

HUBSPOT EMAIL TRACKING

How it works

- HubSpot embeds an invisible one-pixel image into each email message once it is sent.
- When recipient views the email and the image loads, you get a notification that the email has been opened.

Problems with Pixel-based email tracking

- Spam filters can generate false opens, false clicks & [multiple email open](#) notifications
- Some Chrome extensions can conflict with tracking
- If the email is forwarded, the pixel image is copied (it is no longer unique).
 - When the forwarded email is opened the pixel image is uploaded “counted” as another open.
 - It is not possible to track if an email has been forwarded to another recipient.
- If the recipient has email preview set up in their inbox – simply scrolling through their received email can trigger as an open.
- If an email is sent in Plain Text Mode, it cannot be tracked.

BEST PRACTICES for Email Tracking

- Make sure your [email is connected](#) to HubSpot
- Use [HubSpot templates](#) rather than copying and pasting emails
- Originate and respond to emails from:
 - HubSpot CRM online
 - HubSpot iOS or Android app
 - Gmail within Google Chrome (this is how the pixel is added)
- Use Google Chrome:
 - [Be sure to use the most updated version of Chrome](#)
 - Disable other Chrome extensions that may conflict with HubSpot
 - Make sure your emails are being sent in HTML mode
 - Compose a new email. Select the **down-arrow icon** in bottom right corner of the compose window. In the resulting menu, disable **Plain text mode**
 - Clear the cache, cookies and browsing data if Chrome is running slow
 - Install the [Google Chrome extension for HubSpot](#)
- If Chrome cannot be used (i.e. using Gmail app or a browser other than Google Chrome):
 - Log the email using the bcc function:
 - yourhubspotaccountnumber@bcc.hubspot.com
 - The email will not be tracked, however, it will be logged in your CRM

