



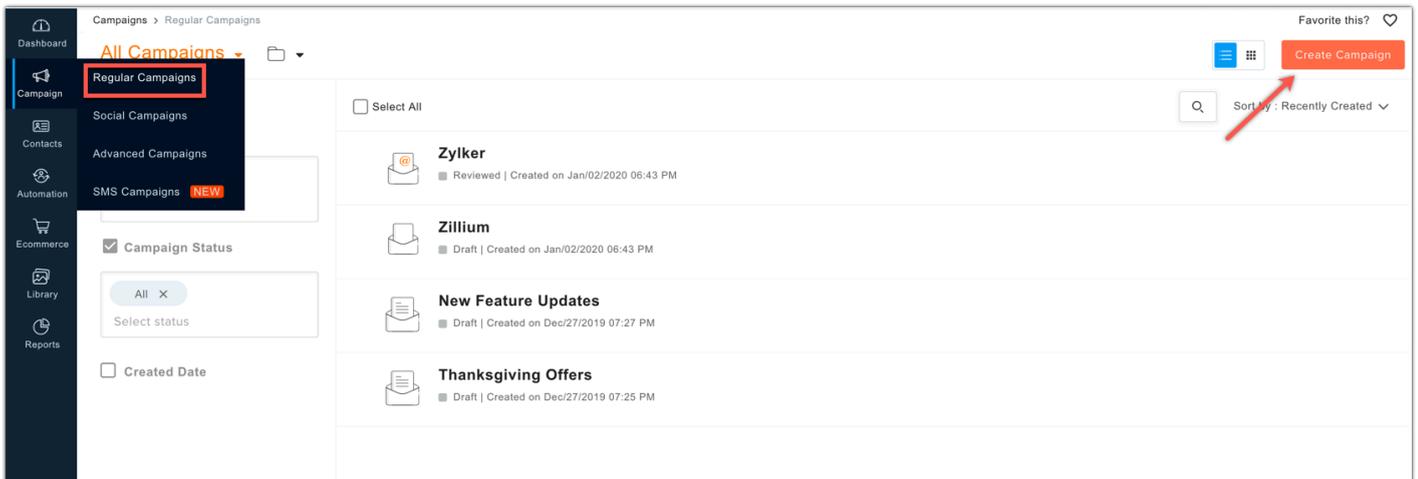
# Reply Tracking

As a marketer, many of your contacts reply to the email campaigns that they receive from you. Using Reply Tracking feature, you can keep a record of replies received for your campaigns. You can either set a custom email address as the reply-to address or enable Reply Tracking and use our system-generated (alphanumeric) address to receive and store the replies.

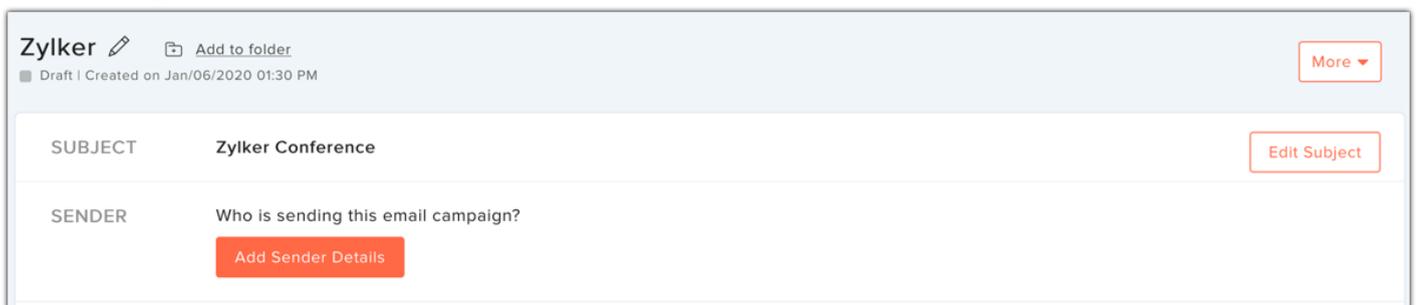
By default, reply tracking is disabled for all email campaigns. You can enable reply tracking for a campaign while creating the campaign.

## Enable reply tracking

1. From the *Navigation* Toolbar, select **Campaigns** and click **Regular Campaigns**.
2. Click **Create Campaign** on the top-right.



3. Add the subject and Click **Add Sender Details**.



4. Enter Sender name and sender address. Click Show reply-to address details.

The screenshot shows the 'SENDER' configuration section of an email campaign. At the top, it says 'SUBJECT Zylker Conference' with an 'Edit Subject' button. Below that, it asks 'Who is sending this email campaign?' and has a 'Personalize Sender Details' section. There are two radio buttons: 'Same sender for all' (selected) and 'CRM owner address'. A note says 'Sender address will be same for all the recipients.' Under 'Sender Details', there is a text input field with 'Patricia' and a dropdown menu with 'patriciabjorn@gmail.com'. A red arrow points to a link labeled 'Show reply-to address details' below the input fields. At the bottom are 'Save' and 'Cancel' buttons.

5. You will find a toggle for Reply Tracking.

This screenshot shows the 'SENDER' configuration form with the 'Reply Tracking' section visible. The 'Same sender for all' radio button is still selected. Below the 'Sender Details' section, there is a link 'Hide reply-to address details'. The 'Reply Tracking' section has a toggle switch that is currently turned off (grey). A red arrow points to this toggle. Below it, there are two radio buttons for 'Reply-To': 'Single address' (selected) and 'CRM owner address'. A note says 'Reply-to address will be same for all the recipients.' At the bottom, there is a 'Reply-to Address' dropdown menu and 'Save' and 'Cancel' buttons.

6. **Enable** the toggle and click **Track Replies**.

7. When enabled, we'll store the replies for you while allowing you to choose to autoforward the replies to a particular email address.

8. You can forward the replies to a single address, or to an email address mapped to a CRM owner.

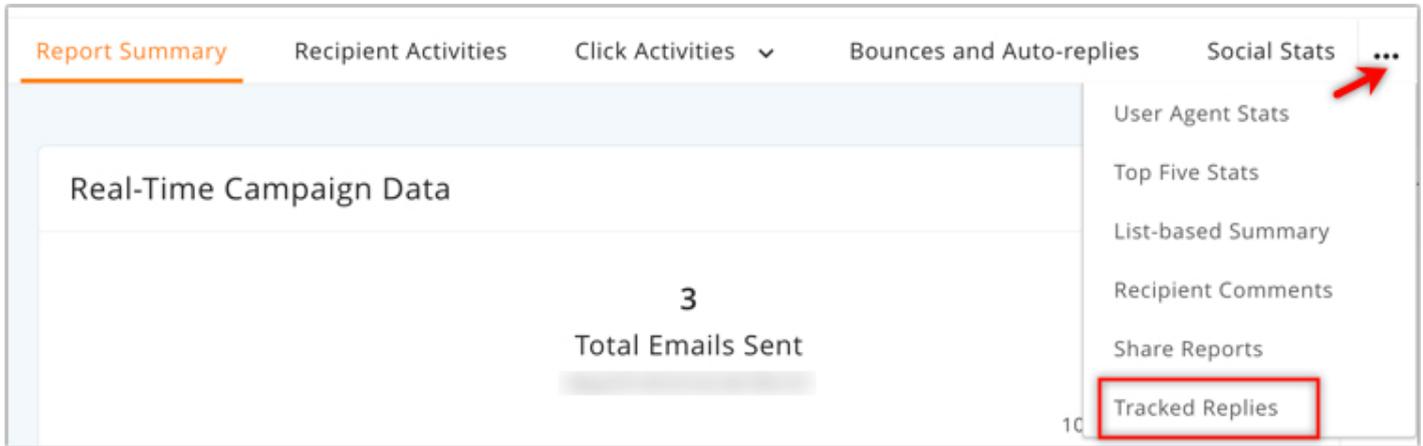
## View replies

In the reports section, you can view the received replies, favorite the replies that are important and you can also filter the replies that are read, unread and forwarded.

To view the received replies :

1. From the Navigation Toolbar, select Reports and click Sent Campaigns.
2. Select a campaign for which you wish to view the replies.

3. From the sub tabs, click **More** icon and select **Tracked Replies** from the drop down.



4. You can see all the replies received for the email campaign.

5. We will track all the replies' and classify them according to the different levels of positivity by analyzing the words in them.

 **Note:** We don't track any attachments sent with the email reply.