

Adding a Tracking Code

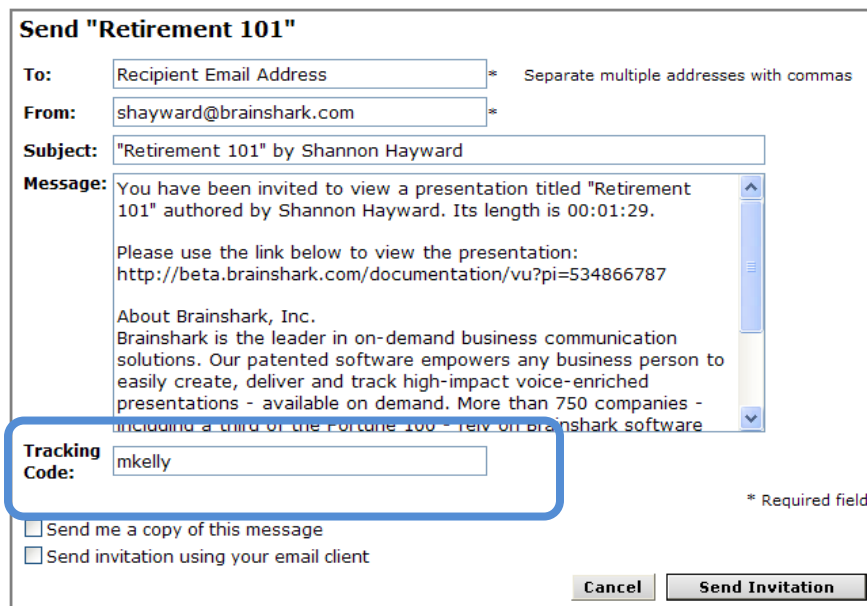
A Tracking Code is a text string that is added to the end of a Brainshark Presentation URL and makes it possible to track a particular viewer. If you are interested in comparing one landing page against another OR one group of viewers against another OR you want to track the unique views of a known audience, then you can use a Tracking Code. Doing this makes the presentation URL unique for each site/group/recipient and allows you to track viewing activity for that presentation without having to use a Guestbook. You could also choose to use a tracking code in addition to a Guestbook.

When utilizing a Tracking Code, all e-mail receipts for the presentation will include the tracking code text string and the tracking code will appear in the viewing usage report. Note that if the recipient forwards the URL with the tracking code to another viewer, you will not be able to tell the difference between a view by the original recipient and one by the person to whom the URL was forwarded, as the tracking code will be the same for both views. As an Author, you can add a tracking code to the end of any Brainshark Presentation URL.

Adding a Tracking Code via S\UFY Function

When sending a presentation via Brainshark, follow these steps:

- Click **Send** on the Things you can do menu or from the More link for that presentation
- In the Tracking Code field, enter the text string that you would like to use to identify that site/group/recipient
 - Note: Do not use spaces or special characters in the field.



The screenshot shows an email composition window titled "Send 'Retirement 101'". The "To:" field is empty with a placeholder "Recipient Email Address" and an asterisk. The "From:" field contains "shayward@brainshark.com" with an asterisk. The "Subject:" field contains "Retirement 101" by Shannon Hayward. The "Message:" field contains an invitation text and a URL. A blue box highlights the "Tracking Code:" field, which contains the text "mkelly". There are checkboxes for "Send me a copy of this message" and "Send invitation using your email client". At the bottom right, there are "Cancel" and "Send Invitation" buttons. A note "* Required field" is visible near the bottom right.

Note: because the tracking code is appended to the presentation URL, it may be visible to the recipient; for that reason, you may want to disguise it. You can reverse the letters or use a numeric code; an excel sheet can help you track these modifications for a large number of recipients.

Adding a Tracking Code Manually

Appended parameters to a standard Brainshark URL (ending in '/vu?pi=123456789') are preceded by an ampersand "&"; custom Brainshark URLs modified with a New Address (ending in '/text') are preceded by a question mark "?". Multiple parameters must be separated by an ampersand.

Standard URL Examples

Standard Brainshark URL 1: www.brainshark.com/companyname/vu?pi=123456789

Custom Brainshark URL 2: www.brainshark.com/companyname/custom_name

(‘New Address’ added in Edit Presentation, on the Properties tab)

Formatting the Tracking Code

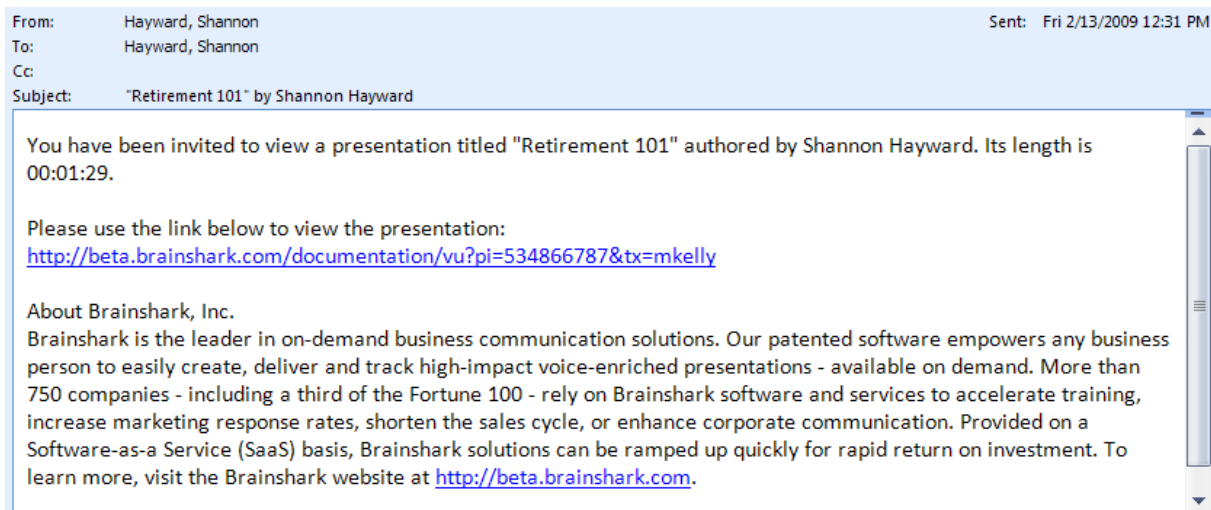
The process for customizing the URL starts with the URL in its current form – either the standard Brainshark URL or the URL which has been customized using the New Address field (see above).

Once you have identified the URL format, add the needed character (either '?' or '&' and then the parameter; to add another parameter in addition to the first, simply add '&' and the next parameter to the end of the resulting URL. Add as many parameters as you want or need to. To illustrate:

If the URL is: <http://www.brainshark.com/brainsharkinc/vu?pi=123456789> and you'd like to add a tracking code for 'jsmith', the new URL is: <http://www.brainshark.com/brainsharkinc/vu?pi=604913688&tx=jsmith>.

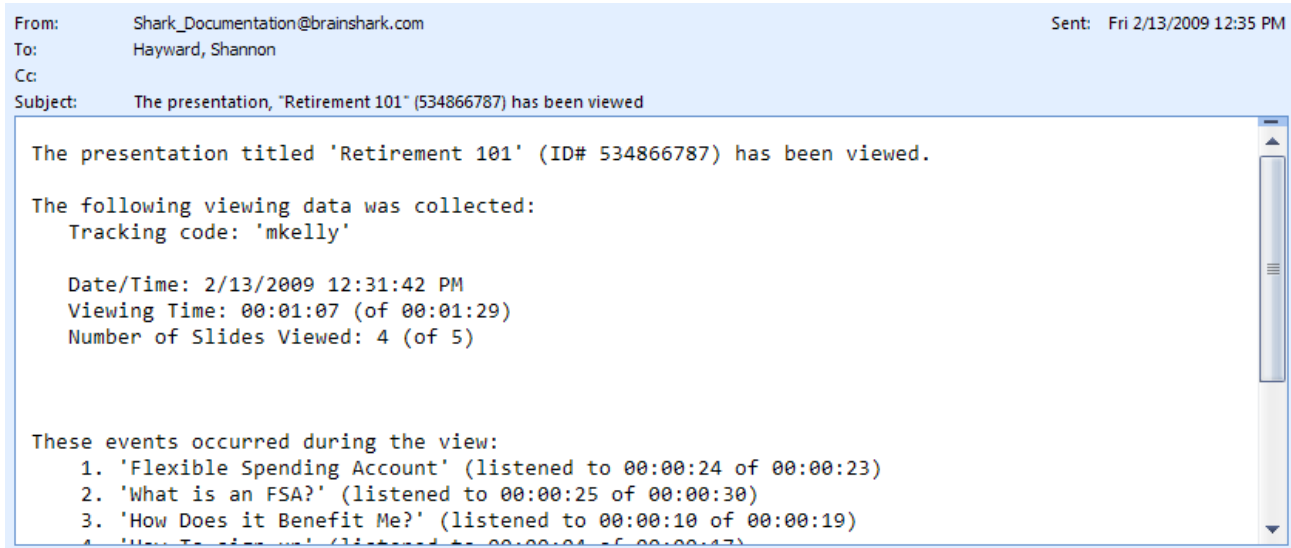
If the URL is: http://www.brainshark.com/brainsharkinc/custom_text and you'd like to add a tracking code for 'jsmith', the new URL is: http://www.brainshark.com/brainsharkinc/custom_text?tx=jsmith.

If you send this unique link (Presentation URL + Tracking Code) to a specific recipient, then the viewer will receive an email that might look like this:



Email Receipts

Here is an email receipt with a tracking code identified in the viewing information:



Report Data

When running the Viewing Details by Presentation report, add the Tracking Code column to the 'Columns in report' listing on the Report Options screen before running the report:

Report Catalog: [Brainshark Reports](#) > [Presentation Reports](#) > [Viewing Details by Presentation](#)

Viewing Details by Presentation

Run report

Report Basics | **Report Options** | Email | Scheduling | Filters

Sorting options

1st Sort: Presentation Title [v] Ascending [v] Subtotal

2nd Sort: [v] Ascending [v] Subtotal

3rd Sort: [v] Ascending [v] Subtotal

Report columns

Available columns:

- Author
- Author Email
- Author First Name
- Author Last Name
- Author User Name
- GB Company
- GB Custom1
- GB Custom10
- GB Custom2
- GB Custom3

Columns in report:

- View DateTime
- Viewer Info
- View Viewing Time
- View Total Slides Viewed
- View Total % of Duration
- View Total % of Slides
- View Total Points
- View Total Score
- View Type
- View Tracking Code**

View options

Include previews

The tracking code will be shown in the report, as shown below:

Viewing Details by Presentation							
2007-01-01 to 2007-07-24							
Presentation Title	Date/Time	Viewer Info*	Viewing Time	Slides Viewed	% of Slides	Duration %	Tracking Code
Retirement 101 (#980336023)	2007-07-24 21:23	(Not specified)	0:37	2	100	100	mkelly
Retirement 101 (#980336023)			Total: 0:37	Total: 2			
			Avg: 0:37	Avg: 2	100	100	

***Key:** Viewer Info = Last-name, First-name or [Guestbook-Last-name, Guestbook-First-name]

Note: if you run the .csv report, the column will be called "Tracking Code".