THE COLORING IN DEPARTMENT

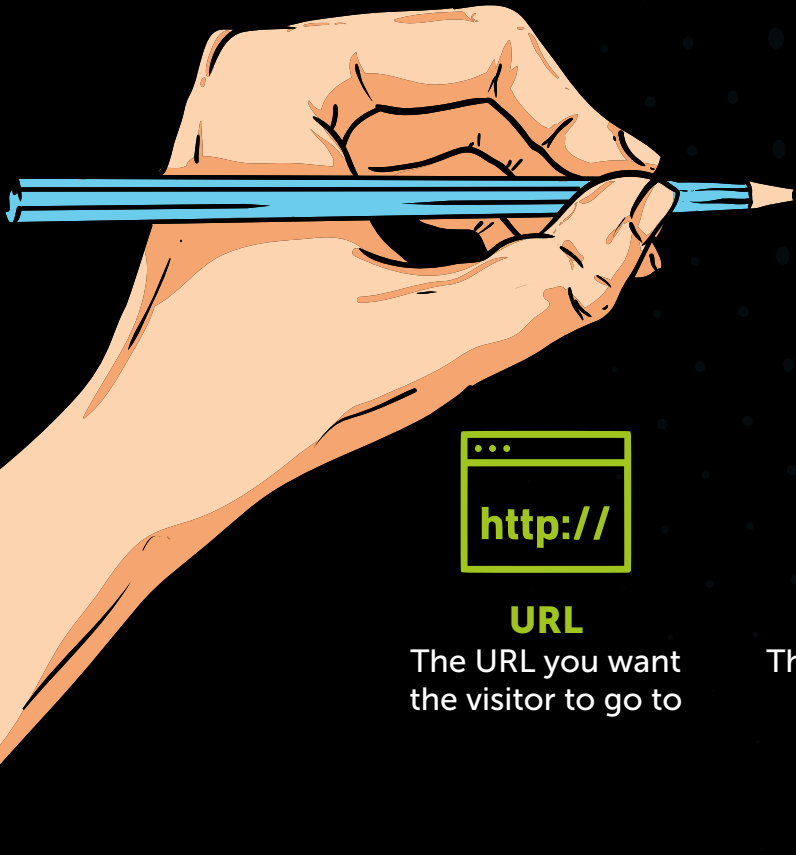## How Does Your UTM Tracked Link Work?

thecoloringindepartment.com#utm_source=onboardinganalytics&
utm_medium=email&utm_campaign=AUG-18&utm_term=&utm_
content=CTA

URL
The URL you want the visitor to go to
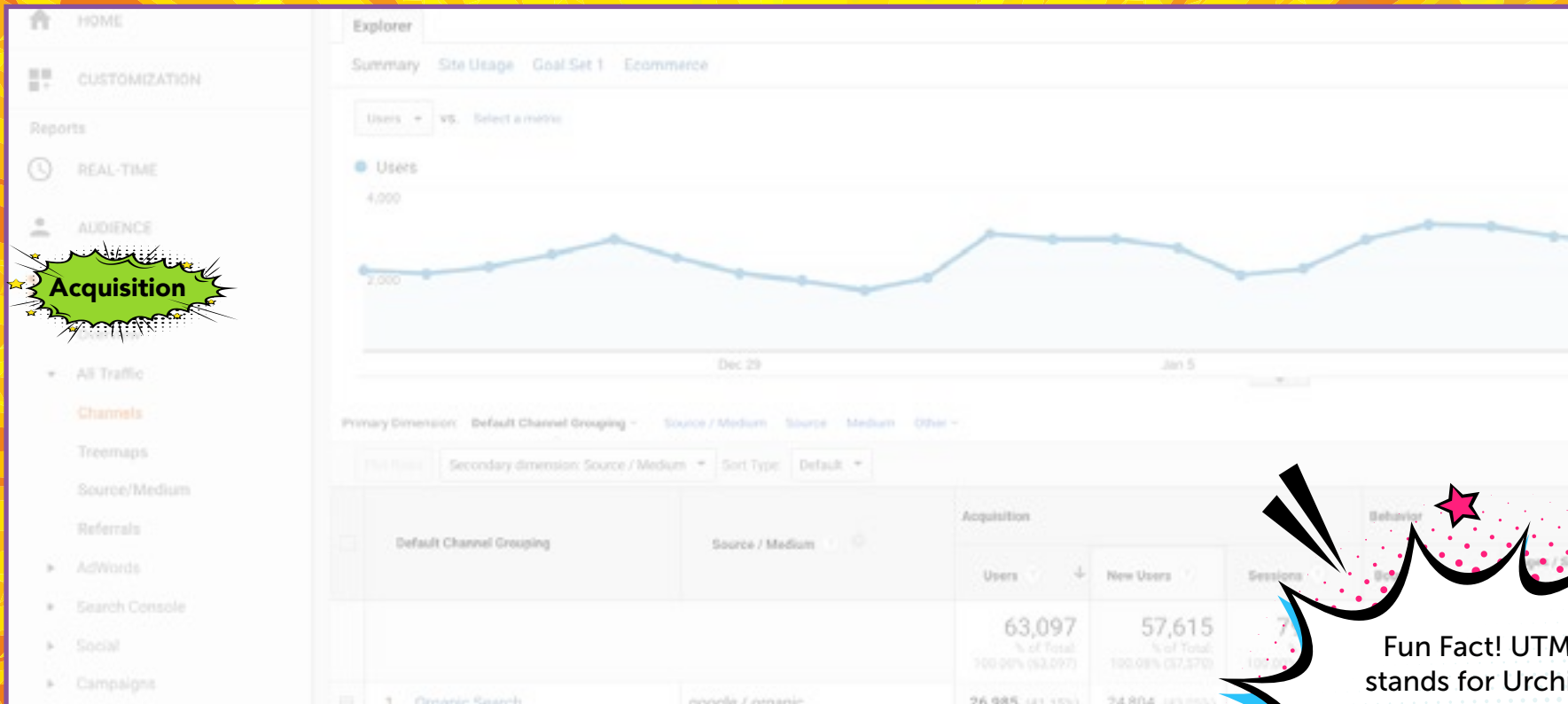
Source
This tells you where the link lives

Medium
This is your large broad bucket for your marketing channels

Campaign name
What is the name of the campaign

Content
More info to help you slice and dice your data, eg banner, mpu, text links etc

Acquisition

HOME
CUSTOMIZATION
Reports
REAL-TIME
AUDIENCE
All Traffic
Channels
Treemaps
Source/Medium
Referrals
AdWords
Search Console
Social
Campaigns

Explorer
Summary | Site Usage | Goal Set 1 | Ecommerce

Fun Fact! UTM stands for Urchin Tracking Module, not Universal Tag Manager

" Your inbound traffic appears in 'Acquisition >Channels' report, AKA how people get to your website. If you add a secondary dimension to highlight Source>Medium you will see how your traffic is being grouped.
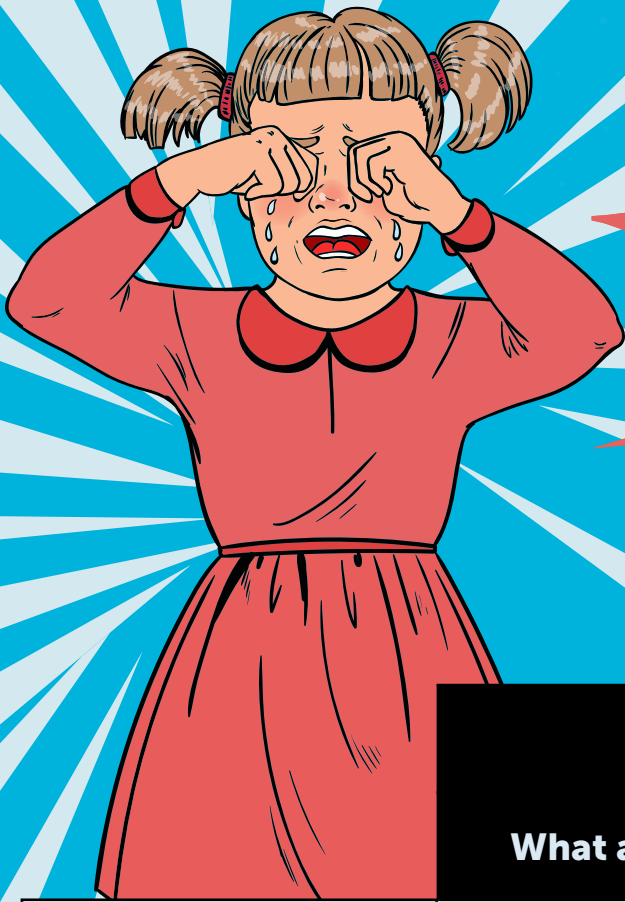
Tag, You're It!

WARNING: If you don't tag your inbound links you will trash your data, marketing channels will be thrown into the wrong bucket and you will make bad choices on what works. You know the saying, *if you can't measure it, you can't manage it*.

The Common Culprits

|	What about it?	What happens?	Why?	So what?
Email	Untagged traffic from email sends traffic to your website.	Google Default Channel Grouping (aka the core reporting API that fuels your Acquisition reports, will decide where to put your traffic).	If the medium is not set exactly to "medium=email" then it doesn't go in the email bucket.	If opened in a web browser e.g. Gmail it will get thrown into "Referral" If opened on a desktop e.g. Outlook it will get thrown into "Direct"
Paid Social	Untagged traffic from paid social campaign sends traffic to your website.		If not tagged with anything, then it doesn't go in the social bucket. If you tagged with "medium=cpc" then it goes into the wrong bucket.	If the user is sent to your site from a post with no tag it will be put into "Referral" If you tag it as cpc, it will go into the "Paid Search" channel. You get no credit.

Other Known Offenders - If You Don't Tag It Right

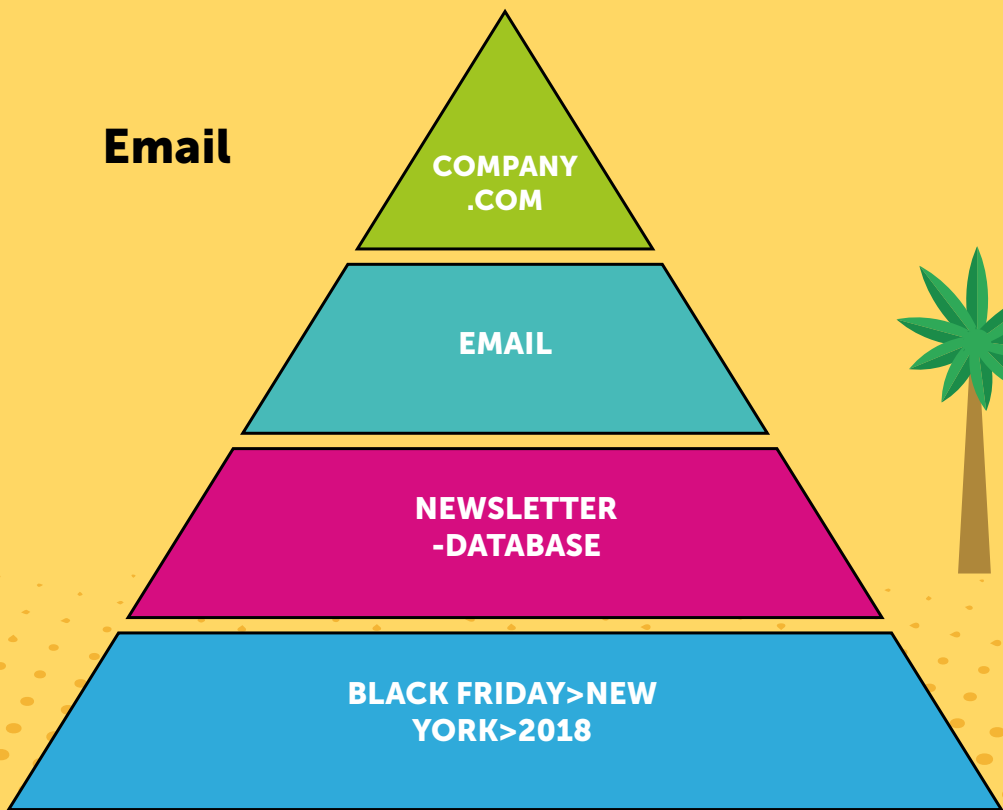| TRAFFIC FROM...	WILL END UP IN?
1. Https: linking to Http:	"Direct"
2. Link on a mobile or social app	"Direct"
3. Link in a PDF document	Oh, let's see - yeah, "Direct"
4. Links in employee signatures	"Referral" if opened in a browser email, or "Direct" if on desktop
5. Any shortened untagged URLS	Son of a ..... yeah goes to "Direct"
6. You make up a Medium that is not in the Default Channel Groupings	"(Other)" bucket for you I am afraid!
7. You get your Source and Mediums mixed up	Yep more (other) data, hell for you! Happy collating...

The Tracking Triangle

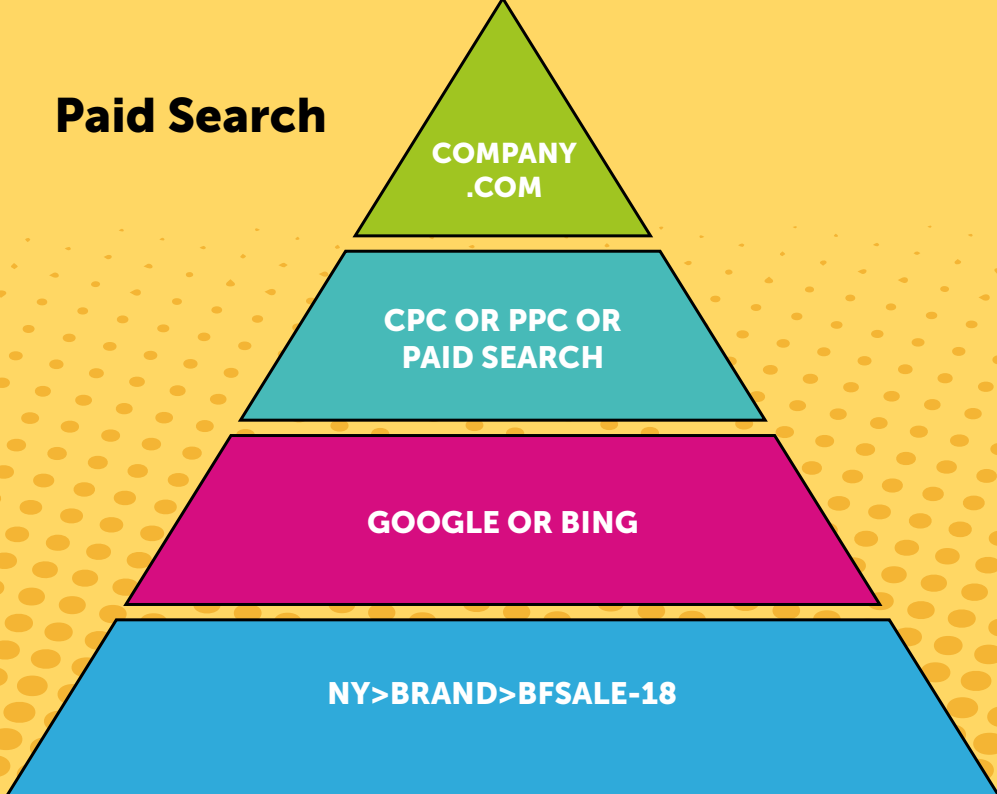Let's break it down, because let's face it, it gets kinda confusing.
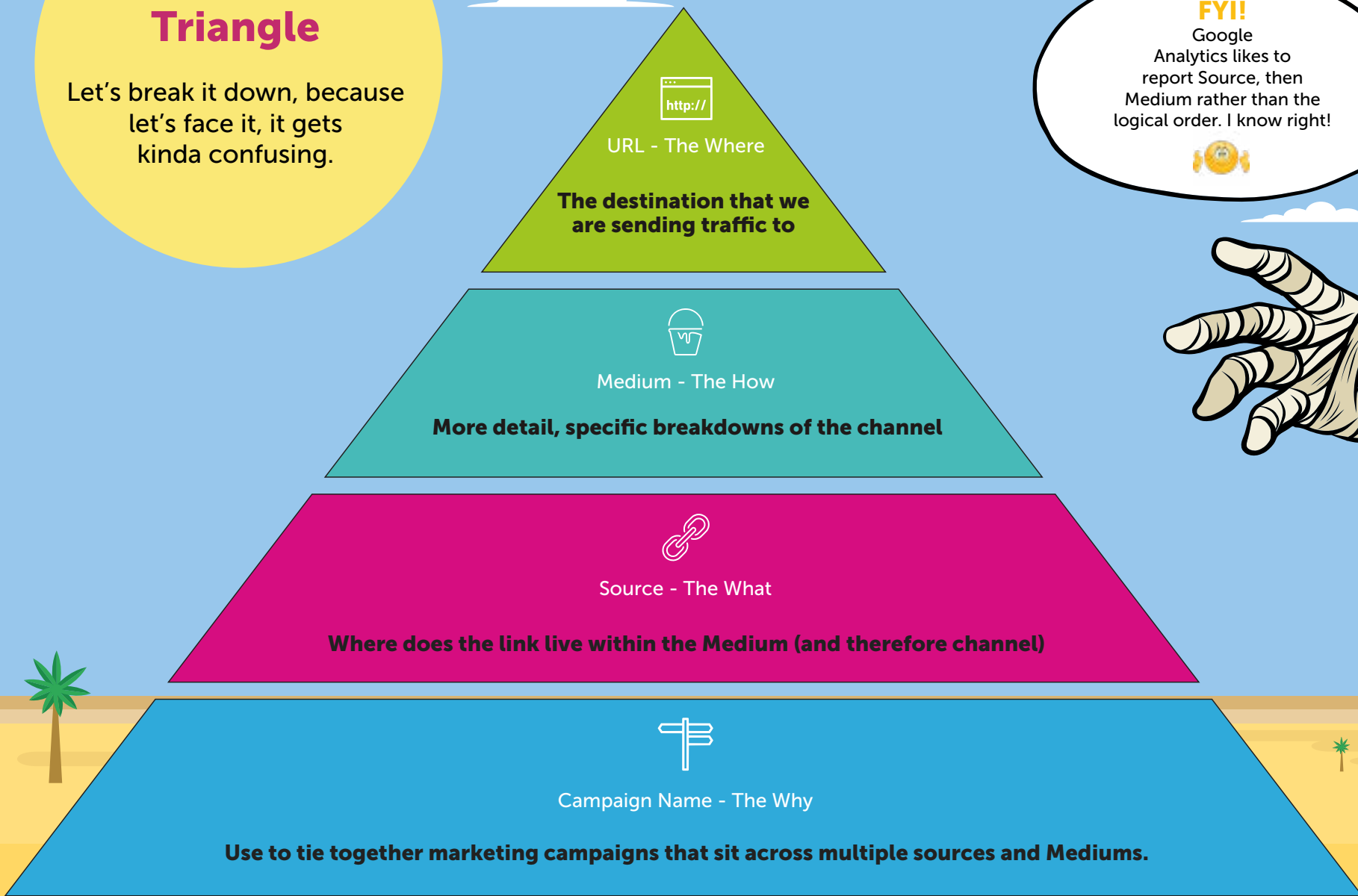
FYI!
Google Analytics likes to report Source, then Medium rather than the logical order. I know right!

URL - The Where
The destination that we are sending traffic to

Medium - The How
More detail, specific breakdowns of the channel

Source - The What
Where does the link live within the Medium (and therefore channel)

Campaign Name - The Why
Use to tie together marketing campaigns that sit across multiple sources and Mediums.

Email

- COMPANY.COM
- EMAIL
- NEWSLETTER-DATABASE
- BLACK FRIDAY>NEW YORK>2018

Paid Search

- COMPANY.COM
- CPC OR PPC OR PAID SEARCH
- GOOGLE OR BING
- NY>BRAND>BFSALE-18

It's A Matching Exercise

To make life easier for us, Google Analytics creates groupings so that we might better aggregate our marketing efforts; for instance - looking all of our "cpc | ppc | paidsearch " from multiple sources, e.g "Google or Bing." For this particular function to work, your Medium must -exactly- match what Google tells you. We will break down the "what google says" part in a moment - but it looks like this.

http://
URL
COMPANY.COM

Source
FACEBOOK

Medium (Default channel)
SOCIAL

Campaign Name
NY-BRAND-18

Compulsory tracking parameters
Warning! These are case sensitive!

STEP 1

The Process To Great Tracking

What marketing are you doing that drives traffic to your site, working from the perspective of Google System Defined channels?

Channels	Medium	System Defined	Tick Box	
Organic Search	organic	Medium exactly matches organic		
Social	referral	Social Source Referral exactly matches Yes		
Social	social	Medium matches regex ^(social|social-network|social-media|sm|social network|social media)$		
Email	email	Medium exactly matches email		
Referral	referral	Medium exactly matches referral		
Direct	(none) (not set)	Source exactly matches direct AND Medium exactly matches (not set) OR Medium exactly matches (none)		Defined by Google's Default Channel Grouping. Case Sensitive, exactly match these or your traffic ends up in the wrong pot
Affiliates	affiliate	Medium exactly matches affiliate		
Paid Search	cpc	Medium matches regex ^(cpc|ppc|paidsearch)$ AND Ad Distribution Network does not exactly match Content		
Display	display	Medium matches regex ^(display|cpm|banner)$ OR Ad Distribution Network exactly matches Content		
Other	(other)	Medium matches regex ^(cpv|cpa|cpp|content-text)$		

STEP 2

User Defined Channel Grouping

What marketing are you doing that DOES NOT SIT IN THE DEFAULT CHANNEL GROUPINGS ABOVE?

Channels	Medium	System Defined	Tick Box	
Paid Social Campaigns	paid social	Medium matches regex paid-social		YOU get to define the channels, that's why they are called User Defined. These are just a guide for you to use. There are more than a few options.
PDF docs	pdf	Medium matches regex pdf		
Mobile App	app	Medium matches regex app		
Press Release	press release	medium matches regex press-release		
Google Sheets	google sheets	medium matches regex google-sheets		
Employee Email Signatures	email-sig-staff	Medium matches regex email-staff		
Retargeting	retargeting	Medium matches regex retargeting		

STEP 3

Agree On Names For Sources

For instance, we agree that "google" (the name of a search engine), "facebook.com" (the name of a referring site), "spring_newsletter" (the name of one of your newsletters) are the conventions that we will use for these particular channels. It's always worth standardizing it across the organisation, so you can work more effectively together - and you don't fragment your data.

Would you like a Channel Planning Template and UTM builder with that? It's in our Google Analytics Course!

The Process Order & Checklist

☐ Agree, and work out, your Mediums, Sources, and Campaign tagging structure

☐ Create channel groupings in test view, then when you are happy with it, create in the reporting views

☐ Create a Multi-channel Funnel (MCF) grouping so you can see the assisted conversions

☐ Agree on naming Sources

☐ Agree on name structure to your campaign channels

☐ Give use cases on how you can use the content options

☐ Keep a record e.g spead-sheet

GO GET 'EM!