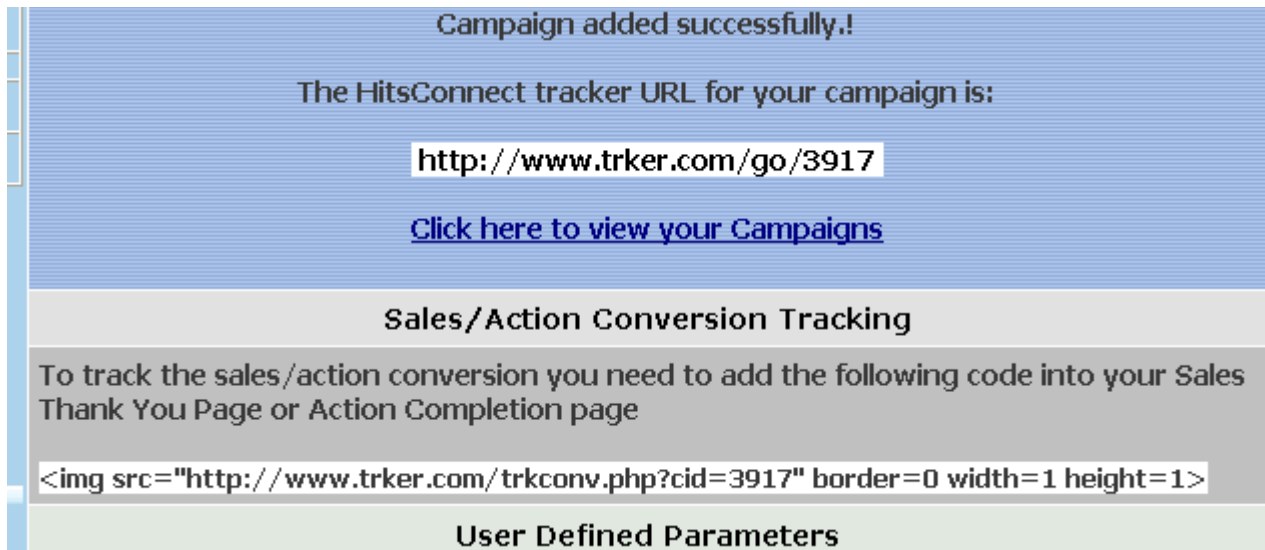
The most important thing that tracking can do for you is with your splash pages. When you create the splash page always use a tracking link for you click here now reference. This way you can designate the page it came from and use the same techniques described for safelists to split test your splash pages.

It always amazes me what can happen with your results from a slight change in a headline or even in the background color. If you are not tracking the clicks and split testing your pages you will not be able to find out what is improving your results or causing your results to decline.

Using Tracking on Pay Per Click Campaigns

Now if you are using pay per click advertising like Google Ad Words it is even more important to be tracking your results very closely. It is very easy to run up a large bill if you are not aware of which ads are converting into buyers and which ones are not.

Here is where the features we glossed over earlier can be quite helpful in keeping track of exactly where your ppc campaigns are specifically for your own products where you can control the thank you page.



The screenshot shows a blue notification box with the text: "Campaign added successfully.!" followed by "The HitsConnect tracker URL for your campaign is:" and a highlighted URL "http://www.trker.com/go/3917". Below the URL is a blue link "Click here to view your Campaigns".

Below the notification box is a grey box titled "Sales/Action Conversion Tracking" containing the text: "To track the sales/action conversion you need to add the following code into your Sales Thank You Page or Action Completion page" and a highlighted code snippet: "".

Below the grey box is a light green box titled "User Defined Parameters".

The above image is a bigger version of the URL we created earlier. The sales conversion tracking requires you to insert a 1 pixel image on your thank you page that will track the source from which the initial click came of the person that reached this page. As it is the thank you page someone will only be able to get to this if they have bought your product.

Using a system that will track through to completion lets you know exactly which ad created the sale.

Just add the html into your page like shown below.

```
<html><body>  
Thank you for purchasing etc  
  
</body>
```

Trker Ref	http://www.trker.com/go/3917		Total	
Link	http://myebook.com		Hour	Hits
Total Hits	4		00	0
Total Unique Hits	1		01	0
Total By Browser Type			02	0
Browser	Hits		03	0
MSIE 6.0	4		04	0
Sales/Action Conversions			05	0
Parameter	Sales/Actions	Profit	06	0
ppc1	1	26.9	07	0
Total By User Parameter			08	0
Parameter	Hits Tot/Unq		09	0
ppc1	4/1		10	4
			11	0
			12	0
			13	0
			14	0
			15	0
			16	0
			17	0
			18	0
			19	0
			20	0

Now if you had placed in a cost per click and the value of your sale as you logged in to your tracker you will see the profit or loss that each campaign is generating. This is a great way to maintain up to date statistics on exactly what your net profit or loss is at any time.

Split-Testing Your Sales Page

A rotator can make split testing a sales page quite easy. A rotator is nothing more than a single URL that will show pages in a consecutive order. The first time it is clicked you get page 1 and when it is shown the next time it will show page2, etc. This allows you to send traffic one place and split it equal between 2 or more pages.

This will allow you to constantly test changes in your sales page for any product. Now you do have to make sure that just like in the section on ad copy that you only change one thing at a time.

For an example you can use two different headlines for the same page. Send the traffic through the rotator and track your sales. Keep the headline that works best for you. Next change a piece of the ad copy. Follow the same rules. Always keep the best performing page and test it against the new page with one change on it.

This is an excellent way to improve your conversion ratio over time. How much extra can you profit from a page that converts at 2.5% versus a page that originally converted at 0.8%? Depends on your traffic volume but for an example if you are selling a \$47 product and send 1000 hits that difference can be substantial. This would net you an extra 17 sales on the same traffic which would mean almost \$800 extra to your bottom line.

Now a 3 times increase is huge on your conversions but even if you had only changed the conversion from 0.8% to 1.2% which is not at all unusual that would still work out to almost an extra \$200 per 1000 visitors.

Definitely worth taking the time to split test your pages. Using the rotator provided in [Hits Connect](#) makes this extremely easy and definitely a way to add dollars to your pocket.

Tracking Your Mailing List Signups

The better auto responder services will allow you to add a tracking code to the forms that you create and the email addresses that you create for getting subscribers. Each uses a slightly different method and we will use [Email Aces](#) as the example in this book.

Every direct email signature that you place in an ad, article, or signature file can be tracked quite simply there. You just add whatever tracking code you wish to use to the beginning of the email address.

In this case one of my auto responders there is called optinmaster1. To create an email link from this book I would use the following format. I will add the word track to the beginning of the email address. If someone sends an email to that address from the hyperlink below I will be able to tell exactly how they got the link to subscribe.

track@optinmaster1.emailaces.com

Anyone signing up for that particular autoresponder would show the tracking code "track" within the subscribers area so I would know that person signed up from the link in the book.

Each form we use at [Opt In Master Course](#) has a tracking link created in the form. SP for the sales page, s1 for our first splash page, etc.

Tracker \ Method	Date Added
sp \ F	01/16/2006
sp \ F	01/16/2006
sp \ F	01/16/2006
akh \ A	01/16/2006
sp \ F	01/16/2006
sp \ F	01/16/2006
sp \ F	01/16/2006
s2 \ F	01/16/2006
sp \ F	01/17/2006
akh \ A	01/17/2006
akh \ A	01/17/2006

This allows me to see that in the case above 7 signed up from the main sales page, 1 from splash page 2 and 3 from my co-registrations at [Advertising Know How](#).

Now combining these figures with tracking the number of page views I can now know exactly which pages and promotions are generating my sign ups.

Conclusions

Taking the time and effort to track your results can have a serious effect on your bottom line. Just small changes in a sales page or an ad can make a huge difference over time in your income.

Tracking will allow you to stop wasting time and money that are not producing results for you. It is great to get recommendations from friends and up lines on what works for them. Knowing whether or not they work for you though is what is important.

Our initial example of the ezine ads I ran is a perfect example. I am always happy to get a 45% return on my advertising dollar. However, I am even happier to be able to double that return because of my tracking. If you are not spending the time and money to properly track your results I can guarantee that you are losing money in your business. The increase in time and money to you and your business from the improvements you make because of tracking your results will be many times more than the time and money that you spend to do it.

Recommendations

Different tracking services have different features. There are a few things that you need to effectively track your advertising.

1. You need the ability to tell how many page views you receive from each source.
2. You need the ability to track the customer through to your thank you page. (Traffic stats of and by themselves don't help you improve your results they just tell you how many visitors came from where.)
3. You need a rotator for split testing.

I have used [Hits Connect](#) for over a year. They have all of the above features, a great up time track record, and very responsive support. If you are looking for a tracking solution they get my highest recommendation.

You can even save 30% if you are willing to forego the 30 day free trial by using the link below.

[Hits Connect](#)

Building a profitable mailing list is something that every marketer should be doing. Every one will tell you that the money is in the list but we created [Opt In Master Course](#) to show you step by step exactly how to do just that. Best of all you can access for free.

To build a list you need a good mail management system. [Email Aces](#) is definitely my recommended service. Their delivery rate is exceptional.

[Advertising Know How](#) has a great co registration program that can add extra subscribers to your list with just a one time set up.

About the Author

Mike Paetzold has been working on line since 2001 and is the co-creator of [Opt In Master Course](#) as well as the administrator of [Blogazoo](#), a blog exchange. He also runs and owns a variety of niche content web sites and blogs. You may contact him at me@mikepaetzold.com.

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