

Filter.

Campaign Tracking Guidance

Introduction

- Campaign tracking is a fundamental part of digital marketing reporting. Without campaign tracking, it's nearly impossible to accurately track campaigns, which means that there is no way to know if a campaign is successful or if it is wasting money
- Marketers can use parameters appended to a link that points to a given website. These parameters are then associated with each visitor who clicks the link. This will allow the website to track the user behaviour related to any combination of the parameters
- Defining how best to track campaigns will allow marketers to more specifically determine which activity and channels are most impactful for driving such activity, informing future marketing planning
- Filter work with all our clients to ensure their campaigns are tagged and tracked correctly so that the marketing teams can report to the business on KPIs and the impact of their work

Using Google Analytics

- We primarily use Google Analytics with our clients and aim to ensure that Google Analytics (GA) gets as much relevant information as possible about how your campaigns across all channels are generating visits
- The tracking standard used by GA is called UTM parameters
- Adding UTM parameters to the URL in links is the mechanism used to tell GA where the visit is coming from, overriding GAs own efforts to infer the information
- Once tagged, a typical url will look similar to this:

[https://mywebsite.com/men/coats/sale?
utm_source=facebook&utm_medium=social&utm_campaign=mens-coats-january-sale-
existing-2019-01-01&utm_content=offer-ad](https://mywebsite.com/men/coats/sale?utm_source=facebook&utm_medium=social&utm_campaign=mens-coats-january-sale-existing-2019-01-01&utm_content=offer-ad)

Campaign Tracking Parameters

- You can collect information about the overall efficiency of campaigns by adding parameters to the destination URLs, allowing you to track campaigns by:

Campaign Source	Sets the referrer of the site visits e.g. facebook
Campaign Medium	Sets the marketing medium e.g. social
Campaign Name	Sets the campaign name dimension in reports e.g. mens coats January sale
Campaign Term	Sets the term dimension in reports, used usually to signify how the content is targeted e.g. keyword
Campaign Content	Sets the content dimension in report e.g. offer ad

■ Note: These are required parameters that should be set for all campaigns

Campaign Tracking Parameters

- You can collect information about the overall efficiency of campaigns by adding parameters to the destination URLs, allowing you to track campaigns by:

Campaign Source	Sets the referrer of the site visits e.g. facebook
Campaign Medium	The list of sources is endless but will likely include: Google, Facebook, Direct, Website, Marketing Cloud etc...
Campaign Name	
Campaign Term	
Campaign Content	

Campaign Tracking Parameters

- You can collect information about the overall efficiency of campaigns by adding parameters to the destination URLs, allowing you to track campaigns by:

Campaign Source	Sets the marketing medium e.g. social
Campaign Medium	Referral - the default medium if nothing else is set None - traffic with no referring medium i.e. direct traffic
Campaign Name	Not Set - where GA is unable to determine the origin of the traffic
Campaign Term	Organic - non paid traffic from search engines e.g. google, bing CPC - cost per click and the typical categorisation of paid traffic
Campaign Content	Email - traffic via email links Social - links from posts on social media websites

Campaign Tracking Parameters

- You can collect information about the overall efficiency of campaigns by adding parameters to the destination URLs, allowing you to track campaigns by:

Campaign Source	Sets the campaign name dimension in reports e.g. "mens-coats-januarysale-existing-01.01.19"
Campaign Medium	The campaign name is where you can directly control how easy it is to report on your campaigns. We have set up the campaign name to build from 4 data inputs:
Campaign Name	Category - type of promotion e.g. mens
	Product - type of product e.g. coats
Campaign Term	Offer - campaign offer e.g. january-sale
	Audience - target audience e.g. existing
Campaign Content	

Campaign Tracking Parameters

- You can collect information about the overall efficiency of campaigns by adding parameters to the destination URLs, allowing you to track campaigns by:

Campaign Source	Sets the term dimension in reports, used usually to signify how the content is targeted <ul style="list-style-type: none">- Google AdWords automatically sets this to the keyword (for paid search), provided that auto-tagging is enabled- For other ad platforms it is typically used for identifying the audience- The recommendation is to use it in the same way for all other traffic sources where you have targeting e.g. Facebook ad set name
Campaign Medium	
Campaign Name	
Campaign Term	
Campaign Content	

Campaign Tracking Parameters

- You can collect information about the overall efficiency of campaigns by adding parameters to the destination URLs, allowing you to track campaigns by:

Campaign Source	Sets the content dimension in report e.g. offer ad - Used to identify the specific ad or creative - The term is useful when you want to separate users who have responded to the same campaign but in different ways (simple example is header or footer link in the same email)
Campaign Medium	
Campaign Name	
Campaign Term	
Campaign Content	

Guidelines for Tagging URLs

- Adding UTM parameters is relatively easy, though ensuring you are consistent is more difficult. Below are recommended guidelines to follow:
 - ▶ Tag Traffic you have best control of - e.g. email, PPC, social & display campaigns
 - ▶ Tag Consistently e.g.
 - Naming conventions
 - Set source tag to the name of the channel referrer e.g. dotmailer, mailchimp, salesforce
 - Set medium tag to clearly identify paid activity
 - Set campaign names consistently from the data inputs
 - Configure campaign name to use a campaign date
 - Avoid using spaces, % signs and underscores (hyphens are fine)

Note: There is no need to add UTMs on internal links as the information on where the traffic originated will be lost

Campaign Results

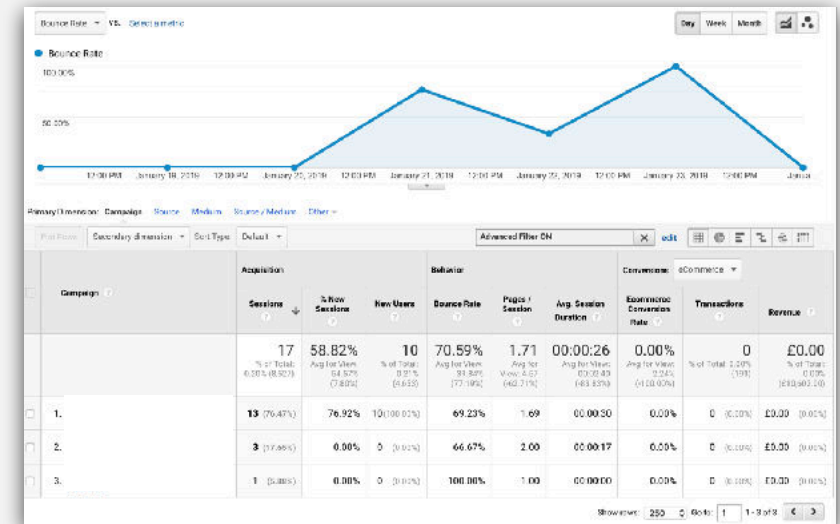
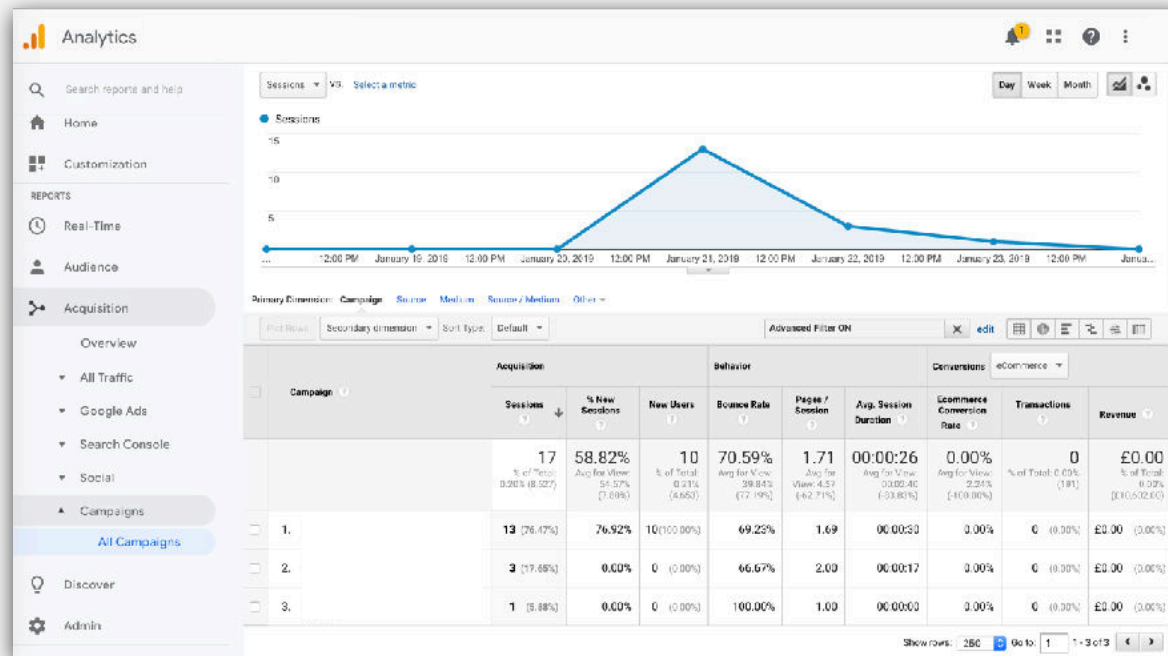
- There are 4 key filterable dimensions available for you to search.

Source	Medium	Campaign	Term
facebook	social	Mens-costs-januarysale-existing-01-01-2019	

- These dimensions can then be used in a number of ways to filter reporting:
 1. Manual filtering in GA
 2. Creating Segments in GA
 3. Data studio filtering

GA Manual Filtering

- If your tagging is consistent then you can answer individual, on the spot questions by applying filters in reports with the simple or advance search tool.



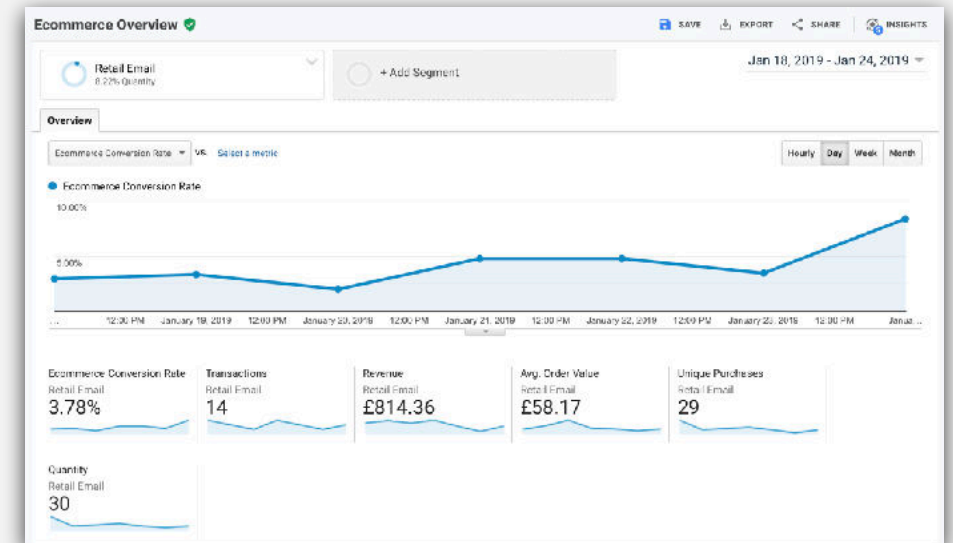
GA Segments

- Consider creating segments for 'slices' of traffic that you will want to track on a regular basis
- A segment might identify all traffic with a Campaign name containing 'mens', with a Medium of 'email'
- You can switch to viewing segments that you create in almost all GA reporting views

The screenshot shows the Google Analytics 'Campaigns' report. The left sidebar is set to 'Acquisition' > 'Campaigns' > 'All Campaigns'. The main content area shows the 'All Users' segment (14.9% of sessions) selected. Below this, the 'Traffic Sources' configuration is visible, with the following settings:

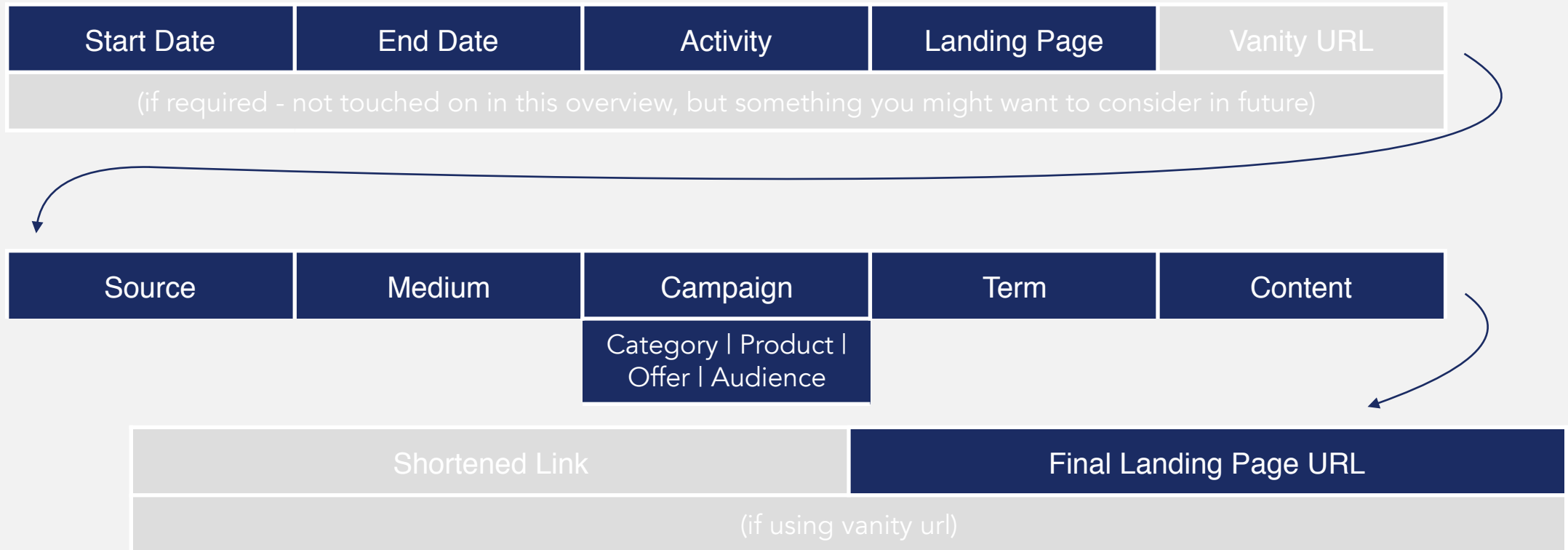
- Filter: Sessions (selected), Filter Users
- Campaign: contains Retail
- Medium: contains email
- Source: contains
- Keyword: contains

The 'Summary' section on the right shows that this segment represents 3.77% of users, with 246 users and 370 sessions (4.34% of sessions).



URL Builder

- We have created a sample [Campaign URL Builder](#) in a Google sheet for you, which you can **download** or **copy to your own account** and use for your own campaigns to create consistent URLs. The sheet includes the following:



Note: Google do offer their own [Campaign URL Builder](#), which you can take a look at, but this is less useful for collaborative / consistent working

Next Steps

- Agree which campaigns to use tracking on
- Decide on terms for Source, Medium, Campaigns
- When posting a new campaign with a link, create a tracking URL
- Review impact within Google Analytics
- Adjust any dashboard displays accordingly

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Let us know how you get on!



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