Google Analytics 4 Guide

Tracking Campaign Traffic with UTM Links

University Relations, Digital Marketing & Analytics

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UTM BASICS

What is UTM (Urchin Tracking Module)?

UTM codes/parameters are snippets of text added to the end of your URL to help track where website traffic comes from if a user clicks a link to this URL.

Definitions to Know

Required

Campaign Medium*

Used to identify the advertising or marketing medium.
Examples: social, organic, cpc, referral, email, paid-social, video, linktree, webinar, sms, offline

Campaign Source*

Used to identify the advertiser, website, publication, etc.
Examples: google, bing, facebook, linkedin, twitter, instagram, tiktok, youtube, event, direct-mail, print, ucr-life, inside-ucr, rgrad, rweb, rspace, slate, qr-code, thrutext

Campaign Name*

Used to identify the campaign name, slogan, promo code, etc.
Recommended naming convention: [*teamname*]-[*recruitmentperiod*]-[*audience*]-[*campaignstage*]-[*datedeployed*]

Campaign Keyword/Term

Used to identify paid search keywords ads are being run on.

Campaign Content

Used to differentiate similar content or links within the same ad; for example, if you have two CTA links in the same email, you can use this to differentiate which link was more effective.

Campaign ID

Used to identify the Google Ads campaign being referenced.

Best Practices

When to Use URLs with UTM Tracking

- When you are driving marketing campaigns or sharing website links anywhere outside of ucr.edu (for example, you can use UTMs if you are directing users to a ucr.edu site through an email, text message, or flyer).
- If you run paid search campaigns on search engines <u>other than Google</u>, you will need to tag those destination URLs for those ads.
- Referral sites are auto detected and displayed in your reports. However, if you want to associate a campaign name or ad type (such as "banner ad") with referral traffic, you can add UTMs to the links on those referral sites.

When <u>Not</u> to Use URLs with UTM Tracking

- When you are engaging in more personal, quality over quantity types of conversations.
- If your Analytics account is linked to an active Google Ads account **and you have auto-tagging enabled**, you do NOT need to tag your destination URLs in Google Ads. Analytics will automatically track all your Google Ad campaigns. If you want to manually tag your Google Ads campaigns using UTM parameters, disable auto-tagging and enable manual tagging before starting this process.
- Do not tag organic (unpaid) keyword links from search engines. Search engine names are auto detected and displayed in your reports.

Other Process Tips
- Use only the campaign variables you need.
- The URL will look similar to this:
  https://admissions.ucr.edu/?utm_medium=email&utm_source=slate&utm_campaign=ua-f23-fy-tr-awareness-01
- Use bit.ly shortener for links sent through text message or any place where you can't hide a long link or hyperlink.

CAMPAIGN TRACKING

I have an upcoming campaign I would like to track. How do I build my campaign URL?

Step 1: Submit a Workfront request to the Marketing Data Manager to create your UTM link (may take 3-5 business days to process).

- *To expedite the process, you can create your own UTM link(s) using the Google Analytics Campaign URL Builder. If you choose to create your own UTM link(s), skip this step (Step 1) and send your link(s) to the Marketing Data Manager, Stephanie Nguyen (stephanie.nguyen@ucr.edu), for approval.*

- Submit a request using the UCOMM – Marketing Data Analytics Request Form. This may take 3-5 business days to process, so please plan ahead.
- Fill out the request form and enter/select the following request details:

Data Request Type* ⑦

> Campaign URL Tracking (UTM Links)

Data Request Category* ⑦

> Web Traffic Data (Go... gn URLs)   ×

Data Request Purpose* ⑦

> Campaign Reporting, ... Analysis   ×

Data Request Goal - Please briefly explain what the overall goal of this request is, including the business question you are trying to answer. Type "N/A" if not applicable.*

- **Department/Team:**
- **Campaign Start Date:**
- **Campaign End Date:**
- **Campaign Description:**
- **Campaign Medium:**
- **Campaign Source:**
- **Campaign Name:**
- **Campaign Keyword/Term (optional):**
- **Campaign Content (optional):**
- **Campaign ID (optional):**
- **Destination Link:**

Examples of UTM Tracking (Not Actual Campaigns)
Paid Search Campaigns
Campaign Medium: cpc
Campaign Source: yahoo
Campaign Name: bcoe-f23-firstyear-apply-010122
Campaign Keyword/Term: engineering
Campaign Content: *[blank]*

Paid Social Media Campaigns (Including YouTube)
Campaign Medium: paid-social
Campaign Source: instagram
Campaign Name: bcoe-f23-firstyear-apply-010122
Campaign Keyword/Term: engineering
Campaign Content: *[blank]*

Organic Social Media Campaigns (Including YouTube)
Campaign Medium: social
Campaign Source: instagram
Campaign Name: cnas-f23-firstyear-apply-010122
Campaign Keyword/Term: *[blank]*
Campaign Content: *[blank]*

Text Message Campaigns
Campaign Medium: sms
Campaign Source: slate
Campaign Name: chass- f23-firstyear-apply-010122
Campaign Keyword/Term: *[blank]*
Campaign Content: gif

Email Campaigns
Campaign Medium: email
Campaign Source: UCR Life Master List
Campaign Name: ua-f23-general-aware-010122
Campaign Keyword/Term: *[blank]*
Campaign Content: cta-subscribe-2

Offline Campaigns
Campaign Medium: offline
Campaign Source: event
Campaign Name: uga-f23-highlanderday-aware-010122
Campaign Keyword/Term: *[blank]*
Campaign Content: *[blank]*

Step 2: Marketing Data Manager will review the UTM links.
The Marketing Data Manager, Stephanie Nguyen (stephanie.nguyen@ucr.edu), will create/review each URL to ensure that it is formatted and set up correctly. UTM parameters are sensitive, and it is important to structure them correctly and consistently. Otherwise, the reporting may not be accurate.

Step 3: If sharing the link through Slate, use the approved UTM parameters.
If using Slate, enter the approved fields into the native UTM parameter tool in the platform. Skip Steps 4 and 5.

Step 4: If sharing the link without the ability to hyperlink, shorten the approved URL using a link shortener (bit.ly).
The Marketing Data Manager will copy and paste the full link into the link shortener (bit.ly). We have a paid plan with bit.ly so we can create branded short links. This will help for instances when the user will see a full link, but you need to shorten it to meet a character limit or for a cleaner look.

Step 5: Use the approved URL in your marketing materials.
Use the approved URL(s) in your marketing campaign or share the URL(s) through the specified source and medium. Always double check to make sure you are using the correct link.

I have been using my campaign URL. How do I review the results?

Step 1: Access the reporting in Google Analytics.

In Google Analytics, you will be able to see web traffic for your website broken down by the source/medium. This will serve as a tool to assess the performance of each source/medium in driving web traffic to your site during your campaign.

Navigate to the Google Analytics platform and open the correct property.

Page-Specific Breakdown by Source/Medium

If you are still using a Universal Analytics property, select the correct view > Behavior > Site Content > All Pages. Filter by the page and add a secondary dimension called "Source/Medium" to view a breakdown of how many pageviews resulted from the source/medium combination for that specific site.

Overall Breakdown by Source/Medium

You can also select Acquisition > All Traffic > Source/Medium to view a breakdown of each source/medium for the entire property.

Overall Breakdown by Campaign

You can also select Acquisition > Campaigns > All Campaigns to view a breakdown of each campaign.

This reporting process is subject to change with the migration from Universal Analytics to Google Analytics 4.

Step 2: Consult with Marketing Data Manager for questions or additional insights.

If you have any other questions, please contact the Marketing Data Manager, Stephanie Nguyen (stephanie.nguyen@ucr.edu).