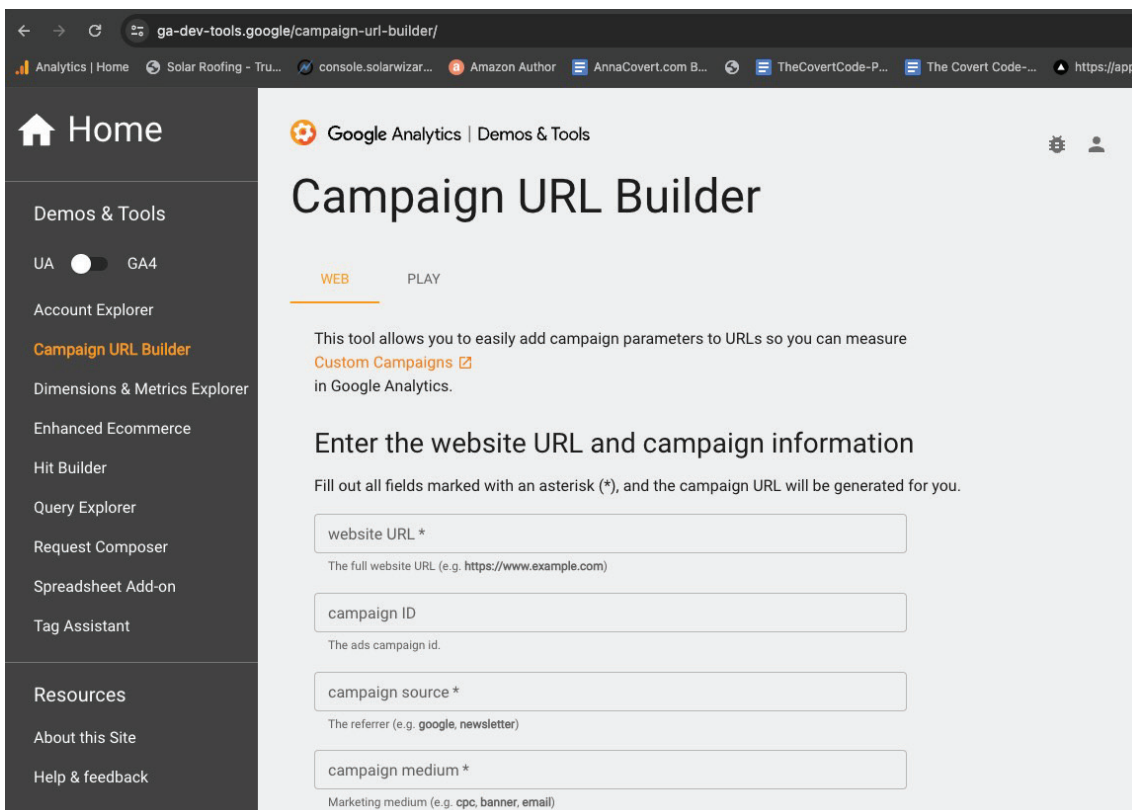# UTM CHEAT SHEET

So you're ready to start advertising your website. Congratulations! Creating UTM tracking is a critical step to ensure you can track what sources are responsible for the traffic to your site and determine what ads are generating the highest conversion rate.

REMEMBER! UTM'S SHOULD BE USED ON:

1. Every paid ad creative that contains a clickable URL back to your website.

2. Third-party sites showcasing your brand. This includes ads purchased directly with a partner.

3. Internal marketing campaigns such as email sent from MailChimp, Constant Contact and the like.

4. Some advertising partners like GoogleAds use Auto-Tagging which means you do not need to create UTM's (they're designed to provide you with the best insights).

CREATING UTM'S - VISIT HTTPS://GA-DEV-TOOLS.GOOGLE/CAMPAIGN-URL-BUILDER/

STEP 1 WEBSITE DOMAIN

Copy and paste your domain URL (or landing page) into the website URL field. This should be the location that you want your end user to visit post clicking on a paid ad. Even if you know your domain, copy and pasting helps make sure there are no spelling errors or unforeseen issues that might impact your campaign performance.

STEP 2 **CAMPAIGN SOURCE**

In this field, add the name of your referral media partner (Stackadapt, Quantcast, etc) or program (MailChimp).

STEP 3 **CAMPAIGN MEDIUM**

Enter the type of media channel the campaign is running on. For example: Display, Native, OTT, Audio, etc. It's also recommended to add the focus of your campaign for even deeper learning, i.e. Remarketing_Display or Front-Funnel_Display to separate the focus of your paid campaigns while running the same creative sets.

STEP 4 **CAMPAIGN CONTENT**

Name your campaign creative something very specific. The more generic the harder it will be for you to evaluate ads in the future. I.e. Summer_AdSet1 is too vague. Summer_2024_YourFutureAd will allow you to recall at a deeper level.

Anna's Tip: Create an excel document with all your UTM's and links to the creative set running so anyone on the team can analyze stats. Always use the same naming conventions on every campaign, consistency is king! i.e. launch date_campaign creative name_version

Next: Simply copy the recommended URL from the builder and paste it into your media partner's corresponding "final URL" field.

For example: Instead of your paid remarketing banner going to https://thecovertcode.com
it should show this-
https://thecovertcode.com/?utm_source=stackadapt&utm_medium=OTT&utm_campaign= remarketing_book_launch_june2024&utm_content=Annas_Tip_Basic

ANNA'S TIP:

Do NOT shorten your url, this won't allow you to filter in G4 which is the point of the UTM parameter. Remember UTM's only "hold" on that user's same visit. That means that they clicked on the ad, got to your site, and whatever happened during that visit is tracked under that session. If the same user leaves the site and returns organically the original UTM will not be visible. There are ways to determine the customers journey i.e. how many times and from what sources did they return before converting but can be challenging to manage. Don't get caught up in weeds, as long as you have G4 organic & paid attribution settings on, you will be able to determine the percentage of visitors who engaged with your paid ads and always keep in mind the intent of your marketing. If you're trying to drive new traffic then looking at the click through rate and unbounce traffic is key. When evaluating remarketing campaigns, the total number of website conversions matters the most and then you will rely on your media partner to report on the frequency of ads and to how many of your users are exposed to awareness messaging over the 7-10 days or 30 days post making the first visit to your website. If you're not getting the results you expect, shorten your remarketing pool and increase your bids to maximize impression share over the first 7 days post the customers visit to your site.

Share the generated campaign URL

Use this URL in any promotional channels you want to be associated with this custom campaign.

generated URL

https://thecovertcode.com/?utm_source=stackadapt&utm_medium=OTT&utm_campaign=remarketing_book_launch_june2024&utm_content=Annas_Tip_Basic

☐ Set campaign parameters in the fragment portion of the URL (not recommended)

shortened URL

Click shorten link to shorten your generated URL.

SHORTEN LINK

Enter the website URL and campaign information

Fill out all fields marked with an asterisk (*), and the campaign URL will be generated for you.

website URL *

https://thecovertcode.com/

The full website URL (e.g. https://www.example.com)

campaign ID

The ads campaign id.

campaign source *

stackadapt

The referrer (e.g. google, newsletter)

campaign medium *

OTT

Marketing medium (e.g. cpc, banner, email)

campaign name *

remarketing_book_launch_june2024

Product, promo code, or slogan (e.g. spring_sale) One of campaign name or campaign id are required.

campaign term

Identify the paid keywords

campaign content

Annas_Tip_Basic

Use to differentiate ads

ADDING UTM'S TO CONTACT FORMS

It's also recommended to add UTMs into your website submission forms for another layer of tracking that can be coded up to automatically assign credit inside your CRM when appropriate. For example, if a visitor clicked on a GoogleAds campaign, arrived at your website and then submitted a contact form on that session it would be helpful if Salesforce or whatever CRM you are using was able to label that lead as source = GoogleAds without any third-party oversight. For those with developers in-house, using workflow automations work to update lead sources.

For those without support of this kind, adding hidden fields into your ContactForm submission can help you clearly identify which lead came from what media campaign.

QUICK GUIDE:

GCLID = GOOGLEADS	**MSCLIKID = MICROSOFTADS**	**FBCLID = FACEBOOKADS**

Example: Add these UTMs into your Contact Form submission before the official opt-in as "hidden" and remember to include the same references into your submission email so you can see them if applicable on your administrator email notification. For those using WordPress below is an example from ContactForm7. For other types of sites, HTML is required.

[text* first-name placeholder "First Name"]
[text* last-name placeholder "Last Name"]
[email* email "Email"]
[text* phone placeholder "Phone"]
[text* address placeholder "Address"]
[text* city placeholder "City"]
[text* zip placeholder "Zip Code"]

[hidden gclid]
[hidden msclkid]
[hidden fbclid]
[hidden utm_source]
[hidden utm_medium]
[hidden utm_campaign]
[hidden utm_term]
[hidden utm_content]
[hidden ad_set_name]
[hidden ad_id]
[hidden campaign_id]

THE
COVERT
CODE

[HIDDEN SOURCE]

[acceptance accept-this]<small>I consent to Receive SMS Notifications, Alerts and Occasional Marketing Communication from {company name}. Messages frequency varies. Message & data rates may apply. Text HELP to {phone number} for assistance. You can reply STOP to unsubscribe at any time. See our Privacy Policy and Terms & Conditions for more information.</small>[/acceptance]

[SUBMIT "SUBMIT"]

HOW TO ANALYZE THIS WEBSITE TRAFFIC?

Now that you have UTM tracking the real fun begins! Login to your G4 account.

1. Click on "reports" - > Acquisition > Traffic acquisition -> From the first search bar change "First user primary channel group (Default Channel Group)" to "First user source / medium"

2. To dive deeper click the plus button next to the current filter "first user source / medium" and add traffic source > session manual campaign name
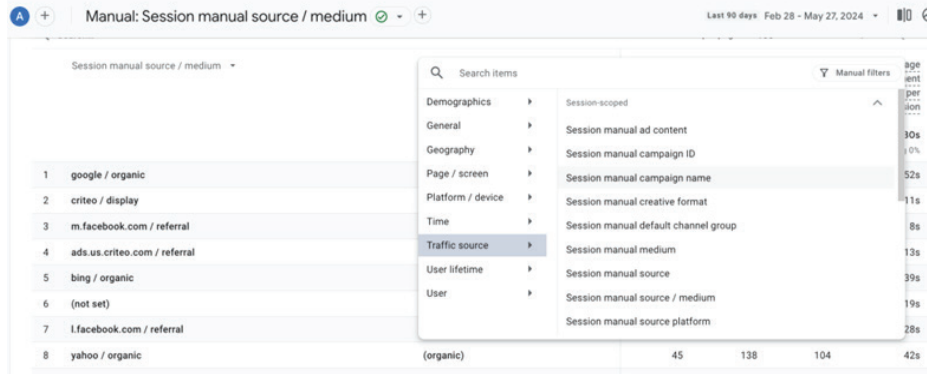
OR if you are required to select a type of session-scoped, select Manual and then "session manual campaign name" to give you one more snippet of the UTM variable. You get the idea!

For more tips or to watch a video of how to create UTM campaigns visit thecovertcode.com resource section.