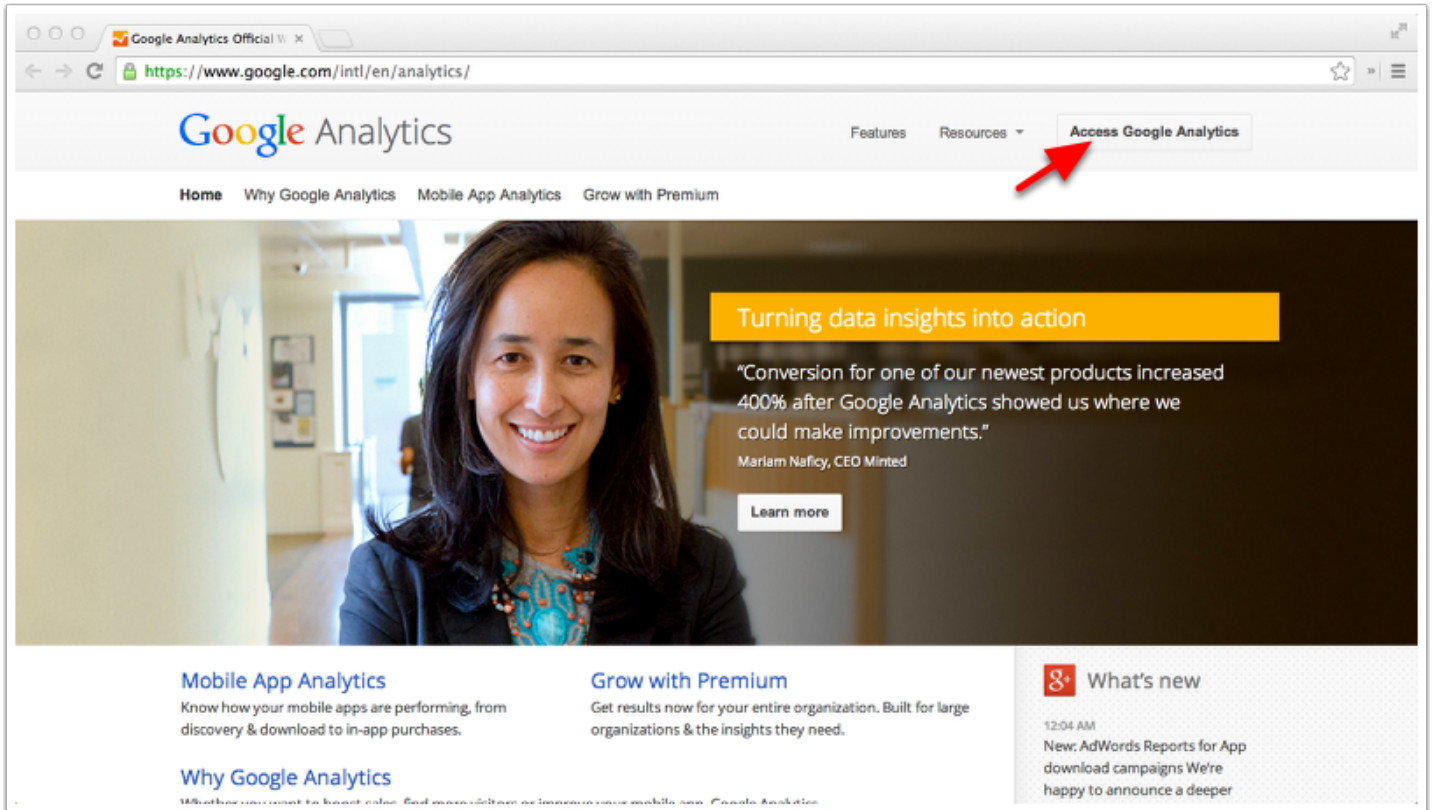


# Setup Google Analytics for Gmail Tracking

## Step 1: Sign-in to Analytics

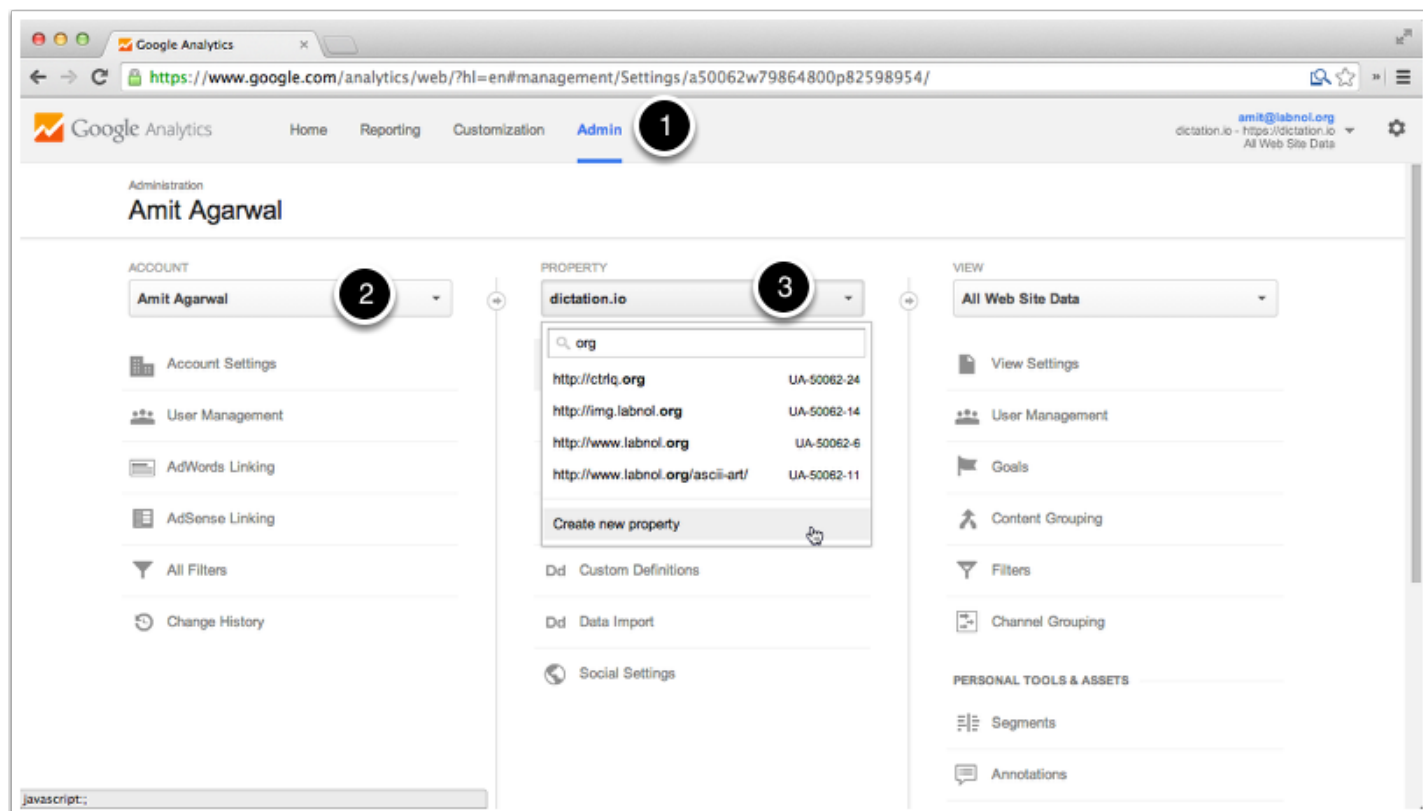
Open the [Google Analytics website](https://www.google.com/intl/en/analytics/) and click the *Access Google Analytics* button to sign-in



# Setup Google Analytics for Gmail Tracking

## Step 2: Setup a Property

Once you are signed-in to your Google Analytics account, click **Admin** in the menu bar at the top of any page. In the *Account* column, select the account from the dropdown that you want to add the property to. In the dropdown in the *Property* column, click **Create new property**.

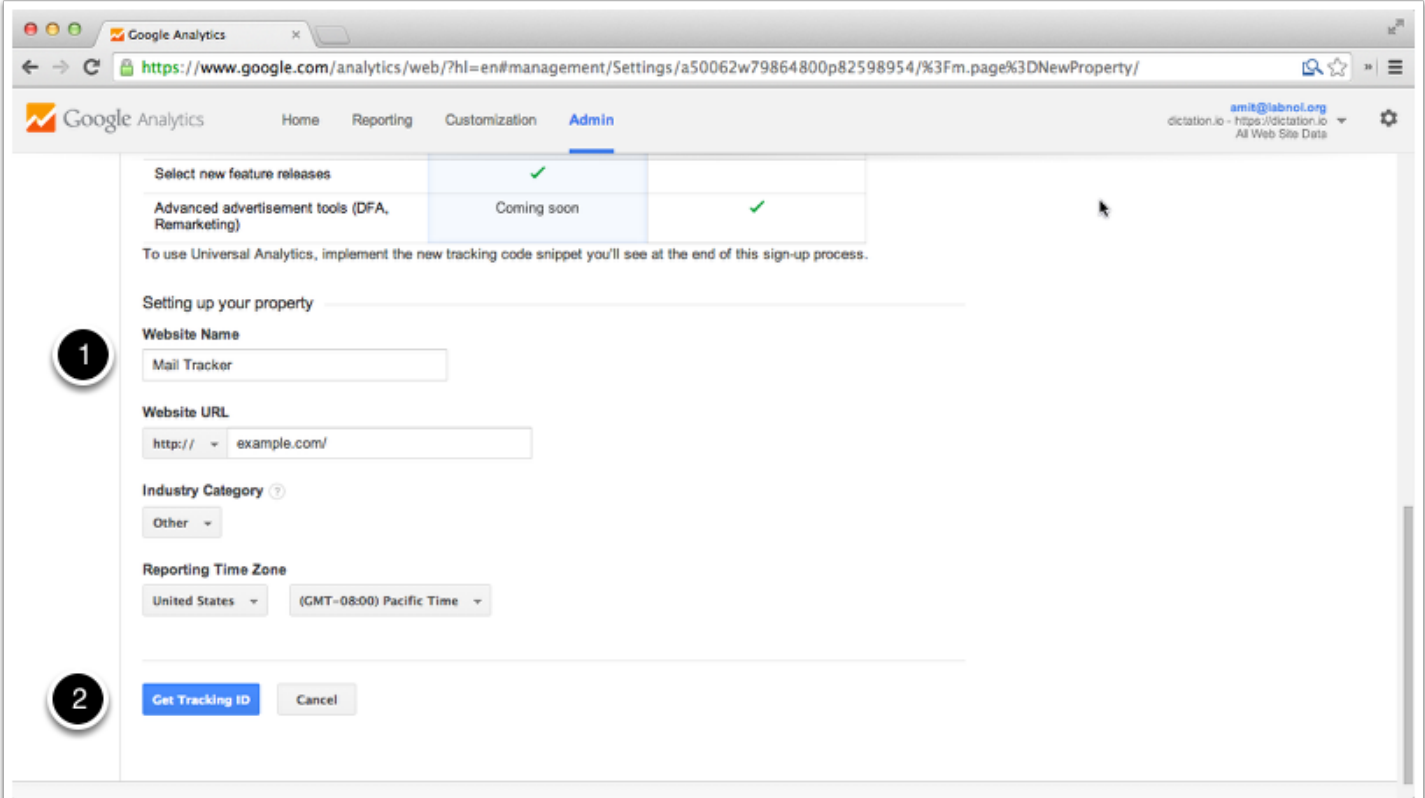


# Setup Google Analytics for Gmail Tracking

## Step 3: Get Tracking Code

Select **Web site** as the property type. Enter the Website name as Mail Tracker, the website url as example.com (dummy URL), the Industry category as Other and also select your Time Zone.

Click the Get Tracking ID button to get your Google Analytics Tracking Code.



The screenshot shows the Google Analytics Admin interface. At the top, there are navigation tabs for Home, Reporting, Customization, and Admin. The Admin tab is active. Below the navigation, there is a section for 'Select new feature releases' with a table showing 'Advanced advertisement tools (DFA, Remarketing)' as 'Coming soon'. Below this, there is a section for 'Setting up your property' with the following fields:

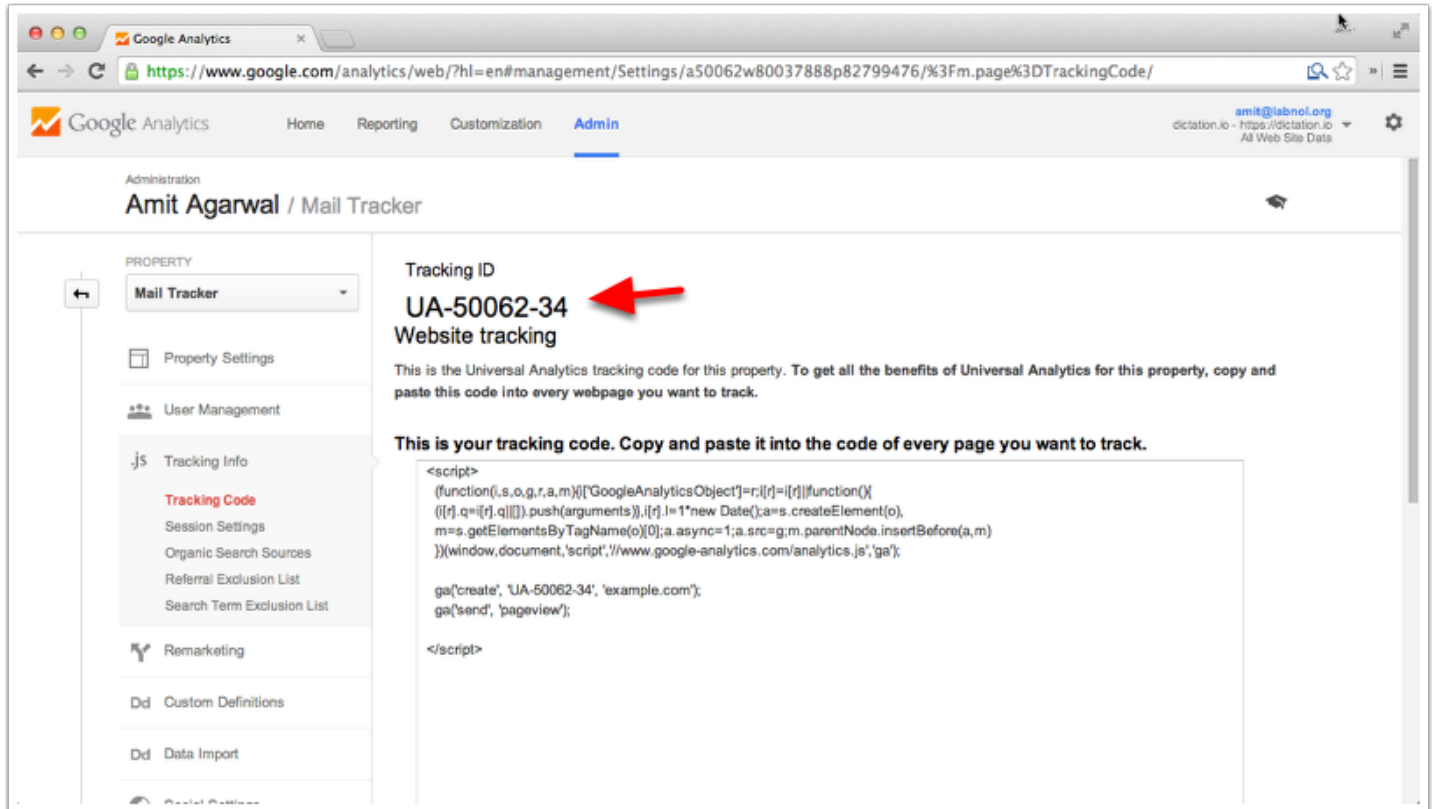
- Website Name:** Mail Tracker
- Website URL:** http:// example.com/
- Industry Category:** Other
- Reporting Time Zone:** United States (GMT-08:00) Pacific Time

At the bottom of the form, there are two buttons: 'Get Tracking ID' (highlighted with a blue circle and the number 2) and 'Cancel'. A blue circle with the number 1 is also present next to the Website Name field.

# Setup Google Analytics for Gmail Tracking

## Step 4: Copy the Tracking ID

Make a note of your Google Analytics Tracking ID - it is of the format UA-12345-67



The screenshot shows the Google Analytics Admin interface for the property 'Mail Tracker'. The 'Tracking ID' is displayed as 'UA-50062-34', which is highlighted with a red arrow. Below the ID, there is a section for 'Website tracking' with instructions to copy and paste the code into every webpage. The tracking code is provided in a code block:

```
<script>
(function(i,s,o,g,r,a,m){['GoogleAnalyticsObject']=r;i[r]=i[r]!function(){
(i[r].q=i[r].q||[]).push(arguments)},i[r].l=1*new Date(),a=s.createElement(o),
m=s.getElementsByTagName(o)[0];a.async=1;a.src=g;m.parentNode.insertBefore(a,m)
})(window.document,'script','/www.google-analytics.com/analytics.js','ga');

ga('create', 'UA-50062-34', 'example.com');
ga('send', 'pageview');
</script>
```

## Reference

[Track Gmail with Google Analytics](#)