# **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 <u>repeat</u> 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

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

 $\mathbf{J}$ 

http://www.callsource.com/?utm\_source=nada&utm\_ medium=landing-page&utm\_campaign=offer-autoevent&utm\_content=scan-jan-2016



"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.
	MEDIUM	The simple format of the place where they found the link and clicked on it.
	CAMPAIGN	The specific naming scheme to identify the individual campaign as it exists elsewhere.
Ę	TERM	Used only with <b>paid search</b> 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?
twitter.com	Use the domain name
webinar, event	Use the campaign type
newsletter, affiliate, grassroots	Be simple about where they came from, or how they got onto this "list"

Incorrect	Why?
button-july4th	Adding the date, save the details for content
newsletter-monday- april3	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?
social	All social networks are grouped into one
cpc, cpm, display	Advertisements are split up into the type of billing they receive
print, billboard, magazine	Can attribute off-line or traditional marketing as well

Incorrect	Why?
facebook	Attributing the specific social network, should be in source instead
social-medical-ppc	Multiple words (avoid it if possible) and stay simple
organic-search	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



Keyv	vord
1.	(not set)
2.	(not provided)
3.	callsource login
4.	callsource
5.	call source
6.	www.callsource.com
7.	callsource.com
8.	whos calling
9.	phone + call + tracking
10.	www,callsource.com



UTM Builders

How to Implement the UTM Link

### 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 over- loading	picture-left-middle-squre-bw-45	
Inconsistency and repeating	july-072017	

UTM Builders

How to Implement the UTM Link How to Interpret UTMs in Google Analytics

### 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.



Content Mapping

**UTM Builders** 

How to Implement the UTM Link

How to Interpret UTMs in Google Analytics

# UTM Builders

https://ga-dev-tools.appspot.com/campaignurl-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

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

- 1	Google Analytics   Demos & Tools				
& Tools	Campaigr	n URL Builder			
URL Builder					
n & Metrics Explorer	This tool allows you to easily add campaign parameters to URLs so you can track Custom Campaigns in Google Analytics.				
	Enter the website UF	Enter the website URL and campaign information			
	Fill out the required fields generated for you. Note: t	(marked with *) in the form below, and once complete the full campaign URL will be the generated URL is automatically updated as you make changes.			
	* Website URL				
		The full sectors UPC (e.g. http://hee.execte.ice/			
	* Campaign Source	The reference is grouple mealetter			
	Campaign Medium	Darberry moture in g. tax. Manar. (mall.)			
	Campaign Name	Resoluce, provide cases, (or slagers (e.g. 1995ag calle.)			
	Campaign Term				
irces	Campager con	intensity the paid keywords			
	Campaign Content	Use to differentiate adt			
	() Till out all t	he required fields above and a URL will be automatically generated for you have			
	More inform	tion and asymptot for each national or			

Content Mapping

**UTM Builders** 

How to Implement the UTM Link

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# UTM Builders

https://ga-dev-tools.appspot.com/campaignurl-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

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

_	<li>Google Analytics</li>	Demos & Tools
	Campaigr	n URL Builder
	This tool allows you to easi Analytics.	ly add campaign parameters to URLs so you can track Custom Campaigns in Google
	Enter the website UF	tL and campaign information
	Fill out the required fields generated for you. Note: t	(marked with *) in the form below, and once complete the full campaign URL will be the generated URL is automatically updated as you make changes.
	* Website URL	
		This full sectors UPC (s.g. Rtts://www.esepte.ute)
	* Campaign Source	Transforming gogle meditter)
	Campaign Medium	
	Campaign Name	University modules (ing. sec. senser, seally)
	Camponger annual	Readury, provinciania, las slagars (e.g. (spring sale.)
	Campaign Term	interestly true pand keepwards
	Campaign Content	
		Use to differentiate add
	() Fill out all th	se required fields above and a URL will be automatically generated for you here.

Content Mapping

**UTM Builders** 

How to Implement the UTM Link How to Interpret UTMs in Google Analytics

# UTM Builders

https://ga-dev-tools.appspot.com/campaignurl-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

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.

	Google Analytics	Demos & Tools		
Demos & Tools Autotrack Account Explorer	Campaigr	n URL Builder		
Campaign Uill, Builder				
	This tool allows you to easi Analytics	ly add campaign parameters to URLs so you can track Custom Campaigns in Google		
	Enter the website UF	RL and campaign information		
	Fill out the required fields (marked with *) in the form below, and once complete the full campaign UBL will be generated for you. Note: the generated UBL is automatically updated as you make changes.			
	* Website URL			
Enhanced Ecommetce		The full sectors UPL (s.g. Attabil/Ass.example.ton )		
	* Campaign Source			
	and a first state of the	Transferrer leg google mealetter)		
	Campaign Medium			
Spreadsheet Add-on		Markery restor ing the same (mail)		
	Campaign Name			
		Resolute proves calle, in sloper (e.g. (spring sale.)		
	Campaign Term			
Resources		interestly the paid keyson to		
	Campaign Content			
		Use to differentiate adt		
	() Till but all th	he required fields above and a URL will be automatically generated for you here.		
	More informa	tion and examples for each parameter		

Content Mapping

**UTM Builders** 

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# UTM Builders

https://ga-dev-tools.appspot.com/campaignurl-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

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 Interpret UTMs in Google Analytics

## 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-couponcatalog&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 Interpret UTMs in Google Analytics

# 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=audiencenew-visitors-180days&utm\_medium=social&utm\_content=learnmore-coupons&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.

Content Mapping

UTM Builders

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# How to Interpret UTMs in Google Analytics



30	ACQUISITION	
	Overview	
*	All Traffic	
	Channels	
	Treemaps	
	Source/Medium	
	Referrals	



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.

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Secondary dimension 👻	Secondary dimension 👻	Secondary dimension 👻	Secondary dimension 👻	Secondary dimension 👻
9, source	Q. medium	Q. campaign	Q content	9. keyword
Recommended	Recommended	Recommended	Recommended	Recommended
More dimensions	More dimensions	More dimensions	More dimensions	More dimensions
- Acquisition	- Acquisition	✓ Advertising	- Advertising	- Advertising
Source 🕐	Medium	AdWords Campaign ID 📀	Ad Content	Keyword (?)
Source / Medium	Source / Medium	Campaign 🕜		Keyword Match Type
- Social		Campaign Code		- Behavior
Social Source Referral (2)				Refined Keyword
- Users				
Data Source				
Display as alphabetical list	Display as alphabetical list	<ul> <li>Display as alphabetical list</li> </ul>	Display as alphabetical list	Display as alphabetical list

If you have further questions regarding UTM parameters or just interested in learning more, visit www.callsource.com for more insights and solutions.

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