

# track email link

track email link clicks using PHP, you need to **create a tracking script on your server that logs the click event and then redirects the user to the intended destination**. Each link in the email must point to this script with unique identifiers (e.g., user ID, link ID, campaign ID) as URL parameters. ▣

## 1. Database Setup ▣

First, create a database table to store the click information. This example uses a MySQL table called `link_clicks`. ▣

sql ▣

```
CREATE TABLE link_clicks (  
    id INT AUTO_INCREMENT PRIMARY KEY,  
    user_id INT NOT NULL,  
    link_id INT NOT NULL,  
    click_time TIMESTAMP DEFAULT CURRENT_TIMESTAMP,  
    ip_address VARCHAR(45) -- Stores IPv4 or IPv6 addresses  
);
```

## 2. The Tracking Script (`track_click.php`) ▣

This PHP script will receive the click request, log the data to the database, and redirect the user. ▣

php ▣

```
<?php  
// track_click.php  
  
// Include your database connection file (e.g., db_connect.php)  
// Ensure you use prepared statements for security against SQL injection.  
$servername = "localhost";  
$username = "db_user";  
$password = "db_password";  
$dbname = "your_database";  
  
try {  
    $pdo = new PDO("mysql:host=$servername;dbname=$dbname", $username, $password);  
    $pdo->setAttribute(PDO::ATTR_ERRMODE, PDO::ERRMODE_EXCEPTION);  
} catch (PDOException $e) {  
    // In a production environment, you would log this error and display a generic message
```

```

    die("Database connection failed: " . $e->getMessage());
}

// Get parameters from the URL
$userId = isset($_GET['user_id']) ? (int)$_GET['user_id'] : 0;
$linkId = isset($_GET['link_id']) ? (int)$_GET['link_id'] : 0;
// The actual destination URL (must be URL-encoded when creating the link)
$redirectUrl = isset($_GET['redirect_url']) ? urldecode($_GET['redirect_url']) : '';

if ($userId > 0 && $linkId > 0 && !empty($redirectUrl)) {
    // Log the click in the database
    $stmt = $pdo->prepare("INSERT INTO link_clicks (user_id, link_id, ip_address) VALUES (?,
?, ?)");
    $ipAddress = $_SERVER['REMOTE_ADDR'] ?? 'UNKNOWN'; // Get the user's IP address
    $stmt->execute([$userId, $linkId, $ipAddress]);

    // Redirect the user to the original destination URL
    header("Location: " . $redirectUrl);
    exit(); // Important to exit after a header redirect
} else {
    // Handle cases where parameters are missing or invalid
    header("HTTP/1.1 400 Bad Request");
    die("Invalid tracking parameters.");
}
?>

```

### 3. Generating Trackable Links in the Email ▣

When you send the email, you programmatically generate links that point to your `track_click.php` script and include the necessary data as query parameters. ▣

php ▣

```

<?php
// Code to generate the email content

$userId = 123; // Example User ID
$linkId = 1; // Example Link ID
$destinationUrl = "https://www.example.com/special-offer"; // The final destination

// URL-encode the destination URL

```

```
$encodedUrl = urlencode($destinationUrl);

// Construct the tracking link
$trackingLink = "yourdomain.com" . $userId . "&link_id=" . $linkId . "&redirect_url=" .
$encodedUrl;

// In your HTML email body:
$emailBody = '<a href="' . htmlspecialchars($trackingLink) . '">Click here for the special
offer!</a>';
// ... rest of your email sending code
?>
```

By implementing this method, the click will first hit your PHP script, which records the event, and then automatically redirect the user to their intended destination without them noticing the intermediate step.

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