CAMPAIGN URLS

Add parameters to URLs to identify the campaigns that refer traffic

Adding campaign parameters to destination URLs allows you to better understand the overall efficiency of your campaigns.

For example, you've launched a new product and you want to see which social channel or email campaign is converting the most customers to your website. Or, you're running different versions of a campaign via email, social, and paid ads and you want to compare results to see where your marketing is most effective.

When a user clicks on a campaign URL, the parameters you added are sent to Google Analytics and the related data is available in the Campaign reports.

Use Google's Campaign URL Builder tool to add the campaign parameters:
https://ga-dev-tools.appspot.com/campaign-url-builder/

How to use the campaign URL builder

1. Enter the destination URL
2. Enter the parameters
   ○ At the very least, include the source, medium, and campaign
   ○ Use lowercase words (ex. facebook, newsletter, etc.)
   ○ Use dashes or underscores to separate words (ex. summer-sale-2018)
   ○ See below for more information about the parameters
3. The URL will be generated automatically. You can copy the long URL or you can use a tool like bit.ly to shorten the link.

There are five parameters you can add to URLs:

● **Source** - This identifies the specific advertiser or website that is sending traffic to your property.
   ○ Example Sources: google, twitter, facebook, sitecrafting

● **Medium** - The general advertising or marketing medium.
   ○ Possible Mediums: cpc (i.e. paid search), email, social, direct, referral or display (display ads)

- ○ **_IMPORTANT NOTE:_** Google is picky about this parameter. Be consistent when listing your mediums. Use the options listed above to ensure that traffic is being categorized correctly in Google Analytics. Otherwise, traffic will show up as _other._

- **Campaign** - The individual campaign name, slogan, or promo. Campaign names can either refer to AdWord campaigns or internal campaigns.
  - ○ Example: _website-launch, january-promo, summer-email-newsletter_

- **Term** - Identify paid search keywords.
  - ○ Note, this is just for paid search and not applicable for other mediums.

- **Content** - Used to differentiate similar content or links within the same ad. For example, if you have two call-to-action links within the same email message, you can use different content values to differentiate your links so you can tell which link is most effective.
  - ○ Example: _text-link or button_

Examples

You might use the following parameters for a social campaign:

- source = _instagram_ to identify traffic that results from your Instagram account
- medium = _social_ to identify traffic from a social channel
- campaign = _website-launch_ to identify that this post is associated with the launch

If you used these parameters, your URL would look like this:
https://www.sitecrafting.com/?utm**source=instagram**&utm_**medium=social**&utm_**campaign=website-launch**_

You might use the following parameters for an email campaign:

- source = _summer-email-newsletter_ to identify traffic that results from your summer email campaign
- medium = email to identify traffic from the email campaign vs. your digital ads
- campaign = website-launch to identify the overall campaign

If you used these parameters, your URL would look like this:
https://www.sitecrafting.com/?utm**source=summer-email-newsletter**&utm_**medium=email**&utm_**campaign=website-launch**_