

GET TO KNOW: UTMS AND HOW TO USE THEM

WHAT ARE UTMS?

UTMs, or Urchin Tracking Modules, are a sequence of five URL parameters that assist in tracking the performance of digital campaigns. **These five parameters are:**

website URL *

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

campaign ID

The ads campaign id.

campaign source *

The referrer (e.g. google, newsletter)

campaign medium *

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

campaign name *

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

Use to differentiate ads

• **UTM source:** the referrer, or where the traffic is coming from.

For example: Google, Facebook, or Pinterest.

• **UTM medium:** the channel, or general categorization of the source.

For example: CPC, organic, or email.

• **UTM campaign:** the name of your campaign.

For example: Spring Sale, Black Friday, or a product name.

• **UTM term:** the paid keywords for Google Search or Bing campaigns.

• **UTM content:** the different ad variations.

For example, image, sidebar link, or menu link. This is particularly useful for A/B testing.

UTM example: https://www.madfishdigital.com?utm_source=google&utm_medium=email&utm_campaign=january_news&utm_term=marketing&utm_content=image

WHY ARE UTMS A GOOD STRATEGY?

UTMs allow you see performance from external links that are driving traffic to your website. This additional level of tracking detail helps you to compare ads, creative, and content so you can optimize your content with informed decisions backed by data. You can also leverage this data in Google Analytics to get a snapshot of performance across multiple sources, mediums, campaigns, etc.

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WHO SHOULD USE UTMS?

Anyone creating digital content or ads. Any digital marketing campaign, including paid, email, organic social, blogs, and A/B tests, can leverage UTMs.

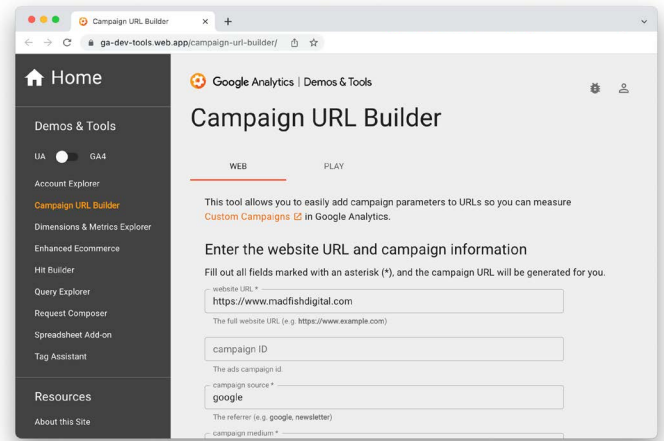
WHEN SHOULD UTMS BE USED?

UTMs add more context to the source of traffic to your website. Any company with a digital marketing campaign should include UTM code into the work they are doing to get a true view of performance of those strategies. This means links in your newsletters should use UTM code as well as content pieces and landing page. Any where you want increased visibility into how your work is translating into visits to your site.

HOW TO CREATE UTMS

UTMs can be created through platform resources like Google Developers UTM builder or by leveraging in-platform UTM builders like Google or Facebook Ads Manager.

Check out:
ga-dev-tools.web.app/campaign-url-builder



REPORTING ON UTMS

Google Analytics is a great platform for analyzing the performance of UTMs. In Google Analytics you can leverage specific reports based on UTM parameters. A common UTM report is the source/medium report, which allows you to compare marketing efforts across platforms in one unified location. Additionally, you can add parameters to further drill down into reporting. With this singular snapshot, you can save time reporting, assess performance to shift resources, or make meaningful decisions in your marketing strategies.

First user source / medium	New users	Engaged sessions	Engagement rate	Engaged sessions per user	Average engagement time
	3,547 100% of total	2,734 100% of total	56.14% Avg 0%	0.74 Avg 0%	0m 51s Avg 0%
1 google / organic	1,426	1,213	64.8%	0.84	1m 02s
2 (direct) / (none)	631	633	58.02%	0.86	1m 10s
3 clutch.co / referral	360	365	75.1%	0.98	0m 48s