

# UTM Parameters

*What are they and how do I use them?*

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# UTMs - Best Practices

UTMs allow traffic data to pass to your database.

- There are 5 fields, 3 of which are required when using UTMs: **Campaign Name, Source, Medium**
- Only assign values that are needed and keep it consistent!
- Do not repeat information, say it once.
- ALWAYS use lowercase! Google Analytics is case sensitive. NEVER use spaces or your links will get messy.
- Stop words are not necessary (a, of, I, and, by, but, etc).  
Example: "a-dealership-of-success" → "dealership-success"
- Keep a history of past UTM links for reference in a database

## The Origin Story<sup>1</sup>



<sup>1</sup><https://urchin.biz/urchin-software-corp-89a1f5292999>

“UTM was derived from the Urchin Tracking Module.”



# Term Translation

Example URL

[http://www.callsource.com/?utm\\_source=nada&utm\\_medium=landing-page&utm\\_campaign=offer-auto-event&utm\\_content=scan-jan-2016](http://www.callsource.com/?utm_source=nada&utm_medium=landing-page&utm_campaign=offer-auto-event&utm_content=scan-jan-2016)

Actual	Layman
URL	Uniform Resource Locator: The web address or link
?, &	Separators: Between parameter details, (?) only once at the beginning of the parameters and (&) between the rest, the standard for all browsers
Fields	Parameters that can be gathered at the link destination
Values	Customizable details that correspond to their parent fields
UTM	Urchin Tracking Module: The query string after the base link that will track marketing attribution based on UTM method criteria

## THE UTM

[http://www.callsource.com/?utm\\_source=nada&utm\\_medium=landing-page&utm\\_campaign=offer-auto-event&utm\\_content=scan-jan-2016](http://www.callsource.com/?utm_source=nada&utm_medium=landing-page&utm_campaign=offer-auto-event&utm_content=scan-jan-2016)



Original URL

+



UTM Query String


= UTM Link




## The 5 Ingredients of the UTM

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“The five parameters correspond to the five marketing channels inside the Google Analytics platform.”

 **SOURCE** Where they came from – the reason where they found the link and clicked on it.

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 **MEDIUM** The simple format of the place where they found the link and clicked on it.


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 **CAMPAIGN** The specific naming scheme to identify the individual campaign as it exists elsewhere.

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 **TERM** Used only with **paid search** campaigns to identify the keywords that led to click.

---

 **CONTENT** The engagement that produced the interaction/activity of the click.

# Source



Where they came from – the **reason** they found the link and clicked on it.

Correct	Why?
<code>twitter.com</code>	Use the domain name
<code>webinar, event</code>	Use the campaign type
<code>newsletter, affiliate, grassroots</code>	Be simple about where they came from, or how they got onto this “list”

Incorrect	Why?
<code>button-july4th</code>	Adding the date, save the details for content
<code>newsletter-monday-april3</code>	Source should not change with every single newsletter, should be general/non-specific

# Medium



The simple **format** of the place where they found the link and clicked on it.

Correct	Why?
<b>social</b>	All social networks are grouped into one
<b>cpc, cpm, display</b>	Advertisements are split up into the type of billing they receive
<b>print, billboard, magazine</b>	Can attribute off-line or traditional marketing as well

Incorrect	Why?
<b>facebook</b>	Attributing the specific social network, should be in source instead
<b>social-medical-ppc</b>	Multiple words (avoid it if possible) and stay simple
<b>organic-search</b>	Attributing organic traffic... which is done for you by absence of UTMs

# Campaign



The specific **naming scheme** to identify the individual campaign as it exists elsewhere

## Correct

## Why?

vanity-number-  
newsletter

Should tell us why we are sending the campaign

re-vanity-number-  
newsletter

Use prefixes for remarketing

## Incorrect

## Why?

websendlistwebinar

Overloaded and hard to read names

newsletter-072017

Avoid dating here if possible



# Term



Used **only** with paid search campaigns to identify the keywords that led to click.

## Keyword

1. (not set)

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2. (not provided)

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3. callsource login

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4. callsource

---

5. call source

---

6. www.callsource.com

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7. callsource.com

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8. whos calling

---

9. phone + call + tracking

---

10. www,callsource.com

# Content



The **engagement** that produced the interaction/activity of the click.

Correct	Why?
Labels the segment	post, whitepaper, cta, full-page
Includes the date (if required only) at the end	post-2017
Details the unique type of link: it's position, media type, or style	button, picture-1, footer-link-3, sidebar-4
Differentiates the headline/copy	become-millionaire-header

Incorrect	Why?
Avoid being super granular and overloading	picture-left-middle-square-bw-45
Inconsistency and repeating	july-072017

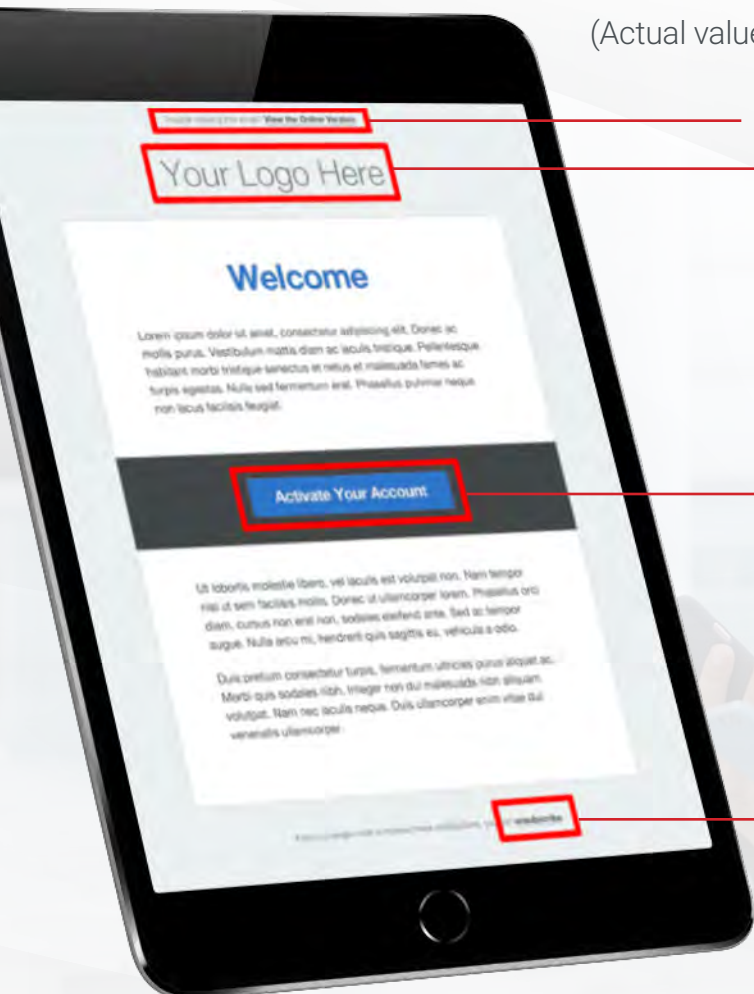
# Content-Mapping

How to map the content UTM parameter based on an example email

Every individual link (redbox) has the same UTM values for **source, medium, and name**.

The **content** value is based on the location of the link (red text) in the email and what kind of media or click type it is.

(Actual values based on content links in the email)



**header-version  
logo**

**cta-activate**

**footer unsubscribe**

# UTM Builders

<https://ga-dev-tools.appspot.com/campaign-url-builder/>



## Example 1

example url (not a real link)

**[http://www.callsource.com/?utm\\_source=mailgun.com&utm\\_medium=email&utm\\_campaign=week-weekly-02142016](http://www.callsource.com/?utm_source=mailgun.com&utm_medium=email&utm_campaign=week-weekly-02142016)**

utm\_campaign: **week-weekly-02142016**

utm\_medium: **email**

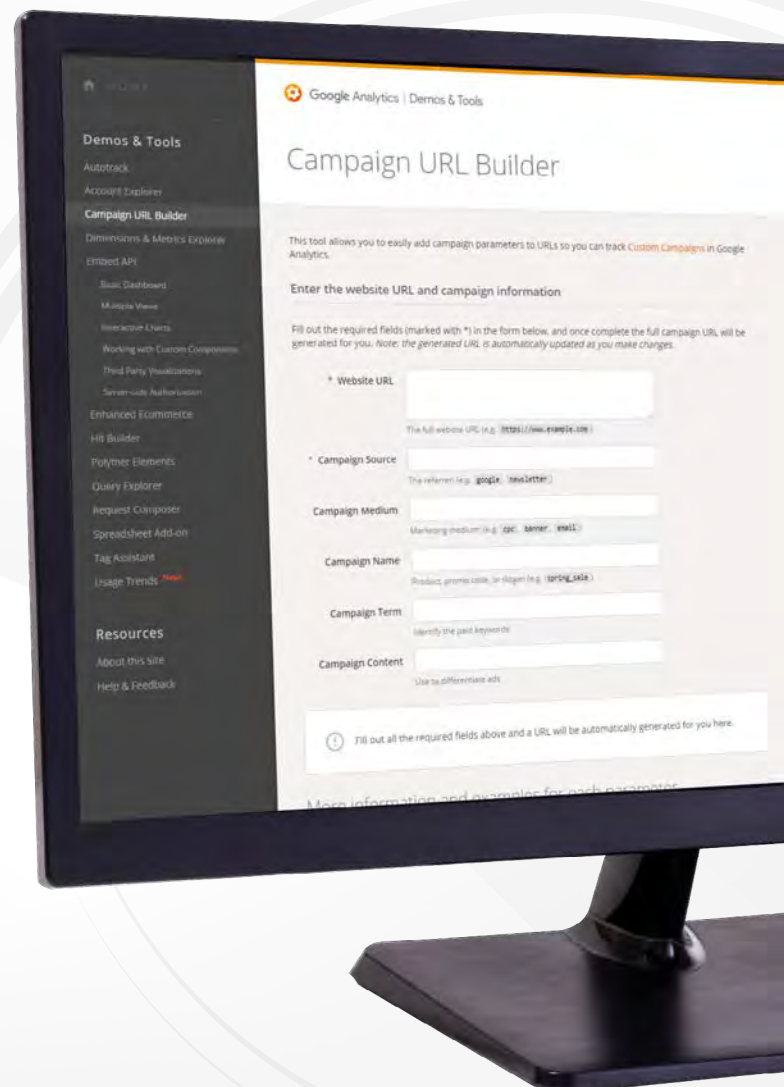
utm\_source: **mailgun.com**

### Good Things:

The medium parameter is concise.

### Needs Improvement:

- The campaign phrase “week”/“weekly” is repeated
- The campaign has the send date... this could work better in the content area
- Mailgun is an email sender but that website is not where the link originated; source is wrong



# UTM Builders

<https://ga-dev-tools.appspot.com/campaign-url-builder/>



## Example 2

example url (not a real link)

**[http://www.callsource.com/?utm\\_source=email&utm\\_medium=Email&utm\\_campaign=re-client-nurtures-auto-ds-c](http://www.callsource.com/?utm_source=email&utm_medium=Email&utm_campaign=re-client-nurtures-auto-ds-c)**

utm\_campaign: **re-client-nurtures-auto-ds-c**

utm\_medium: **Email**

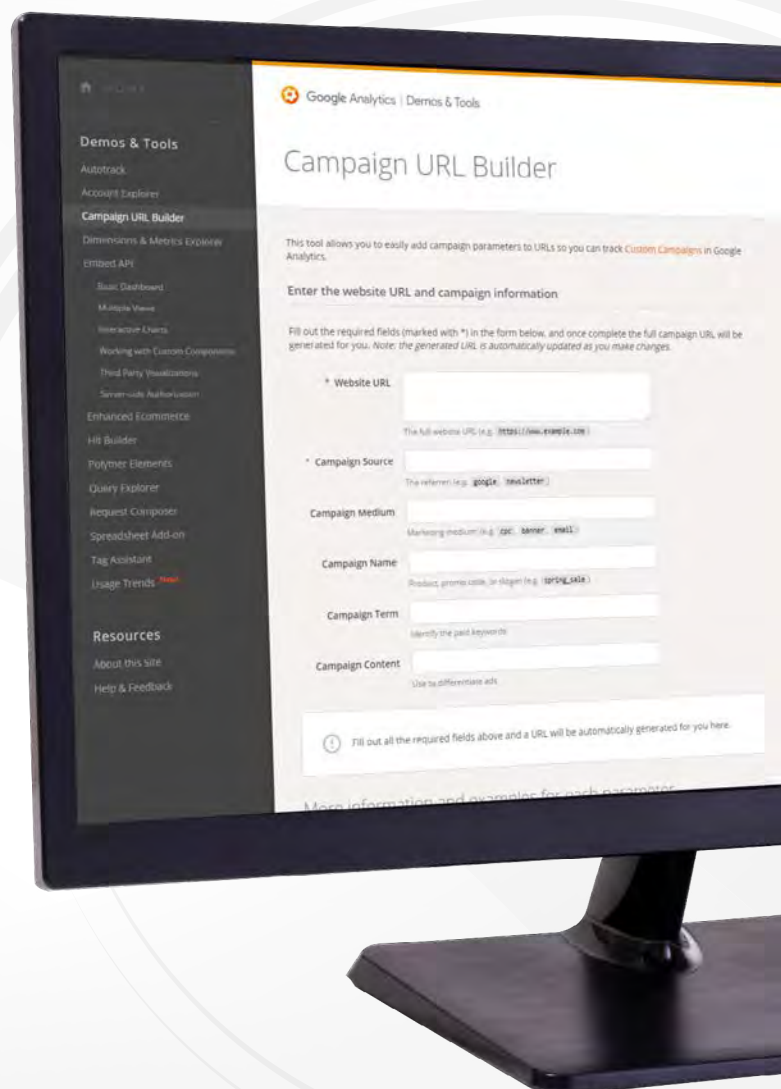
utm\_source: **email**

### Good Things:

- The campaign is descriptive and tells you:
  - it's a marketing campaign
  - it's a client nurturing campaign
  - it's an automotive campaign
  - it's a Dealsaver (product) campaign
  - it's a "c" variant

### Needs Improvement:

- The medium is capitalized
- The source should never be email
- Redundancy, do not repeat information in UTMs



# UTM Builders

<https://ga-dev-tools.appspot.com/campaign-url-builder/>



## Example 3

example url (not a real link)

**[http://www.callsource.com/?utm\\_term=-call-tracking-dni&utm\\_medium=email&utm\\_campaign=awareness-services-new-a](http://www.callsource.com/?utm_term=-call-tracking-dni&utm_medium=email&utm_campaign=awareness-services-new-a)**

utm\_campaign: **awareness-services-new-a**

utm\_medium: **email**

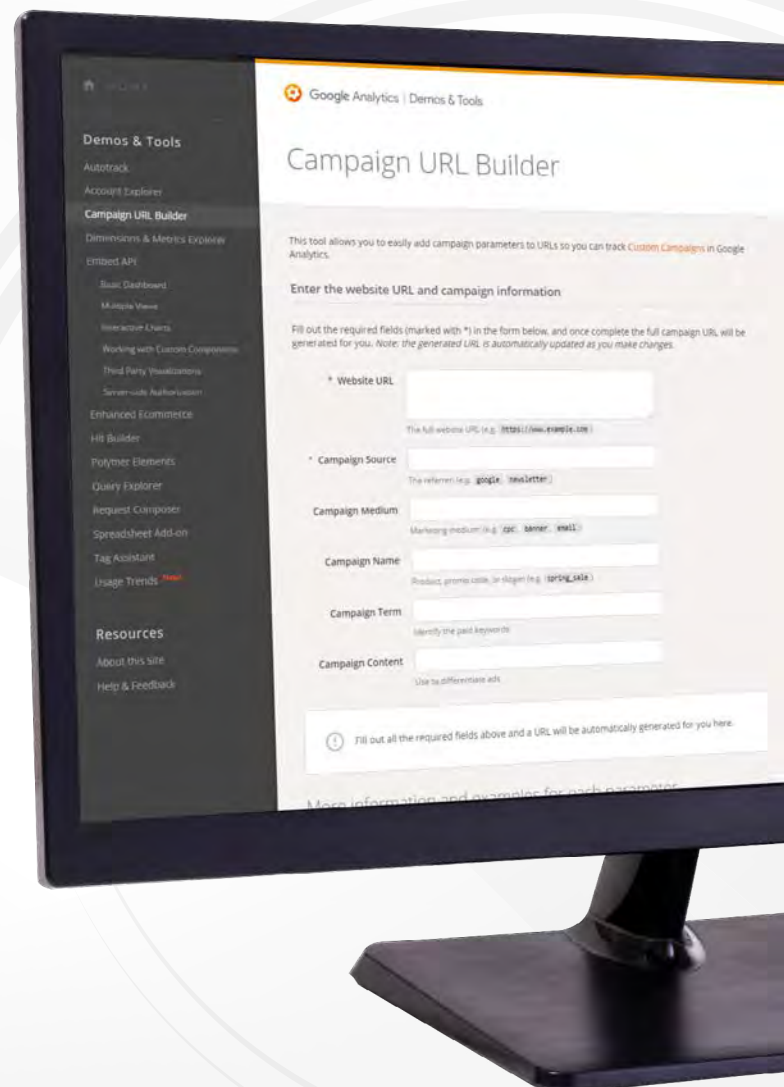
utm\_source: **call-tracking-dni**

### Good Things:

- ▶ • it's an awareness campaign
- it's for new clients
- it's a variant "a" for testing
  
- ▶ The medium as email is clear and right

### Needs Improvement:

- ▶ Using the wrong separator. There should be "+" instead of "-" between each of the words.



# UTM Builders

<https://ga-dev-tools.appspot.com/campaign-url-builder/>



## Example 4

example url (not a real link)

**[http://www.callsource.com/?utm\\_source=event&utm\\_content=download-whitepaper-cta&utm\\_campaign=dealer-black-friday-blast](http://www.callsource.com/?utm_source=event&utm_content=download-whitepaper-cta&utm_campaign=dealer-black-friday-blast)**

utm\_campaign: **dealer-black-friday-blast**

utm\_medium: **event**

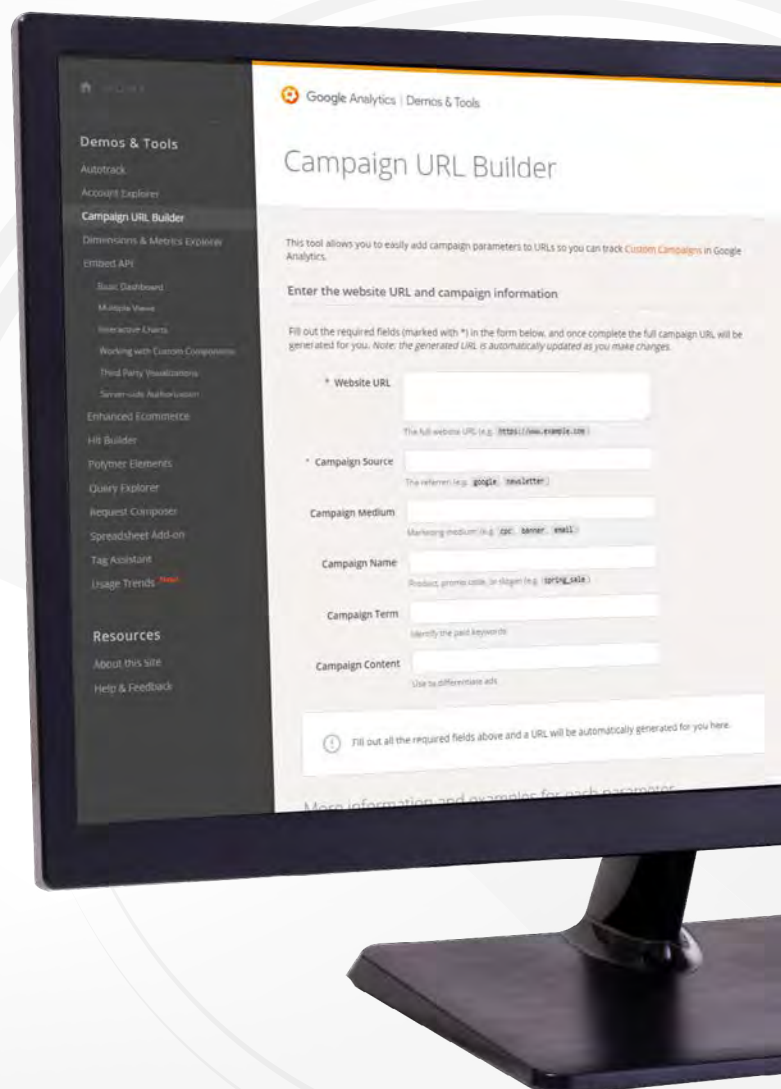
utm\_source: **download-whitepaper-cta**

### Good Things:

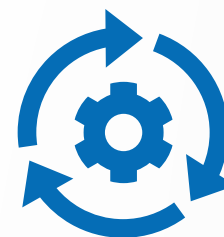
- ▶ Everything is good. It tells you:
  - it's a product company

### Needs Improvement:

- ▶ Nothing is wrong
  - it's an event
  - it's a whitepaper



# How to Implement the UTM Link



## Email

1. Create the Email
2. Call To Action (Where you want to embed the link)
3. The UTM link you **create after the content is created**
4. Embed the link in your call to actions, headers, and anywhere you have links to your site

## The Destination Page

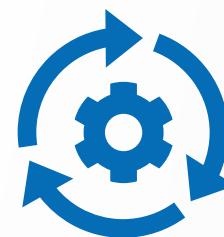
example url (not a real link)

[http://www.dealership.com/?utm\\_source=prospects&utm\\_medium=email&utm\\_content=cta-download-coupon-catalog&utm\\_campaign=dealer-black-friday-blast](http://www.dealership.com/?utm_source=prospects&utm_medium=email&utm_content=cta-download-coupon-catalog&utm_campaign=dealer-black-friday-blast)

- ▶ Source - we are using our prospect **list** of users to draw from.
- ▶ Medium - we are sending this through the email **format**.
- ▶ Content - the content they are **clicking** here is the call to action button with text.
- ▶ Campaign - the name of this overarching **marketing** campaign.



# How to Implement the UTM Link



## Facebook

1. The Drafted Post
2. Call To Action (Where you want to embed the link)
3. The UTM link you **create after the content is created**
4. Insert the link into the post or the ad-destination field in ad creation

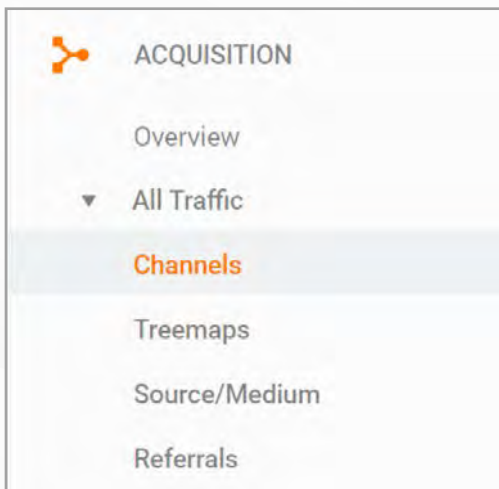
## The Destination Page

example url (not a real link)

[http://www.business.com/landing-page?utm\\_source=audience-new-visitors-180days&utm\\_medium=social&utm\\_content=learn-more-coupons&utm\\_campaign=dealer-black-friday-blast](http://www.business.com/landing-page?utm_source=audience-new-visitors-180days&utm_medium=social&utm_content=learn-more-coupons&utm_campaign=dealer-black-friday-blast)

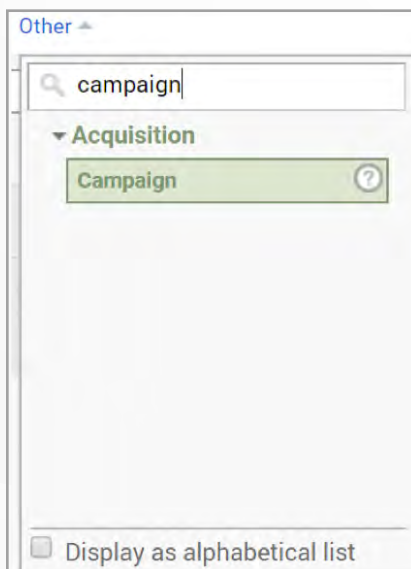
- ▶ Source - we are using our prospect **list** of users to draw from.
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# How to Interpret UTMs in Google Analytics



## Primary Dimension (the main attribute of your data):

Lookup can be done for each UTM from the Acquisition.  
> All Traffic > Channels tab.

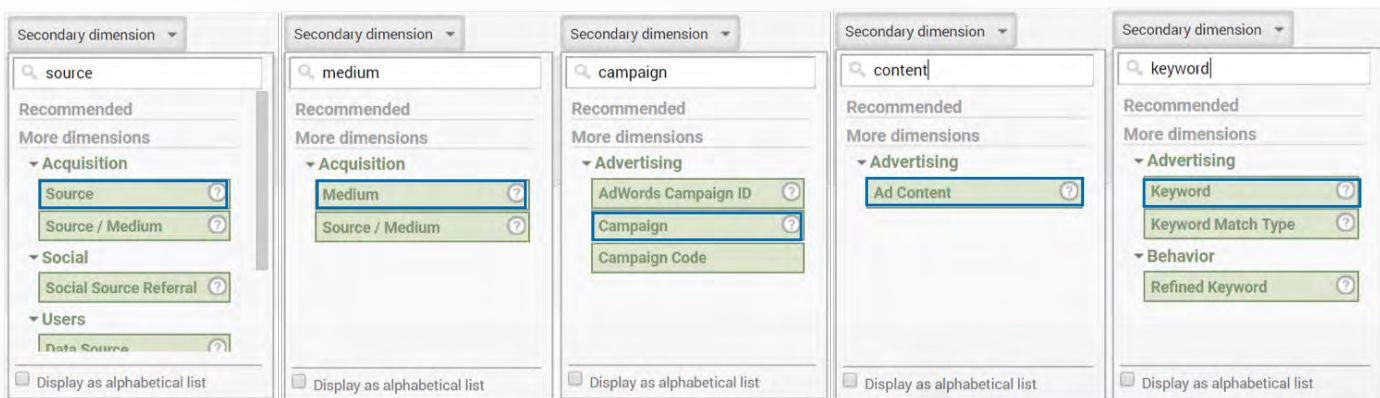


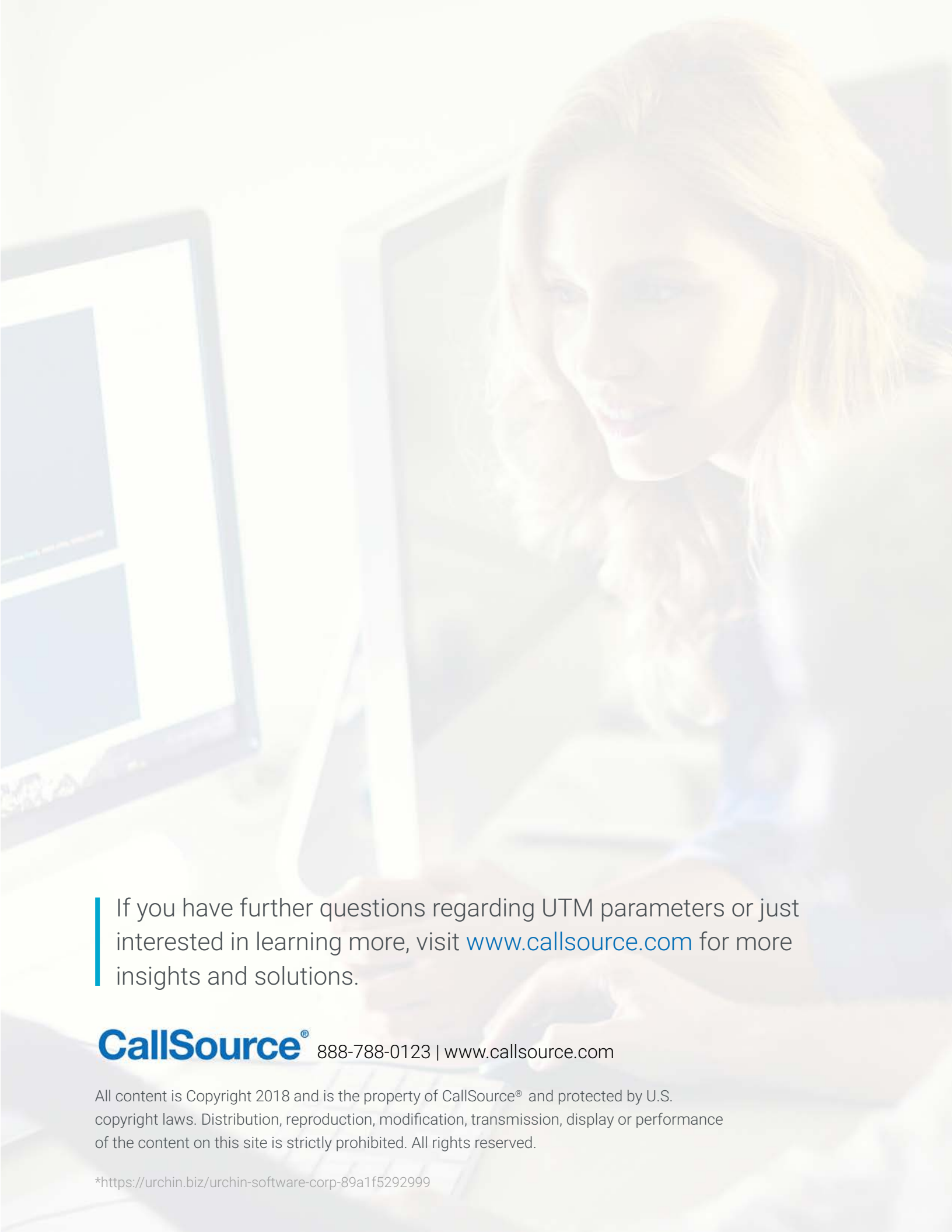
Within the channels report you can use the **“Other”** dropdown and search for the UTM you need as a primary dimension.

# How to Interpret UTMs in Google Analytics



- ▶ UTMs are found under **Secondary Dimensions** (Additional attributes of your data) in most reports.
- ▶ Searching for UTM's reveals their name within the Google Analytics system.





If you have further questions regarding UTM parameters or just interested in learning more, visit [www.callsource.com](http://www.callsource.com) for more insights and solutions.

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