

Strategic Human Resources and Management iContact Client Folder Settings

Below is a brief overview of the settings used in the Strategic Human Resources and Management (SHRM) client folder. Please feel free to contact ATW with any questions you may have by emailing webteam@wsb.wisc.edu.



iContact and Google Analytics

When using a client folder, iContact automatically adds UTM codes / Google Analytics to the end of all hyperlinks in an email. It uses the sender property to set the Campaign and the message name to set the Content of the UTM code. It is important that you always use the correct sender property and message name formatting.

Sender Properties

Sender Property Name	Description
CTR-SHRM-Event	Event information from the Wisconsin School of Business Strategic Human Resources and Management.
CTR-SHRM-News	News and updates from the Wisconsin School of Business Strategic Human Resources and Management.

Always select the correct sender property. This sets the Campaign for the UTM codes used in Google Analytics.

Message Name Example

Message Name
CTR-SHRM-Subject-YYYY-MM-DD

Always use the correct formatting for the message name. This sets the Content field for the UTM codes used in Google Analytics.

Contacts

Lists Names

CTR-SHRM-Event	Event information from the Wisconsin School of Business Strategic Human Resources and Management.
CTR-SHRM-News	News and updates from the Wisconsin School of Business Strategic Human Resources and Management.
CTR-SHRM-Staff	Strategic Human Resources and Management Staff
WSB-ATW-Staff	Academic Technology and Web Staff

Remember to upload all the contacts to either the Event or News lists. You can use a variety of techniques to segment lists. Please reach out to ATW, if you are uncertain as to the best way to add a new segment to one of your lists, or if you feel you need a new main list.

Segments

Make sure the **custom field** you will use exists. **Then the contact is uploaded with custom field as the header in a column.** The cells in that column are all giving a specific value. And the contacts are uploaded into iContact using a CSV (Comma Delimited) file.

Example Contact List

fname	lname	email	segment
Vanessa	Taulbee	vanessa.taulbee@wisc.edu	jan-20170113

Related articles

- [Unsubscribe Management](#)

- [Brand and Insights iContact Client Folder Settings](#)
- [How to Use iContact](#)
- [Strategic Human Resources and Management iContact Client Folder Settings](#)
- [Risk and Insurance iContact Client Folder Settings](#)