

Conversion Tracking

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With Mobile Text Alerts Conversion Tracking, you can attribute customer "conversions" to your text message campaigns, based on whether your subscribers use a tracked link within your text messages to view specific pages on your site.

That way, you can have a better idea of how your text messages are performing so that you can make better decisions about how to go about your SMS marketing efforts.

Here's how it works.

In your account Settings, scroll down to the "Tracking" section.



Embedding the Tracking Code

Enter the URL of the website that you'd like to track (note that you'll need to use the full website URL - for example, <https://mobile-text-alerts.com/>).

You can then copy the displayed code and paste it on every page of your site, before the `</body>` tag in your site's code.

 **Code Snippet**

Enter your website's home page URL

`https://mobile-text-alerts.com/`

 In order to track conversions and display opt-in forms on your website, copy the code below and paste it before the `</body>` tag on every page. [Learn More](#)

```
<script src="https://platform.mobile-text-alerts.com/widgets/mta-ct.js?tk=604">
</script>
```

COPY TO CLIPBOARD 

Now whenever somebody clicks on a tracked link that leads to your website in one of your text message campaigns, their click will be counted as a "Page View."

NOTE: For specific instructions on embedding a code for Wordpress / WooCommerce, Wix, ClickFunnels, or Shopify, scroll to the bottom of this article.

Setting Up Conversion Tracking

You can also click "Add Event" to insert specific URLs affiliated with your home page that you'd like to be counted as "Conversion Events."

When your subscribers visit these pages after clicking a tracked link from your text messages, those visits will then be tracked as "Conversion Events," and you can assign a dollar amount for how much that conversion event is worth.

You can also set a "Conversion Window," which indicates a period of time in which the visit to the "Conversion Event" page will be attributed to the link that the subscriber clicked within the SMS that you sent.

For example, if you have the "Conversion Window" set to 24 hours, then the subscriber will need to visit the page within 24 hours of clicking the link in the

text message in order to be counted as a conversion.



Sending Tracked Links and Viewing Results

You can send tracked links by clicking the "Insert Link" option when sending your messages on the ["Send Message"](#) page.



You'll then be able to view and use the conversion data from various places in your Mobile Text Alerts dashboard, such as the ["Campaigns"](#) page:



(On the "Campaigns" page you can toggle between having it display total number of conversions and the dollar amounts of the conversions.)

You can also create [adaptive groups](#) based on conversion-related data points:



To Embed Your Tracking Code for Wordpress / WooCommerce...

For WordPress or WooCommerce (instructions adapted from [WordPress's documentation](#)):

1. Copy and paste the code below into your child theme's functions.php file
2. Copy and paste your Mobile Text Alerts code between the script tags in the code below
3. Save the functions.php file

(The example below has *wp_head* as the WordPress hook if you want to insert the Mobile Text Alerts code into the `<head>` section of your WordPress site, but you can use other hooks if you prefer.)

```
add_action( 'wp_head', 'my_javascript_code' );

function my_javascript_code() {

    // YOUR JAVASCRIPT CODE GOES BELOW

    ?>

    <script type="text/javascript">[MOBILE TEXT ALERTS SNIPPET]</script>

    <?php

}
```

To Embed Your Tracking Code for Wix...

For Wix (instructions adapted from [socialintents](#)):

1. Navigate to "Settings" in your Wix account
2. Scroll down to "Advanced" and click "Custom Code"
3. Click "Add Code" to the "Head" section of your site
4. Copy and paste your code snippet from your Mobile Text Alerts account



To Embed Your Tracking Code for ClickFunnels...

For ClickFunnels (instructions adapted from [ClickFunnels's documentation](#)):

1. Access the "Funnel" page
2. Choose the funnel you want to edit by clicking on the funnel name.
3. Select the desired funnel step where you'd like to add the code.
4. Click on the "Edit Page" button of your funnel page to access the [Page Editor](#).
5. Navigate to "Elements" and click "Add Element."
6. Scroll all the way down and click on the "Custom JS/HTML" element under the "Misc Elements" section. You can also drag the element and drop it on your page as needed.
7. Hover over your Custom JS/HTML element and click on the gear icon to access the element's settings.
8. Click on the "Open Code Editor" button to add the code that you've copied from your Mobile Text Alerts dashboard.

9. Paste your code in the Custom Javascript / HTML field.

To Embed Your Tracking Code for Shopify...

For Shopify (instructions adapted from [AskQuesty](#)):

1. Go to your Shopify admin site and click "customize theme"
2. Click on "Customize"
3. Click on "Edit code"
4. Click on "{/} theme.liquid"
5. Find the `</body>` section: Here you can add your Mobile Text Alerts code, just above "`</body>`"
6. Save and refresh your site to see the results