

Advertising Click Tracking & URL Tags

- When a user clicks on an ad, they don't go straight to your website. They can hit multiple locations prior to being redirected to your URL.
- Your analytics platform is setup to give credit to the last site a user came from as the source for the traffic.
- We've found that adding UTM codes (a campaign parameter) allows us to tell Google to give credit to the website where the click was made.
- Google Analytics then accurately captures us as the source and you know exactly how many people we sent you and from where.
- In other words, it helps us tell Google Analytics that it came from TRIPinfo.
- Use an easy form that will help you add a source to any link you send a publisher – and more accurately track campaigns. Search for *Google Campaign URL Builder* and click the first result.
- If you have an agency or marketing professional on staff, they will likely be familiar with this and know how to do it.

Google Analytics Campaign URL Builder

The screenshot shows the Google Analytics Campaign URL Builder tool. The browser address bar displays `ga-dev-tools.appspot.com/campaign-url-builder/`. The page has a dark sidebar on the left with a 'HOME' link and a list of tools including 'Campaign URL Builder', which is currently selected. The main content area features the Google Analytics logo and the title 'Campaign URL Builder'. Below the title, there is an introductory paragraph and a section titled 'Enter the website URL and campaign information'. This section contains a form with several input fields: 'Website URL' (required), 'Campaign Source' (required), 'Campaign Medium', 'Campaign Name', 'Campaign Term', and 'Campaign Content'. Each field has a small example text below it. A warning box with an exclamation mark icon states: 'Fill out all the required fields above and a URL will be automatically generated for you here.' Below the form, there is a section titled 'More information and examples for each parameter' followed by a paragraph and a table.

Google Analytics | Demos & Tools

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


* 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`)

Campaign Term
Identify the paid keywords

Campaign Content
Use to differentiate ads

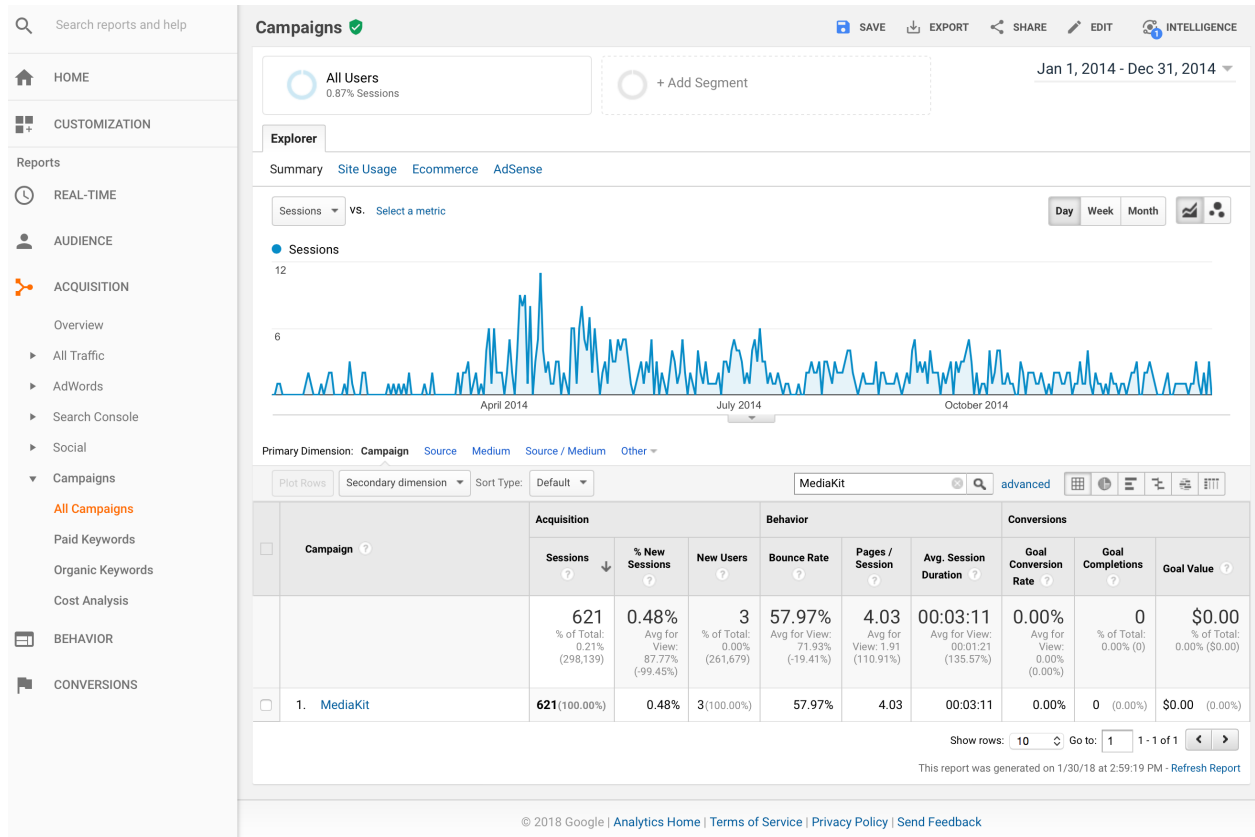
 Fill out all the required fields above and a URL will be automatically generated for you here.

More information and examples for each parameter

The following table gives a detailed explanation and example of each of the campaign parameters. To learn more, check out the links in the **related resources** section below.

Campaign Source <code>utm_source</code>	Required. Use <code>utm_source</code> to identify a search engine, newsletter name, or other source. <i>Example:</i> <code>google</code>
Campaign Medium <code>utm_medium</code>	Use <code>utm_medium</code> to identify a medium such as email or cost-per-click. <i>Example:</i> <code>cpc</code>
Campaign Name	Used for keyword analysis. Use <code>utm_campaign</code> to identify a specific product

Google Analytics Campaign Traffic Report



- Enter *Date Range* in top right corner.
- Click *Acquisition* in left menu.
- Click *Campaigns* in left menu.
- Click *All Campaigns* in left menu.
- Enter Campaign Source parameter (*TRIPinfo*) in center search box.