

The Anatomy of a Newsletter



i **Don't forget:** Most CRMs come standard with link click tracking, but it's just as important to know what they do when they get to your website! Easily track this data in your Google Analytics account by utilizing UTM Parameters.

- **UTM Parameters 101:** <https://blog.hubspot.com/customers/understanding-basics-utm-parameters>
- **Create them:** <https://ga-dev-tools.web.app/campaign-url-builder/>
- **Read our blog article for more info:** <https://stephanbrady.com/blog/email-marketing>