How and when to use Site Tracking

Supercharge your email campaigns with visitor insights. Learn how to track, leverage data, and level up your marketing game. Get ready to rock your email strategy with Mailvio's Site Tracking feature. Let's dive in and take your campaigns to the next level!

Step 1: Log into your Mailvio account. Once logged in, click on the icon located at the top right-hand corner of the page, and from the dropdown menu, select Website Tracking. This will direct you to the Website Tracking page, where you can manage and configure your site tracking settings.

Step 2: Choose the website you want to track from the list of websites displayed on the Website Tracking page. For example, let's select mailvio.com as the website to track. You will find a JavaScript tracking code provided for your website. Copy this code, as it is essential for Mailvio to gather data on visitor interactions with your website.

Step 3: Implement the tracking code on your website. Access the code or content management system of your website and insert the JavaScript tracking code in the appropriate section or template. By doing so, Mailvio will be able to track and collect data on how visitors interact with your website.

Step 4: Return to the Mailvio Site Tracking page after implementing the tracking code. Here, you can customize and configure various aspects of site tracking. For example, you have the option to filter the date range to focus on specific periods of site tracking data. This allows you to analyze visitor behavior and engagement within specific timeframes.

Step 5: Leverage the insights provided by site tracking to personalize your email campaigns and retarget specific users based on their actions on your website. By understanding how users navigate through your website, which pages they visit, and their overall engagement, you can tailor your email messaging to deliver relevant content and improve engagement and conversion rates.

That's it! By following these steps, you can effectively utilize Mailvio's Site Tracking feature to gather valuable data and enhance your email marketing strategies.

Unique solution ID: #1100
Author: Mailvio Support
Last update: 2026-10-13 01:47

© 2026 Mailvio <support@mailvio.com> | 2026-11-28 04:05