## Communication > Email Tracking

As a Clubshop Partner, the primary role is about being effective in communicating with your teammates. It would help if you built your credibility by delivering useful messages.

The more credible you become, the more they will follow your genuine advice.

The email tracking system included in your GPS subscription is a straightforward but essential tool that helps you monitor your email campaigns and improve your open and click rate.

You can use it also to laser target your best and more interested affiliates and trial partners and increase your open and click rate by keeping communicating with those who already opened or clicked your previous messages.