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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