Link Tracking
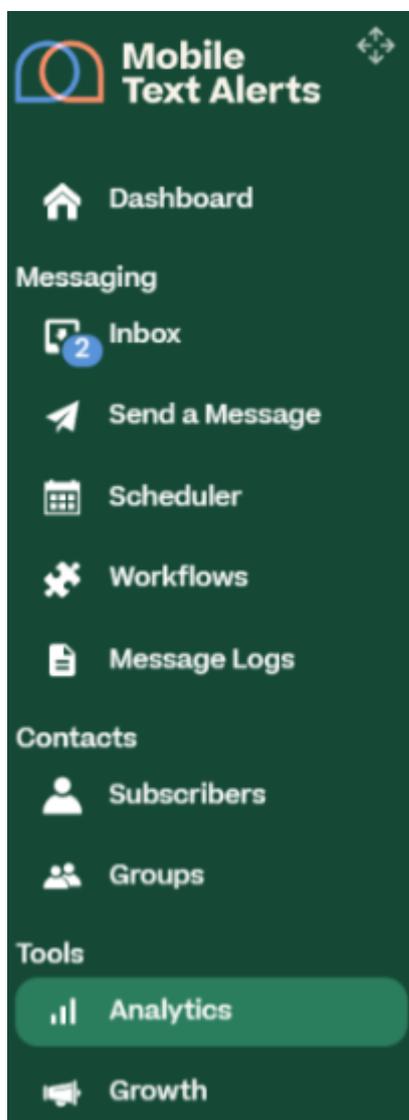
Alexis - 2025-06-25 - Comments (0) - Popular Features

Your online text service at Mobile Text Alerts allows you to track some information from links you send.

This can help you determine the success of your texting campaigns and see who is clicking on your links.

From your Analytics, you can find your Link Tracking report:

Track engagement metrics to refine and optimize your analytics strategy.

Link Tracking
Monitor link click activity with a report that highlights subscriber interactions.

Unhealthy Subscribers
Review audience quality with a report of subscribers that are not receiving your messages.

Subscriber Report
Monitor audience growth through reports on new sign-ups and their origins.

Opt-Out Report
Track subscribers who have chosen to unsubscribe by texting 'STOP'.

This report will show you some information regarding any links you have sent using the "Insert Link" function on your "Send a Message" page with your SMS service:
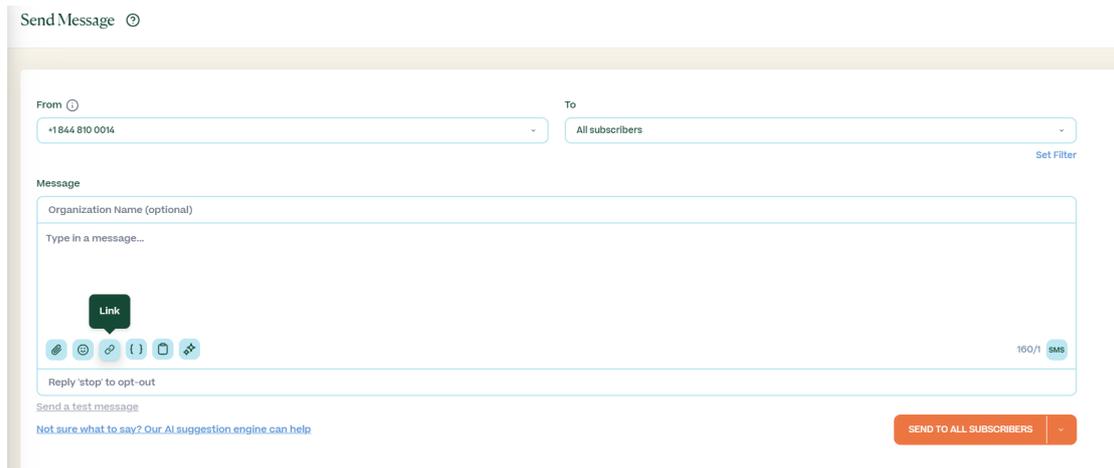

The report will show you the long link you inputted, the link that it was shortened to, the date it was created, and the number of clicks the link received.

You can also click the "Edit" button to add "tags" to your link so that you can easily search for it or find it using the tag filter dropdown toward the top of the table.

You can view the report of who clicked your link under "View Clicks" (if you selected the option to be able to tracked who clicked the link when sending your message).

You can also designate your own branded subdomain for the links by typing in your desired subdomain in the "Custom Subdomain" field toward the top of the page. What you enter here will become a part of the shortened links that you send, so that your recipients will be able to recognize your brand when they see the link.
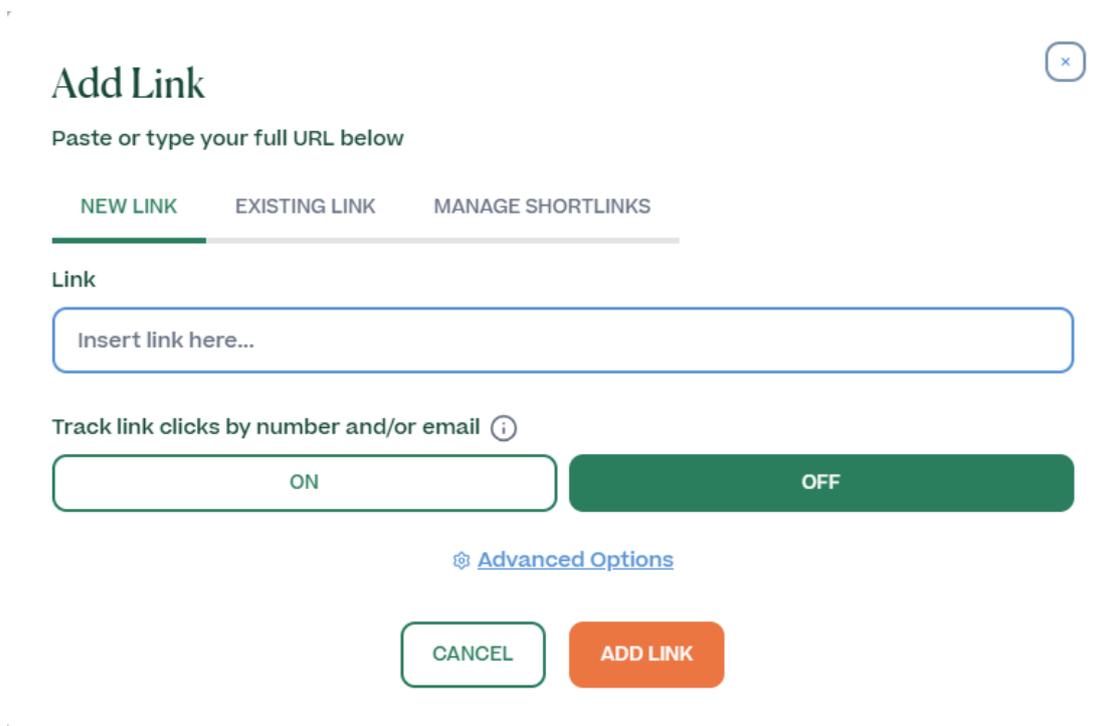
In order to have your links tracked in this report for messages you send using your SMS service you can use the "Link" option on the "Send a Message" page when creating your message:

When you click the "Link" option you can type in the link you want to shorten, or you can find an existing link on your account. (The "existing link" option also allows you to pull in your Google Reviews link if you have a Google listing.)

You can also select whether or not you'd like to add any "tags" to the link to help you find the results later for reference.

Lastly, you can select whether or not you want to track the specific subscribers who click the link:
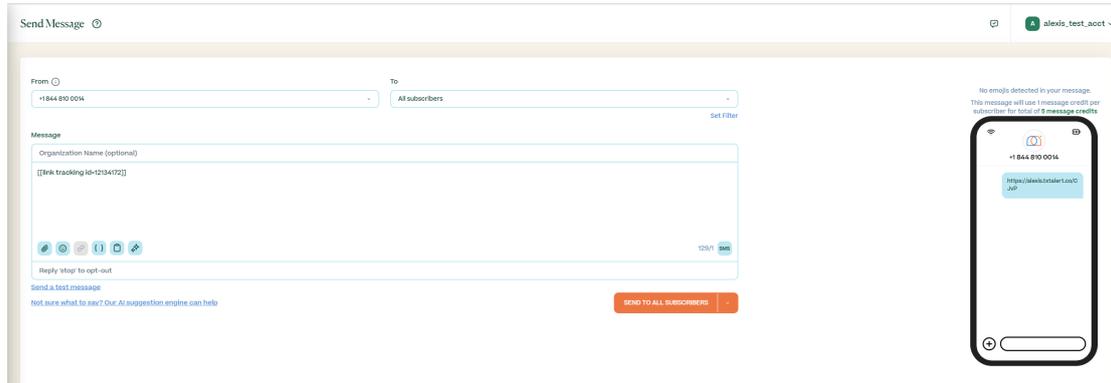

Once you click "Add Link" you will see something like "[[link tracking id=#####]]" show up in the Message Content box. This will be automatically filled in with a link on each subscriber's phone when the message is sent.

You can click "Advanced Options" to add "tags" which can help categorize your links in your Link Tracking report. You'll also have the option to input your link

as a UTM link. (For more information on UTM links, [click here](#).)

The Message Preview on the right side of your screen will show an example link that will be included in your message:

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Start sending mass text alerts today with our online text service [Mobile Text Alerts](#)!