

Influence of Tracking Pixel and Tracking Link on Gmail and GW Deliverability

In this research, we investigated the impact of adding a **tracking pixel** and a **tracking link** to emails on deliverability using **SendGrid**, **Mailchimp**, and **MailWizz**.



About Warmy and the Research Team

Warmy is the leading email deliverability technology, helping businesses improve their inbox placement, sender reputation, and overall email performance. Powered by AI-driven strategies.

The Warmy Research Team is a dedicated group of email deliverability-certified experts focused on analyzing and optimizing email-sending practices.

Through continuous testing, data-driven insights, and innovative methodologies, they uncover factors that impact deliverability and translate findings into actionable improvements for Warmy's platform. Their expertise helps businesses navigate the complexities of email deliverability with confidence.



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Key Elements

- **Tracking Pixel (TP)** – a small, invisible image used to detect when and whether an email has been opened.
- **Tracking Link (TL)** – a special URL used to monitor whether a recipient clicks on a specific link.
- **API Sending** – a method of sending messages via a service's Application Programming Interface (API).
- **"Show images" prompt** – a message asking the recipient to manually load external images, usually for privacy and security reasons.

Research Input

We sent out two templates each for each type of domain.

Old domain/already warmed up:

- One without any links and was used to test sending only with the TP.
- One had links and was used to test both TP and TL

New domain/not yet warmed up:

- One without any links and was used to test sending only with the TP.
- One had links and was used to test both TP and TL

Impact of Tracking Pixel and Tracking Link

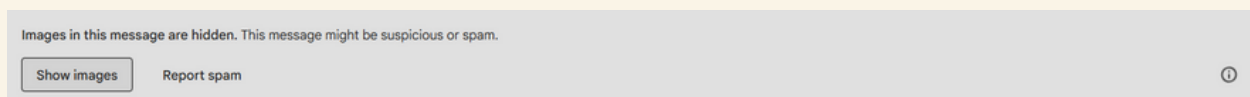
Result:

- No measurable impact on deliverability was observed across all templates tested.
- “Show images” prompt was only when MailWizz was used, regardless of age and health of domain
- Presence of Tracking Pixel and Tracking Link had no measurable impact on deliverability.

	Impact on deliverability	Impact on tracking	Show image prompt
SendGrid old domain warmed with TP	No measurable effect	No measurable effect	Not triggered
SendGrid new domain not warmed with TP & TL	No measurable effect	No measurable effect	Not triggered
Mailchimp old domain warmed with TP	No measurable effect	No measurable effect	Not triggered
Mailchimp new domain not warmed with TP & TL	No measurable effect	No measurable effect	Not triggered
*MailWizz old domain warmed with TP	No measurable effect	Yes, tracking affected	Triggered
*MailWizz new domain not warmed with TP & TL	No measurable effect	Yes, tracking affected	Triggered

***MailWizz - we tested the impact of sending via the API of SendGrid and Mailchimp.**

Show Images Prompts



- Our testing confirmed that the “Show images” prompt does not affect email deliverability.
- However, until the user actually clicks on the “Show images” prompt, open and click rates may be inaccurately tracked.
- This prompt typically appears only once—when a recipient receives an email from a new sender.
- After the user clicks “Show images” the email client treats the sender as trusted, and future emails from that sender display images automatically.

Solutions drawn from SendGrid support:

To prevent the prompt when sending emails through the API, you can embed images as inline attachments.

This involves attaching the image files to the email and referencing them inside the email content using a special identifier. By doing this, the images become part of the email and are more likely to be displayed automatically by email clients.

Conclusion

- The "Show images" prompt in Gmail and Google Workspace does not impact email deliverability but it does play a significant role in the accuracy of open and click rate tracking.
- To mitigate this issue and improve tracking accuracy, embedding images as inline attachments is a highly effective solution.
- Implementing this solution will help improve tracking reliability, ultimately leading to better insights, enhanced decision-making, and improved ROI on email outreach efforts.



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325+

Years Of Combined Email Deliverability Expertise

9 countries

Home To Our Talented Team

95+

Countries Have Daily Active Users In Warmy

