

This Free E-Book is brought to you by Natural-Aging.com.

**[100% Effective Natural Hormone Treatment](#)
Menopause, Andropause And Other Hormone Imbalances
Impair Healthy Healing In People Over The Age Of 30!**

Tracking Autoresponder Responses

By Anton Cheranov

As an Internet marketer, it is vitally important to know how well your advertising campaigns are doing. Advertising campaigns cost a lot of time and money, and campaigns that are not doing well need to either be changed or scraped. When using autoresponders for purposes of Internet marketing, you will be able to tell how well your autoresponder messages are doing by using response tracking.

Autoresponder response tracking is usually easily set up with the higher quality paid autoresponder services. Using the tracking set up tool, you simply enter the web site address that you want your readers to visit, and the software generates a brand new URL. This URL is used track the number of clicks that you have from the autoresponder message to the website that you are promoting.

When a person clicks on that special URL, the click is captured, and they are automatically redirected to the website that you intended them to arrive at. The visitor does not know that they have been redirected in most cases. You can monitor the results through the control panel of your autoresponder service account. The control panel will tell you how many messages were delivered, and how many clicks were received. Most quality autoresponders will even include a feature that allows you to track how many of the emails were opened. This is a great marketing research tool for mass email marketing.

Not all autoresponder services offer tracking abilities such as this. If tracking is important to you, you need to make sure that this is one of the features of the autoresponder service before you sign up. This feature gives you the ability to know whether the message you are sending out is effective, or if changes need to be made. It also allows you to see if the sales copy on your website is effective, in a 'round-about' way. For instance, if you are getting thousands of clicks from the autoresponder message, but very few clicks from the sales page to the order page, you know that the autoresponder message is working, but the sales copy is failing.

If you have never tracked your autoresponder responses before, you should definitely consider it. Again, this information allows you to find out what is working, and what is not working. It will essentially make your autoresponder marketing much more effective and profitable. You will most likely be very surprised at the results of the tracking!

Email Autoresponder System Has Finally Evolved! Introducing... Direct2Client – Deliver Non–Email Messages Straight to Your Clients' Desktops! Go To:

<http://www.thedirect2client.com>

Autoresponder Services Improve Your Profits

By Stephen Pope

Perhaps you, like me, have web hosting that includes, free of any extra charge, unlimited autoresponders. That being the case, you might be inclined to balk at any suggestion to start paying for them.

Recently, however, I made the switch to paying a monthly fee for unlimited autoresponders. Am I rich (with money to burn)? Have I lost my mind?

Actually, I consider this move to paid autoresponders to be a wise decision. Here are some reasons why you might want to pay for an autoresponder service.

1. **Sequential Autoresponders:** Although many web hosts offer unlimited autoresponders, each autoresponder is only capable of sending one response. Building business relationships with paid autoresponder services can thus increase your sales.
2. **Tracking Capabilities:** The autoresponders that come with your web host don't have built–in tracking capabilities. Tracking customer response with paid autoresponder services can lead to more effective advertising campaigns.
3. **Deliverability:** A very large number of your newsletter subscribers are not getting your newsletter if it is sent using your web host's mailing list program. Improving newsletter delivery with paid autoresponder services will improve your bottom line.
4. **Legal Protection:** Since the e–mails you send are hosted on the autoresponder service's servers, you are insulated from false accusations of sending spam (unsolicited commercial e–mail). Protect yourself legally with paid autoresponder services.

You could also consider buying an autoresponder program (or script) that will allow you to run unlimited, sequential autoresponders from your websites. However, they can be expensive, require some technical skill, and still have some disadvantages.

For example, since you are hosting your own autoresponders, you might still have issues with deliverability and legal protection.

Paid autoresponder services, with their many advantages over other autoresponder systems, can increase your business profits.

Tracking Autoresponder Responses

J. Stephen Pope, President of Pope Consulting Inc., has been helping clients to earn maximum business profits for over twenty–five years. For more information about autoresponders and other profitable Work at Home Small Business Ideas, visit

<http://www.yenommarketinginc.com/autoresponders.html>



This Free E–Book has been brought to you by Natural–Aging.com.

**[100% Effective Natural Hormone Treatment](#)
Menopause, Andropause And Other Hormone Imbalances
Impair Healthy Healing In People Over The Age Of 30!**