What is MyTracking?

MyTracking is a service built on top of TrackReports; it allows you (the sender) to track links directly from your web site without using TrackReports urls in your emails – instead, all tracked links go to your own web site, which connects to TrackReports server API when events (opens, clicks) are registered.

Prerequisites

What do you need in order to use MyTracking?

1. You need a TrackReports account
2. You need to update SendBlaster to release 2.0.130 beta or later
3. Your web site needs to support PHP 4.1 or later

If your web server does not support PHP (very unlikely), you may subscribe a PHP-enabled hosting plan (even very basic ones are fine, no MySql is needed) just for the tracking service – you don't need to transfer your web site: just use the PHP hosting for the tracking features.
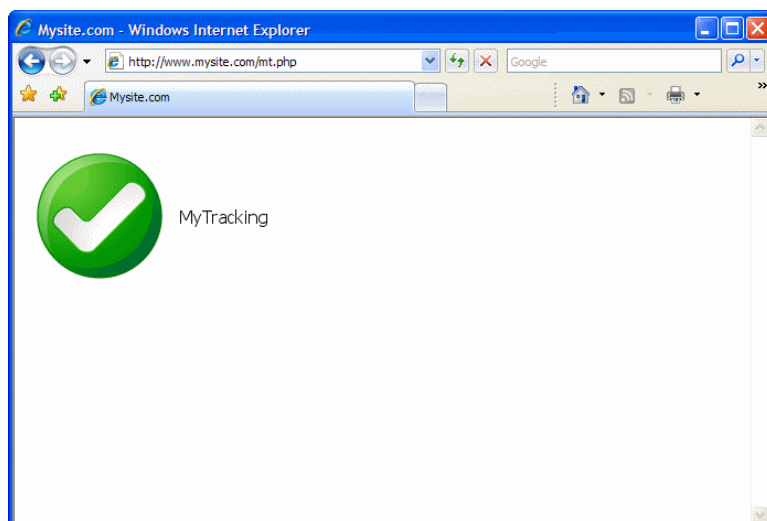
Installing MyTracking on your server

1. Rename *mytracking.php* (included in this package) to something different (use just letters and numbers, avoid spaces, punctuation and non-latin characters; keep the .php extension). As an example, rename it to *mt.php*.
2. Upload the renamed script to your website's root directory, so that it can be reached by any browser (e.g. `http://www.mywebsite.com/mt.php`). From now on, we will refer to its url as "MyTracking url"

It is very important that the script is renamed before uploading: if you don't rename it (and leave it as *mytracking.php*) the script will not work. For security reasons, don't choose obvious names which others may be using.

Before going further and using MyTracking for the first time, please test the installation:
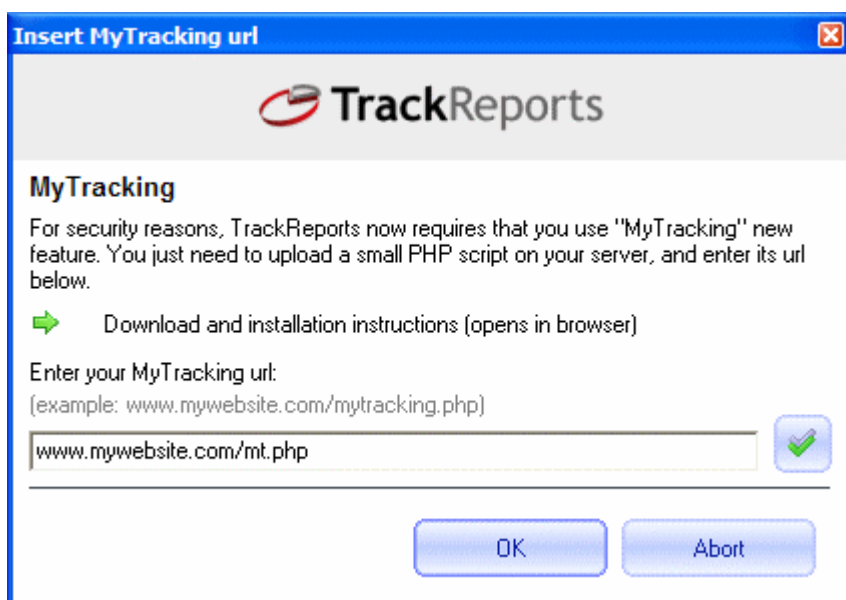
- launch MyTracking url (in our example, `http://www.mywebsite.com/mt.php`) in your browser; if everything is ok the browser should load a page which looks like this:

If you see anything different in the page (errors, or a blank page) something is wrong with your installation: make sure you uploaded the file in the proper directory on the server (usually you need to FTP to the main *public_html* or similar directory), check its url, make sure your web server supports PHP and can access external web services.

Using MyTracking in your mailing (SendBlaster 2.0.130 or later)

When you're finished composing your message, click "TrackReports" button in the editor, as usual*; you will be asked to enter your MyTracking url (the url to the script you uploaded on your server):

From now on, proceed as usual*.

Important: Messages containing old TrackReports code (including those from History) will not work anymore and cannot be sent. Upgrade any "old format" messages by manually removing all links and tracking images, insert new links, and add the new MyTracking code.

Double-check your messages before sending out: before sending out your message to the general public, make sure you did everything properly by sending the message to yourself. Create a list with your own e-mail address and send your message to this list. Open your email client, download the message you just sent to yourself, check every link and make sure all of them work.

Keep the script updated: We will periodically release updated versions of the script – make sure you always keep it up to date (outdated versions may be unsafe or stop working). When a new release is available, users will be notified on TrackReports web site.

In this document we assume you are already familiar with TrackReports. If you are not, please refer to SendBlaster's help and docs about adding TrackReports to a mailing.