# Text Analytics

With the **Enhanced Text Message Package**, links to your GiveSmart Fundraise activities can be added directly into your text messages. This will enable Text Analytics, allowing you to analyze the success of your marketing. The Text Analytics reveal how many people clicked on the link, how many submitted the form, and the total revenue received from the form.

> **Note**: The Enhanced Text Messaging capabilities are not in every package. For more about this package and to upgrade, please contact Services.
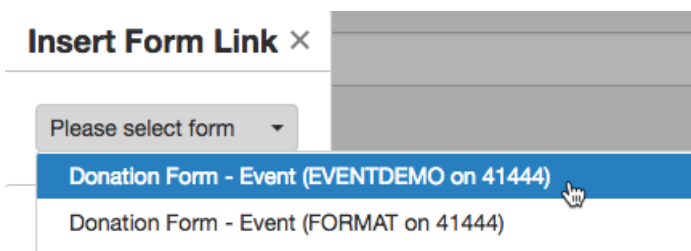
To build your text message, click on **Text** within the Message Center of the left navigation bar.
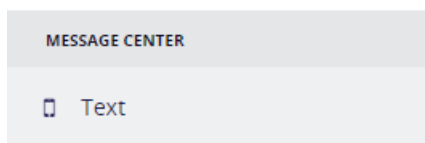
Type your message as you normally would. Select where you would like to add the link to your form and click on the link icon.
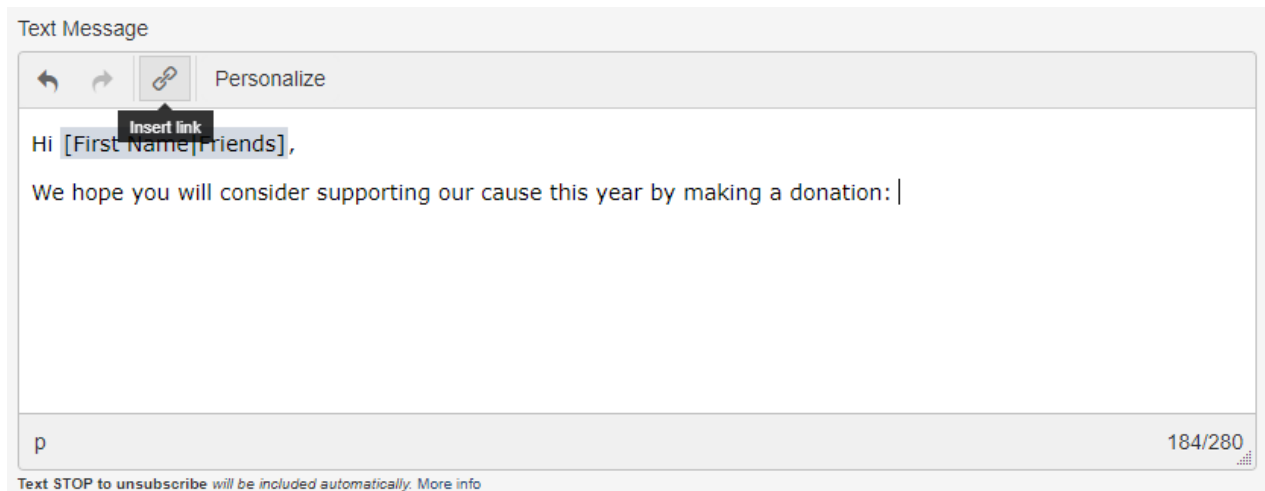
In the **Insert Form Link** drop-down menu, scroll through your forms and select the form you wish to use for this text message, and click **Insert**.

Personalize ✕

Add a personal touch and create a positive messaging experience by adding contacts' personal info, including available custom info.

Choose the info you would like to insert

| Please select a field ▾ |

If no info is available use (optional)

| |

Cancel **Insert**

The specialized form link with analytics tracking is now added to your text. Complete your message as normal. For more on sending a text message, **click here**.

Text Message

↩ ↪ | 🔗 | Personalize

Hello [First Name|Folks],

Welcome to GiveSmart Fundraise Training. We are thrilled that you're taking the next step in learning more about text messages. To support our cause, click here: [Form Link|https://igfn.us/l/VH4b60]

p   67/280

Text STOP to unsubscribe will be included automatically. More info

Now, when your message sends, you will start to receive analytics, in real-time, as shown in the Outbox.

GiveSmart Fundraise Academy	Sms	Class Demo	103	SURVEY FOR CREATIVE TEXT	06/06/2018 11:40 am (Immediate)	Sent
				Click-through rate: 86.4% (89) Conversion rate: 62.5% (60) Collected: -		

It will show you the:

- **Form Title:** This is the title entered on the Online Form page.
- **Click-through rate:** This is presented in both actual numbers and percentages against total messages sent. This shows how many people clicked on the link provided in the text.
- **Conversion rate:** This is presented in both actual numbers and percentages. The percent shows how many of those who clicked the link in the text then submitted the form.
- **Collected:** This is presented in dollar amounts. If the link was to a payment form, such as a text-to-donate or a ticketing form, then the total money collected from the link in the text will show here. If the form is not a payment form, such as a survey, then it will just show a dash.