View link tracking in email campaigns

03/12/2026 2:07 pm EDT

Link tracking helps marketers see how customers engage with email templates. Use it in any live or completed campaign to understand customer interactions and improve future email performance.

For example, link tracking might reveal that many customers are clicking on a hero image instead of links to specific products. You could then make the product links more engaging to encourage customers to click them and navigate directly to the products.

View link tracking

You can view link tracking in the all email campaigns, including A/B tests and Experience Designer journeys.

Find a campaign that has been sent at least once. Link tracking is available on any active, paused, or completed campaign. Open the campaign, then click **Link Tracking**.

> ⚠ If the template preview is not rendering in the campaign summary page, link tracking will not function. Even if proofs render and the campaign sends as expected, link tracking is tied to the template preview. For the entire time the template is invalid, link tracking will be blocked and unrecoverable. Ensure the template preview renders before setting the campaign live.

Choose a timeframe

When you open the link tracking page, select from two time dropdowns to view the relevant metrics for your desired timeframe:

- Version history

  - Campaign changes

  - Each saved campaign change creates a new version history entry

- Versions details

  - Global or Smart Global Widget changes within the version history timeframe

  - Each saved change of a Global or Smart Global Widget creates a new version detail entry

  - Hover over the timeframe to see what was modified
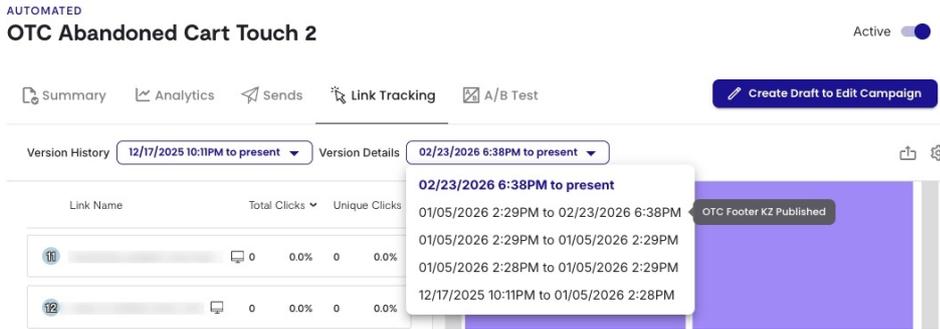
For example,

- Campaign published on June 15, 2026 at 1 PM.

  - Version history dropdown: 06/15/2026 1:00PM to present

  - Version details dropdown: 06/15/2026 1:00PM to present.

- Global Widget updated June 22, 2026 and campaign is republished.

  - Version history dropdown: 06/15/2026 1:00PM to present

  - Version details dropdown:

    - 06/22/2026 2:00PM to present

    - 06/15/2026 1:00PM to 06/22/2026 2:00PM

A/B tests

You can also view link tracking data for campaigns with A/B tests. If an A/B test is running or has run on the campaign, a variant dropdown will appear alongside Version History and Version Details. Use this dropdown to select the variant you want to analyze.

Link tracking metrics

When you open a campaign for link tracking, you'll see all the links in the template and their locations in the current version. The view has three columns:

- Link Name: Populated from the link structure between the domain and tracking parameters. For example, http://www.bluecore.com/womens displays as /womens.

- Total clicks: The aggregate number of clicks on any links in a campaign. This does not include clicking to unsubscribe.

- Unique clicks: The number of distinct customers who clicked at least one link in a campaign. This does not include clicking to unsubscribe.

Click the **Export to Excel** icon to download an XLSX file of the campaign's link tracking data for the selected timeframe. The file includes desktop, mobile, and aggregated data.

Click the **View Options** icon to view the campaign's analytics by desktop, mobile, or aggregated (default).

Experience Designer

You can also view link tracking data for campaigns using Experience Designer. Navigate between campaigns in Experience Designer by clicking **Link Tracking**, then selecting a campaign.