

The Solo Ad

TRACKING

BLUEPRINT



Track Your Opens, Clicks, and Sales Like a Pro

The Solo Ad Tracking Blueprint

Most solo ad buyers only track front-end sales. However, many profits happen later through follow-up emails and broadcast promotions. This short guide shows how to configure OptinDojo so you can track:

- opt-ins
- email opens
- email clicks
- sales generated from your email list

Once set up correctly, you will be able to identify which traffic sources and emails are actually producing results.

OptinWizard Tip: Most solo ad buyers only track front-end sales. The real insights come from tracking email clicks and long-term sales from your follow-ups and broadcasts.

How Solo Ad Tracking Works

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When your OptinDojo setup is configured correctly, every step of your funnel can be tracked—from the moment a visitor opts in to the moment they click an email or generate a sale.



OptinWizard Tip

Most solo ad buyers only track front-end sales. **The real insights** come from tracking **email clicks** and **long-term sales** from your follow-ups and broadcasts.

Step 1 — Create Your OptinDojo Account

Create your OptinDojo account and access the dashboard. Recommended tracking platform:
[OptinDojo Tracking Platform](#)

Step 2 — Create Your First Funnel

Inside OptinDojo create a funnel and add the pages you want to track:

- opt-in page
- bridge page (optional)
- offer page

This allows OptinDojo to track the complete visitor journey.

Step 3 — Create Tracking Links

Create tracking links for each traffic source. Example:

- Solo Ad Vendor – John
- Solo Ad Vendor – Mike
- YouTube Traffic

Always send traffic to the OptinDojo tracking link instead of your raw opt-in page.

Step 4 — Connect Your Autoresponder

Connect your email platform so OptinDojo can track:

- email opens
- email clicks
- subscriber engagement

Step 5 — Add Tracking Links to Follow-Up Emails

Replace direct offer links with OptinDojo tracking links. This allows you to see which emails generate clicks and sales.

Step 6 — Track Broadcast Emails Too

Many marketers track their follow-up sequence but forget to track broadcasts. Always use an OptinDojo tracking link when sending broadcast emails. Simple method:

Create one tracking link called **Broadcast Traffic** and change the destination offer inside OptinDojo when needed.

Recommended Tools

[OptinWizard Swipe Machine](#)

Generate high-converting promotional emails quickly.

[OptinWizard Quote Emails](#)

Create engaging quote-style emails that boost open rates.

[OptinWizard Story Emails](#)

Write story-based emails that drive engagement and clicks.

Free Training

Want to learn the complete solo ad system? [Solo Ad Operating System Training](#) This training walks through:

- funnel setup
- traffic tracking
- follow-up emails
- scaling profitable campaigns

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