

Adding Tokens to URLs in Email Marketing

Article Number

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Information

Customers have found value in utilizing both member field tokens and [system tokens](#) within URLs. Admins just needs to add &something=token to the end of their query string to allow tracking. This means that the following URL with a token such as Member ID can be used when creating an email in email marketing with a link to a survey for example:

http://training11.imodules.com/s/1775/bp18/interior.aspx?sid=1775&gid=1&pgid=479&cid=1184&survey=##Member_ID## (Tokens vary by community.)

This link becomes the new redirect link with the token value passed through on the end:

<http://training11.imodules.com/s/1775/bp18/interior.aspx?sid=1775&gid=1&pgid=479&cid=1184&survey=38594>

The admin will then be able to track the clicks on this link through Email Reporting in Encompass.

NOTE: A query string should start with a "?" and then each key/value pair should be separated by an "&".

NOTE: Tokens that are intended for use in a URL should **not** have spaces in the token name. If you use a token with a space, it may not work in all browsers or email clients.

Please see the RFC standards regarding URLs for more detailed information:

<https://tools.ietf.org/html/rfc3986>

<https://www.ietf.org/rfc/rfc1738.txt>

KB Product

Encompass

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Title

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