

# EMAIL MARKETING AND TRACKING

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## OVERVIEW

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This document describes the functionality for the new Email Marketing and Email Tracking functionality in version 6.0 of EnterpriseWizard. This functionality was added so that customers can set up email marketing campaigns and track useful information such as the number of emails opened, the number of bounced emails, the number and details of hyperlinks clicked and by whom, the number and identity of unsubscribers, and so on. It is a robust system that provides all the functionality found in standard email marketing software and services such as Vertical Response®.

In general, the tracking makes the most sense only when separate emails are sent to a single address for each record in a table. The updated CRM KB template, included with EnterpriseWizard 6.0, has Email Marketing enabled for the Leads and the Contacts tables by default. These tables hold records for each individual to whom you may want to send mass emails. Emails will be linked to the Campaigns table in this template by default.

In contrast, emails sent on process tables such as the Support Case or Change Request table are often sent to multiple individuals (all members of a team, the customer and others at his company, and so on). If a single email is sent to multiple people, the actions taken by any of those persons on that email would be reflected in the statistics, but only once, i.e. if two people open the email, it will only count as one “open”. And there is no way to know who performed the action.

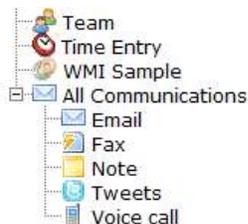
This document describes the process of setting up the new functionality, documents what is added, and explains how the system works.

## DEPENDENCY ON UNIFIED COMMUNICATIONS STRUCTURE

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The Email Marketing functionality depends on a previous enhancement, the restructure of Communications tables into a single Unified Communications table. Customers who began using EW on Version 4 or older may not have made that transition yet, and in order to use the new function, you will first need to run the Unified Communications update.

If you are not sure whether you already have unified communications, you can tell by going to Setup > Tables > and viewing the bottom of the table tree. If you see one All Communications table, then you are already running the Unified Communications:

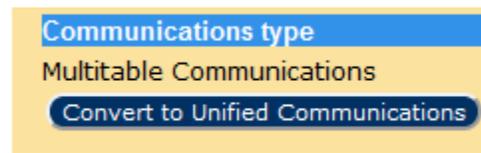


If instead you see multiple Communications tables listed then you are still on the older structure. The conversion to Unified Communications must be run via the admin console, so hosted customers will need to contact EnterpriseWizard to request the conversion for their KB, while customers on their own servers may run the update themselves.

To convert to Unified Communications when you have access to the admin console, login to the admin console and then go to:

Setup > Knowledgebases > Edit the KB you want to upgrade > Options tab

Then click the button to Convert to Unified Communications:



Note that if you have a very large number of email communications, the upgrade could take several hours and it should be done outside of business hours. Please see our documentation on Unified Communications (<http://www.enterprisewizard.com/documentation/unified-communications-setup.pdf> ) for more information on how this structure differs from the old one and how to manage permissions and other new options.

## RUNNING THE EMAIL MARKETING UPDATE

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Email Marketing in EnterpriseWizard (EW) is enabled by running a patcher that adds several fields to existing tables, as well as some new tables and fields. This can only be done from the Admin Console.

If you are a hosted customer who began service in a release previous to version 6.0, please contact us to enable Email Marketing for you. You can call our main support line at 650-587-8615 x3 to let us know the basic options you would like to use for the setup. If you started with version 6.0 or later, the functionality is already turned on, though the tables that use it may be hidden if you did not express an interest in sales or marketing when you started service.

If you have an older release and access to your admin console, then login, go to Setup > Knowledgebases > Edit the KB you want to upgrade > Options and click the button "Add Email Marketing Infrastructure". This button will only be visible if your KB is using the the Unified Communications structure.

When you click the button, you will see an option for what table to use as the Campaigns table:



If you are using a version of EW that already has a Campaigns table, or if you want the system to create a default Campaigns table, then choose the first option to have the patcher add the new fields to the existing table or to a new table called Campaigns. If you want to use a different already-existing table as your campaign table, choose the second option and select that table. It is highly recommended that you use **some** table as the campaign table, as that is where the statistics will be stored.

## TABLES AND FIELDS ADDED TO THE SYSTEM

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When the email marketing update is run, several new fields are added to the table you define as the "Campaign" table. These tables and fields are described in detail in the Appendix. The patcher does its best to put the new fields on your existing layouts, but depending on how much you have changed your layouts already, it may not get it exactly right. After running the patcher, we recommend that you look in the tables described in the Appendix to review your layouts and make sure that the new fields are where you want them on your layouts.

The primary reporting and tracking is done through the fields added to the Campaigns table. Details about how each of these fields are used are provided in the Appendix.

## SETTING UP EMAIL MARKETING FOR A TABLE

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Once the patcher has been run, you are ready to set up email marketing. As an example, let's walk through setting up email marketing for the Leads table. You need to be an admin user and have an active Leads table. If you do not see a Leads table, you go to Setup > Tables > choose the Leads table and click the Activate button.

## SETTING UP BOUNCED MAIL HANDLING IN AN INBOUND ACCOUNT

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If you want to track bounced emails, the first step is to configure an inbound account to receive the bounce reports. Go to Setup > Email > Configure Inbound Email. If there is not already an inbound account for the Lead table, create a New account.

There are a few requirements for this tracking to work. In order to capture bounce email replies, you must 1) set up a valid inbound email account on the Leads table and 2) use that account as the Reply to address in your outbound marketing emails. This means that if you email a lead and they reply by email, they will be replying to this address and the system, not directly to your individual sales representative. While this has the benefit of capturing all communications in the system, it may not be the way your sales team is used to working.

There are a couple of options for how this might be handled. The first and simplest is to use a [salescomm@yourcompany.com](mailto:salescomm@yourcompany.com) address as the reply to address, and on the Email Updates tab of the inbound settings, map the content of the reply to go into an append only field in the lead record. Sales Comments will work, or you can create another field specifically to hold lead updates via email.

Then you can create a rule on the Leads table that runs on edits by email that will send the latest entry in the mapped field to the assigned sales representative by email, so he/she will get the customer's comments as if they were mailed to the sales representative directly.

Another option is to use an inbound account that all sales representatives can set up and pop in their own email system (Outlook or Exchange), so they all get copies of all email replies or bounces by all leads. In this case you could choose whether or not to also map the content of the update to the lead record.

Whichever method you choose, if you want to capture bounces, you will need to configure at least one inbound account. If you choose the first option above, the set-up scenario follows.

On the Access tab, deselect the box to Enable creation of records by email and choose a user for unknown updates that will have the right to update the relevant field in the Leads table. You might use a special user added for that purpose so you can trigger email rules off the updater login.

Enable creation of records by email

Send the following Email message when creation by email is attempted:

On record create if the sender is not recognized

Create a new Lead under this user account:

Only if the from address includes one of these domains (to remove the limitation just leave the field empty):

Discard the email

On record update if the sender is not recognized

Update the record under this user account:

Only if the from address includes one of these domains (to remove the limitation just leave the field empty):

Discard the email

Next, scroll to the bottom of the screen and choose the bounce behavior:

When a bounce notification is received by this account:

Ignore it

Forward it to

User salesmgr

Team

Update the Communication Table Email Status field to

Note that tracking of bounced emails can be set up for any table without running the Email Marketing update. It is not dependent on the marketing function. It may be used in your process tables on the working inbound email accounts that are used to create or update records.

## SETTING UP THE OUTBOUND EMAIL

Next we will need to set up the outbound email behavior to get the desired results. Go to Setup > Email > Configure Outbound Email and select the Leads table.

Give the appropriate groups the ability to create new emails for this table. The From address can be whatever email address you want, but both options setting the default Reply-To Address (for system-generated and user emails) should be set to the new inbound account we just set up. Otherwise, the system will not get the bounce emails and will be unable to report on them.

Default 'Reply-To' address for user emails

Sender's Email Address

Table's incoming address

Link to Contact from field

Email address for field

Default system outgoing address demo@enterprisewizard.com

User defined

## To Options Tab

There are a couple of important options on the To Options tab:

Include ID[ ] in Subject

Do Not Include ID[ ] in Subject May risk the correct record not being updated with a reply

Include hidden code at top of emails to permit truncating mapped replies:

Yes  
 No

Identifying the "To" and "CC" recipients of the email

Include text note at bottom of email body identifying the "To" and "CC" recipients of the email

Show just the email addresses of recipients  
 Show both email address and Full Name field of recipients known by the system  
 Show just the Full Name of recipients known by the system

Send same email to all recipients should never be selected for marketing emails

Send same email to all recipients

The default setup of the Leads table checks the box to exclude the encrypted id from the subject line of the email to make it less apparent that the contact is receiving a bulk email. The encrypted ID is always included in the email header and can be used to identify the record to be updated if the user replies, provided that their email program/server does not strip it out of the email header.

MS Exchange strips out such headers for internally sent emails, but we are not aware of other programs that strip out this header. However, you must weigh the risk of not also including the ID in the subject line. If a lead replies to an email back to the system and the ID is missing, the system will create a new lead record if permitted (based on whether you have enabled creation by email in the option shown above).

The option to Send same email to all recipients is not compatible with email marketing tracking. If it is selected and you choose 100 leads to whom to send one email, they will all have the same tracking code and responses will not be counted appropriately. So this option should **not** be selected when turning on email marketing.

## Marketing Tab

Most of the tracking configuration is done on this tab. The options are fairly self-explanatory and contain instructional text. The unsubscribe feature has some extra options.

**Mailing Address and Unsubscribe**

Don't include it by default  
 Include Unsubscribe link in emails by default

Show this text to Unsubscribe:

If you no longer wish to receive emails from us, please click here \$Unsubscribe

Text for Unsubscribe link in above message

Unsubscribe

Enter your company physical address here

EnterpriseWizard  
460 Seaport Court Suite 200  
Redwood City, CA 94063

**Edit**

ExitURL for Unsubscribe click:

<http://www.enterprisewizard.com/unsub>

**Additional Unsubscribe Field:**

Email Opt Out

Set value:

Do not email me

If you enter a company address, it will be placed in the email below the Unsubscribe text. You are not required to enter an address here, but it is a legal requirement when sending unsolicited email. Likewise, it is helpful to define a web page to take the person to when they click the Unsubscribe link that tells them they have been unsubscribed. This can be any URL. We have an appropriate page available for use at [www.enterprisewizard.com/unsubscribe.htm](http://www.enterprisewizard.com/unsubscribe.htm), if you do not want to create your own page.

The default Leads table already had a field for tracking opt-outs by leads, and you can also choose to set a field value when processing unsubscribes. The default field is the Opt Out field, which can be selected automatically when the unsubscribe link is clicked. If you select an Additional Unsubscribe field, its choices or input aid will then appear for you to select the appropriate value.

The Campaign option allows you to link a mass outbound email with a particular campaign to collect its statistics. You should select the table you chose to use for the campaign table when enabling the marketing email upgrade, as that will be the table which holds the statistical fields. By default, this is the Campaign table that is included in the CRM template.

**Campaign Table:**

Campaigns

Field to include in the outbound email:

Campaign Name

Filter the records that can be selected:

All Records  
 those meeting this saved search:  
 F: Not Terminated

**New**

**Edit**

If desired, you can filter the campaigns to only active campaigns. The campaigns will appear in a drop-down list,

## EMAIL DIALOGUE OPTIONS

Once Email Marketing has been enabled for a table, the email dialogue will have some new options displayed, shown in the Marketing Options section of the dialogue:

Insert	Format	Multiple Email Options
Linked Records	1 Leads selected (IDs: 34)	
*From address	Address from the Contact field Sales Rep (example10@example.com)	
*Reply to	Inbound email account for Lead training4@enterprisewizard.com	
*To	<input type="checkbox"/> Users: <input type="checkbox"/> Teams: <input type="checkbox"/> User Fields: <input checked="" type="checkbox"/> Email Fields: Email (king@example.com) <input type="checkbox"/> Address in Field: <input type="checkbox"/> Link to Team: <input type="checkbox"/> Addresses:	
	CC one copy of the email to Users:	
Subject:	<input checked="" type="checkbox"/> Include encrypted ID information in subject line to enable replies to update correct record <input type="checkbox"/> Enable field parsing for any reply to this email <input checked="" type="checkbox"/> Include Hidden Code for Truncating replies	
Marketing Options	<input checked="" type="checkbox"/> Tracking on for Email Marketing Campaign Campaign Name <input type="button" value="Create"/> Exclude Recipients whose Email Status is <input checked="" type="checkbox"/> Unsubscribed <input checked="" type="checkbox"/> Bounced <input type="checkbox"/> Clicked Link <input checked="" type="checkbox"/> Include unsubscribe link (required for compliance with spam laws) <input checked="" type="checkbox"/> Do not include SMTP audit headers (to improve spam score) <a href="#">To get an estimated spam score click here</a>	
Message to import		

If you chose to include tracking by default on the Email Marketing tab of the Outbound Email Wizard, the dialogue will have the options selected as above. You can click the magnifying glass next to Campaign Name to look up the campaign and select it. You can automatically exclude leads who have unsubscribed or bounced previously, and you can choose whether or not to include the unsubscribe link and audit headers.

Note that it is very important to:

- Select a campaign if you want to be able to track statistics for the emails

If you forget to do so, you can mass edit the emails after the fact to link them to a campaign, but you will miss any bounces or responses that occur before you do this mass edit, and it will lead to inaccurate reporting.

- Set Collate Results to No

There is another option, Collate Results, behind the Multiple Email Options tab

Send	Cancel
Multiple Email Options - Google Chrome	
https://another-ew.saas.enterprisewizard.com/gui2/do/smail/meoptions	
Multiple Email Options	
Save Cancel	
Select whether the system will send one email per Case or collate results into a single email per each recipient.	
For instance, if you are sending emails to the person assigned to an item, and if multiple results are found for each assignee, then Collate Results will collect all the Cases for that user and send them as a single email.	
For example, if records 1, 3 and 5 are assigned to OddJob and records 2, 4 and 6 are assigned to EvenSteven, then OddJob will receive one email with data from 1, 3 and 5 and EvenSteven will receive an email with data from 2, 4 and 6.	
Collate Results	
<input checked="" type="radio"/> No	
<input type="radio"/> Yes	

This kind of collation is appropriate for escalation emails that find multiple records and send them to the assigned to, or to some team of users. It is not appropriate for mass marketing emails and should always have the default value of No for the results to be correct.

## HOW THE TRACKING ACTUALLY WORKS

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### TRACKING THE NUMBER OF EMAILS OPENED BY RECIPIENTS

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Tracking emails opened by a recipient is implemented by including a 1x1 pixel image in the body of the email. When a recipient opens the email, this image is requested from the server and each request for this image is tracked. This is the standard way most email marketing software tracks the number of emails that have been opened by recipients.

This methodology is unfortunately inherently unreliable, as Outlook and many other e-mail clients do not download images from unknown senders by default. If the image file is not loaded when the email is opened, there will be no request for the image file sent to the server, and it will not be possible to track if the email was opened or not. This is a problem faced by all standard email marketing software and unfortunately cannot be avoided.

Having a trusted relationship with the people you market to will make it more likely that they have enabled images from your company in previous emails or that they will download pictures for your marketing emails to see what you have to say.

When an email is successfully captured as “opened” using the above method, the Email Status field in the email is updated to Opened, the Email Activities field also has an Opened value appended to it (it is a multivalued field), and the Last Email Status Update field is updated to the current date/time in the Email record.

The fields in the Campaigns record that include a count of number of opened emails are also incremented by 1. The Email Status field in the record from which the email was sent is also updated to Opened.

### TRACKING THE NUMBER OF BOUNCED OR UNDELIVERED EMAILS

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Another tracking challenge is to capture bounced or undeliverable emails. Bounce emails are sent back to the return-path address when an outbound email is rejected by the receiving server. This necessitates setting up an inbound account that will capture this information, as described above under Setting up Bounced Mail Handling.

When a bounced email is received by the inbound account, it will mark the original outbound email as defined in the inbound email settings and may forward the information to any identified person or team as per the inbound settings. If you chose the default configuration for bounced emails, it will also change the Email Status field to Bounced. It will also increment a number field in the linked campaign tracking the number of bounced emails by 1. It will also set the field defined as the Email Status field for the record from which the email was sent (the lead or contact) to the status of Bounced.

Once the Email Status of an email recipient has been marked as bounced, they will be automatically excluded by default (based on the default checkbox in the email dialogue that says to exclude previously bounced addresses) in future marketing emails.

### TRACKING THE CLICKING OF LINKS WITHIN EMAILS

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EnterpriseWizard does a great job of tracking the links clicked by a recipient in an email he received. The links may be either normal URL hyperlinks, or they may be EW hotlinks. When email marketing is turned on, any hyperlink that is included in an email within an <a href> command is formatted with some additional code that makes that URL a redirect from the EW Server, so that the click can be tracked.

Note that if you simply insert the text for a hyperlink in the body of your email without enclosing it in an html <a href> command, as in adding the text “www.enterprisewizard.com”, while the mail client may still display it as a link that can be clicked, the link clicks will not be tracked.

Whenever a link is clicked, the information is passed to the EW server and a new record is created in the Email Clicks table. The Email Clicks record will contain the actual URL the link redirected to, the linked campaign, a link to the source record from which the email was sent (typically a contact or lead), and links to other fields in the outbound email (the Lead Name, Email, and so on). It is also possible to add other fields to this table and populate them using a default value or rules to get more information into the records.

The Email Click records are shown as an embedded table within the source tables, so you can see all the links a particular lead or a particular contact clicked within their contact record.

They are also shown within the campaign record, so you can see the links that were most popular for a particular campaign.

The Email Clicks table is configured by default to link to the source Lead or Contact record, using a field called Source Record ID. This field is of the type “link to single field from multiple tables”. If you have other tables from which you plan to send marketing emails, you should edit this field to add those tables and their ID field. That way, the system will be able to track the source record for your own tables as well.

In addition to creating the Email Click record, the system updates the Email Status fields in the Email table and in the Contact or Lead table from which it was sent to Link Clicked and increments the number field counting clicked links in the campaign.

Note that in a given campaign, it is possible to have a larger number of Email Clicks than the number of sent emails, because there may be multiple links in a single email and users may click on more than one link. Any link they click is represented by a separate Email Click record, while the field called Number of Recipients who Clicked links will be limited to only one count per email.

## TRACKING UNSUBSCRIBES

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Due to the CAN-SPAM Act of 2003, a person or company may be sued or fined for sending unsolicited email that does not include both their physical address and a way to unsubscribe or opt out of receiving future emails. Because of this, the ability to allow recipients to unsubscribe was a useful and necessary part of the Email Marketing enhancement.

Depending on how you define the unsubscribe behavior when configuring the Marketing tab in the outbound email, the server will not only mark a given email's Email Status as Unsubscribed when a user clicks the Unsubscribe link, but it may also update a designated “opt out” field in the corresponding table and record to which the email was sent.

Either way, the source lead or contact who requested the unsubscribe can be eliminated by searching for an Email Status value of Unsubscribed or by searching your custom opt out field, and any future mass emails will automatically exclude the contacts whose Email Status is Unsubscribed.

If the email that was unsubscribed was linked to a campaign, the Number of Unsubscribes field in the campaign will also be incremented when the user unsubscribes.

Unsubscribing and updating the fields does not actually prevent manual emails from being sent to these contacts, of course, so if you want to ensure that they are never emailed, you might design a rule that blanks out the email address of contacts whose Email Status is changed to Unsubscribed so they may not be emailed inadvertently by a user.

## TROUBLESHOOTING AND RECOVERING FROM ERRORS

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There are various ways in which the statistics in the Campaigns table can become inaccurate. The primary way to cause inaccuracies is if emails are sent that were supposed to be linked to a campaign, but were not linked when they were sent. It is possible to recover from this error by mass editing the email communications to link them to the campaign, but any responses or bounces received before they are linked to the campaign will not be captured.

In addition, the number of sent emails will be inaccurate because those are counted when the email is sent and applied to the selected campaign.

It is possible to run an action to update the total count and the percentages whenever such a correction is needed. A recalculation action button is created in our default 6.0 CRM template for this purpose. If you are running such an update action from an older version, you may need to create such a button and the update actions yourself.

## APPENDIX – TABLES AND FIELDS

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Below are the tables and fields that are added as part of the Email Marketing Update.

### ALL COMMUNICATIONS/EMAILS TABLE

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The following fields will be added to the All Communications/Emails table.

Field Label	Data Type, Field Name, etc.	Notes
Email Status	Choice: Bounced, Unsubscribed, Link Clicked, Opened, Sent; default value is Sent.	Choice list name: email status. This field will show the highest priority action performed in response to the email. An email that is opened and a link clicked will show a status of Link Clicked, while one that was both clicked and Unsubscribed will show Unsubscribed.
Email Activities	Multi-choice: same choice list as Email Status with Sent selected by default	This field will be updated with all actions taken in response to an email. A user may open an email and unsubscribe, so both options would be checked.
Campaign ID, Campaign Name	Link to selected fields: Campaigns, ID, and Campaign Name	Strict link, display Auto (value list for small list and hyperlink when it grows larger) – if the user specified a different table when doing the conversion, then we will use the ID and primary field label from that table instead
Recipient Lead Name, Recipient Lead ID, Recipient Phone	Link to Lead table: ID, Full Name, Direct Phone	Default value: the record in which the email address matches the To field of the communication, always update
Last Email Status Update	Date/time	Updated each time the Email Status field changes (default is creation date)
Additional Information Log	Append Only Text	Used for bounce log or other status notes or error messages related to tracking

The link to the Leads table is used to create a link to the source record if the communication was sent to records in the default Leads table. If this table does not exist, then the field set is not created. This will make it easy to see prospect name and phone information in the communications shown in the campaign table. This enables sales follow-up with people who clicked or opened an email directly from within the campaign (which shows all the emails sent).

### EMAIL CLICKS TABLE

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This is a new table created to track all URLs that are clicked in emails sent with marketing tracking on.

It contains the following fields:

Field Label	Data Type, Field Name, etc.	Notes
URL Clicked	text	Shows just the real URL that was clicked
Linked Email ID	Link to Communications/Emails: id	The id of the email record from which the link was clicked
Source Record ID	link to single field from multiple tables, with Contacts, Leads: ID by default	This is the source record for which the email was sent. This field is initially configured to use the Contacts and Leads tables as they are the most likely sources. If the source is some other table, then the admin should add that table to the field as well.
Campaign ID, Campaign Name	Link to campaign table	The campaign for which the email was linked.
Standard default fields		

Note: It is possible to add fields to the linked sets to hold more information in the click record itself, such as the lead or contact name, email, and so on. Our CRM kb template is configured to include additional fields, such as name and email, so that they are accessible directly from the click record.

## CAMPAIGNS TABLE

The following fields are added to the default Campaigns table or the table chosen by the admin.

Field Label	Data Type, Field Name, etc.	Notes
All Email Clicks	Related table: Email Clicks table from linked campaign field	This will show all email clicks
All Sent Emails	Related Table: All Communications/Email	Based on linked field to campaign/(or campaign substitute) table
Number of Bounced Emails	integer	Updated by script (by adding 1) when received email is bounced
Number of Opened, Clicked, or Unsubscribed Emails	Integer	Updated by script (by adding 1) when received email is opened, a link is clicked, or unsubscribed
Number of Recipients who Clicked links	integer	Updated by script when email status field of an email is changed to Link Clicked (only once per email)
Number of Sent Emails	Integer	Update by script when emails are sent
Number of Unsubscribes	integer	Updated by script when unsubscribe link is clicked

Number Opened but not Clicked or Unsubscribed	Integer	Updated by script when opened only
Number Opened or Clicked but not Unsubscribed	Integer	Updated by script when opened or link is clicked
Percent Bounced	Percentage, formula updated on all updates	100 * Number of Bounced Emails / Number of Sent Emails
Percent Clicked	Percentage, formula updated on all updates	100 * Number of Recipients who clicked links / Number of Sent Emails
Percent Opened, Clicked or Unsubscribed	Percentage, default formula updated on all updates	100 * Opened, Clicked, or Unsubscribed Emails / Number of Sent Emails
Percent Opened or Clicked	Percentage, formula updated on all updates	100 * (Number Opened or Clicked but not Unsubscribed / Number of Sent Emails
Percent Opened and not Clicked or Unsubscribed	Percentage, formula updated on all updates	100 * (Number Opened but not Clicked or Unsubscribed / Number of Sent Emails
Percent Unsubscribed	Percentage, formula updated on all updates	100 * Number of Unsubscribed / Number of Sent Emails
Total Number of Clicks	Calc on Email Clicks related table, count	Gives a count of how many links were clicked

Note: The “Number of” fields are created as integer fields without default values. They are updated via the email marketing engine script each time an email response is captured. We could have used calculation on related table fields for such statistics but we were concerned that with the potentially huge number of marketing emails that could be associated with a campaign, there could be performance issues recalculating of the “Number of” fields when a user opened up a campaign to view it.

## LEADS TABLE

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The following fields are added to the Leads table:

Field Label	Data Type, Field Name, etc.	Notes
Email Clicks from Outbound Emails	Related Table: Email Clicks	Based on source record ID field, this shows all links clicked by a given lead
Email Status	Choice: same choices as for the Email Status field in Communications	This is auto-updated when an email to the lead is updated

## CONTACTS TABLE

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The following fields are added to the Contacts table:

Field Label	Data Type, Field Name, etc.	Notes
Email Clicks from	Related Table: Email Clicks	Based on source record ID field

Outbound Emails		
Email Status	Choice: same choices as for the Email Status field in Communications	This is auto-updated when an email to the contact is updated