

Automations

How to use the Website Tracking feature for Automations

In this guide, we will walk you through the steps to use automation with your website for tracking purposes. By adding a code to your website, you can track data and users' interactions, allowing you to engage with them effectively. Follow the step-by-step guide below:

Step 1: Website Tracking Setup

- Log into your [Mailvio](#) account.
- Navigate to the "Website Tracking" feature.
- Copy the tracking code provided in Mailvio.
- Add the code to your website's header or footer section, or wherever it is appropriate. Typically, the code is added to the website's HTML source code.

Step 2: Accessing Website Tracking Data

- Return to the Mailvio platform.
- Go back to the "Website Tracking" section. View the added website.
- Analyze visitor pages and performance based on dates, campaigns, and events.

Step 3: Automation Creation

- Go to the Automations section.
- Create a new automation from scratch.
- Name the automation.

Step 4: Defining Automation Trigger

- Choose the trigger "When a contact visits a page on your website."
- Select the website and page that will trigger the automation.
- Add trigger conditions, such as the number of page visits.
- Save the changes.

Step 5: Setting Delay and Emails

- Add a delay before sending emails to users.
- Customize email content based on the page visited.
- Define data and filter options for email content.

Step 6: Activate and Test Automation

- Once everything is set, "Activate" the automation.
- Test the automation to ensure its functionality.
- Make any necessary adjustments.

That's it! You have successfully set up website tracking for automation in Mailvio. If you have further questions, please reach out to us [here](#).

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