

Part of the
**Digital Performance
Improvement
Programme**



SETTING UP UTM TRACKING



Fáilte Ireland
National Tourism Development Authority



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When you create a sales campaign it's important to understand which promotions have and haven't worked. Without setting up tracking it's difficult to see if you are getting sales from emails, ads, organic posts, etc.

One way to help with this is adding additional information onto the links you share. When someone clicks on this link and visits the website, Google will understand exactly where this link came from and this will be recorded in your Google Analytics report.

The additional information you add onto links is known as UTM tracking. You can use Google's UTM tool for adding this information.

Campaign URL Builder

This tool allows you to easily add campaign parameters to URLs so you can track **Custom Campaigns** in Google Analytics.

Enter the website URL and campaign information

Fill out the required fields (marked with *) in the form below, and once complete the full campaign URL will be generated for you. *Note: the generated URL is automatically updated as you make changes.*

* Website URL	<input type="text"/>
	The full website URL (e.g. <code>https://www.example.com</code>)
* Campaign Source	<input type="text"/>
	The referrer: (e.g. <code>google</code> , <code>newsletter</code>)
* Campaign Medium	<input type="text"/>
	Marketing medium: (e.g. <code>cpc</code> , <code>banner</code> , <code>email</code>)
* Campaign Name	<input type="text"/>
	Product, promo code, or slogan (e.g. <code>spring_sale</code>)
Campaign Term	<input type="text"/>
	Identify the paid keywords
Campaign Content	<input type="text"/>
	Use to differentiate ads

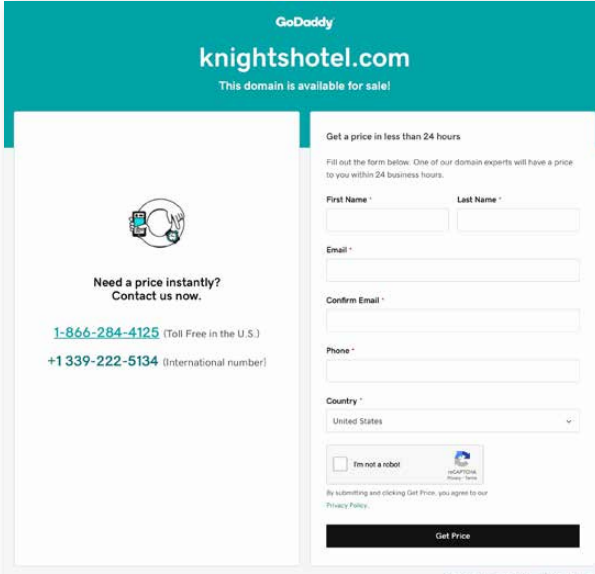
Here's an example of what you would complete using this tool:

- **Website URL** – This could be the landing page for the experiences you're selling.
- **Campaign source** – Where you are going to share this link e.g. Facebook.
- **Campaign medium** – How you are going to share the link e.g. a post to a page, post to a group, Facebook ad etc.
- **Campaign name** – Add campaign name so you can easily find and analyse everything related to this campaign in Google Analytics.
- **Campaign term** – If you are using ads on Google you can mention the keywords here.
- **Campaign content** – If you are running multiple ads you may want to mention the differences here.

Note: Campaign term and content are not always used so you can generally skip these.

So here's what the link looks like:

www.knightshotel.com/sales-promotion?utm_source=Facebook&utm_medium=Ad&utm_campaign=September%20Promotion



The screenshot shows the GoDaddy website for knightshotel.com. The page has a teal header with the GoDaddy logo and the text "knightshotel.com" and "This domain is available for sale!". Below the header, there is a white box with a circular icon of a hand holding a phone. The text inside the box says "Need a price instantly? Contact us now." and provides two phone numbers: "1-866-284-4125 (Toll Free in the U.S.)" and "+1 339-222-5134 (International number)". To the right of this box is a form titled "Get a price in less than 24 hours". The form asks for "First Name", "Last Name", "Email", "Confirm Email", "Phone", and "Country" (with a dropdown menu set to "United States"). There is also a checkbox for "I'm not a robot" and a "Get Price" button at the bottom. At the very bottom of the page, there is a small link for "Privacy Settings".

You can see that the link shows the source, medium and campaign.

If you wanted to share this on LinkedIn you would just change the source to LinkedIn and specify the medium. For example, this is the link for a post on LinkedIn newsfeed: www.knightshotel.com/sales-promotion?utm_source=LinkedIn&utm_medium=newsfeed&utm_campaign=September%20Promotion

You may think that this is a lot to set up to get better tracking but you only have to create these links once at the start of the campaign and then you can use them throughout the campaign. And you will be glad you did because you will be able to clearly see what worked and didn't work which will help you make adjustments during the campaign to create more profitable campaigns in the future.