

UTM PARAMETERS: A COMPLETE GUIDE FOR TRACKING YOUR URLS & TRAFFIC

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Abstract : The web is ideal for direct marketing. It's so simple to use email, social media posts and to bring traffic to your owned website. However, it's critical to understand where the website's traffic is coming from. Your business can be enhanced by just on the off chance that you can measure it. With marketing attribution, it's not difficult to track the online campaigns. Many of us don't have much knowledge about how to do it. This is the place where UTM parameters become possibly the most important factor. UTM parameters can be incredibly advantageous for tracking the success of your campaigns. Basically all advanced analytical tool support utilizing UTM parameters. If you aren't utilising your analytics, you aren't getting the most out of them. Find out more about them and their capacities in this guide.

Keywords - UTM Parameters, utm_source , utm_medium , utm_campaign , utm_content , utm_term

I. INTRODUCTION

The Urchin Software was the first to use UTM parameters. Urchin was a website traffic tracking and analysing tool that was available online.. In 1997, they had the option to pull log file stats for a couple of days' traffic in less than 30 minutes – this was unheard at that time. From that time, their capacities would increment as they gain to access more and more data. Urchin was able to extract not only typical information from Apache log files, but also cookies, thanks to the UTM. Urchin was able to give more data at a faster rate than their competitors, putting them lightyears ahead of the competition. We're talking about information that was so sensitive in 2004 that Google wouldn't even look at it. Finally, Google bought Urchin and renamed it Google Analytics.

Do you know which online marketing technique brings the most visitors to your site? Without a doubt, different reference sources may be monitored in your Google Analytics (GA) reports. Wouldn't having a more advanced tracking tool that keeps you on top of the marketing campaign that gives you the most visitors be more convenient? That is the place where UTM parameter comes into play. You can monitor and understand how your customers interact with your website by tagging your URLs with UTMs (Urchin Tracking Modules). At the end of your URL, these UTM parameters will look like this. Of course, you may be tracking various reference sources within your Google Analytics (GA) reports. Wouldn't it be nice to have a more advanced tracking option that allows you to stay on top of the marketing campaign that brings in the most extreme traffic? UTM characteristics come into play in this situation. You can monitor and understand how your customers interact with your site by tagging your URLs with UTMs (Urchin Tracking Modules).



II. RESEARCH METHODOLOGY

UTM parameters are just tags that can be included in your URL. When someone visits a URL containing a UTM parameter, the tags are transmitted back to your Google Analytics account for tracking. Within your analytics platform of choice, these parameters allow you to properly track user activity from outside sources.

This string would appear like this:

```
?utm_source=google&utm_medium=display&utm_campaign=spring-release&utm_term=rugs&utm_content=help-guide
```

The user who was served and clicked on this link was a result of a Google Display "spring release" campaign triggered by "rug" and including "help guide" content. As you can expect, this information is crucial for tracking the success of a campaign or piece of creative. Keep in mind, this was made pre-Google Analytics days. At that point, getting this kind of data was unbelievable. UTM codes, on the other hand, provide you with very configurable and specific tracking capabilities.

To put it another way, you should request a third party to connect to your site organically. The bulk of these instances will not allow you to use UTM settings. Simply be thankful that you have a link to help you with your SEO efforts. UTM parameters are difficult substances that adhere to your link, in any event, when you change to various different network and mediums. UTM parameters are just tags that can be applied to a URL.

Utilizing UTM parameter, you can discover how much traffic came from a specific Facebook post rather than Facebook references in general. UTM parameters can be utilised in newsletters, CPC advertising, and even on your blog.

Consider the following scenario:

```
www.awesome-example.com/book-launch?
utm_source=facebook&utm_medium=social&utm_campaign=book-
launch-2014-may
```

We should examine the URL above. Imagine you're a writer dispatching a book. Clearly you need to drive traffic to your book's landing page.(e.g. www.awesome-example.com/book-launch). UTM parameters are used to track how much traffic originates from your marketing efforts. By publishing the tagged link on your Facebook profile, you reveal the book dispatch to your audience. Assume that 20,000 people visit your landing page from Facebook in the coming week. According to Google Analytics, 15,000 people clicked on your tagged link, with the remaining 5,000 coming from other Facebook pages and profiles for which you have no control.By utilizing a tagged link, you know precisely how well your Facebook post performed.

2.1 How UTM parameter work?

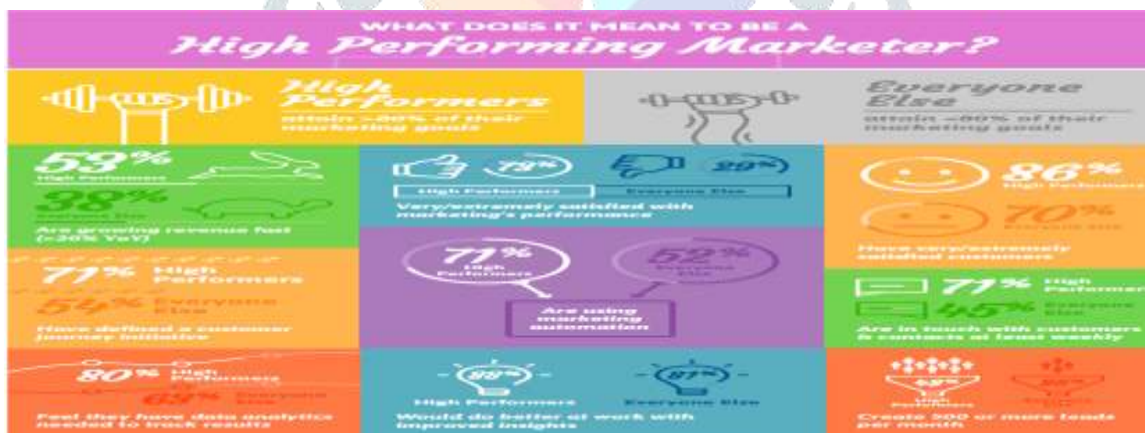
When Urchin used to conduct UTMs, their goal was to track the return on investment (ROI) of campaigns. Assume you're producing distinct pages for each piece of content you publish. Tracking their viability becomes exceedingly simple. Instead of viewing Facebook/reference as a source/medium for any traffic incoming from Facebook, you may see Facebook/Paid-Spring. This gives you the performance difference between the natural Facebook efforts with Paid-Spring Facebook campaign efforts. Essentially, on the off chance that you have a spring campaign running on multiple platform, you can assign the platform utilizing one of a kind UTMs for every platform. You can add five UTM parameters to a URL that focuses on your site using UTM. When a consumer visits your website, the UTM parameters appended to the URL tell you where the lead came from.

The following are the five UTM parameters:

- utm_source
- utm_medium
- utm_campaign
- utm_content (optional)
- utm_term (optional)

2.2 Why are UTM tags important?

In case you're similar to most marketers, you're promoting substance all over: social, paid hunt, and email, just to give some examples. Among your brand's incalculable tweets, blog entries, and PPC advertisements, there are top entertainers adding leads to your primary concern, and just as many draining your budget. The difficulty is, as per Autopilot 2016 State of Customer Journey Marketing report, just 63% of advertisers feel they have the information analytics needed to track results:



As indicated by Aberdeen, however, top advertisers accomplish something else than all others to defeat that obstacle. They put invest in analytics platforms at a rate almost 20% higher than their companions. What it boils down to is that the greatest marketers are the best because they use tools like UTM parameters to find out what works and what doesn't. Though, finding your most noteworthy performing channels isn't just about as simple as slapping an at the end of the URL, there is a UTM parameter. It collects data on naming standards and combination methods. If you want to take maximum use of UTM tags, you'll need a strategy.

2.3 How to Use Google's URL Builder to Create a URL?

Is there a precise manner to tie them to your URLs, given the current state of affairs? Luckily, yes. Make a thorough acquaintance with Google's URL builder; however, there are presently three possibilities depending on whether you want to track data via Google Analytics, Google Play, or the Apple App Store. We'll use Google Analytics' help centre to configure your URLs (which looks like the screenshot below).

Step 1: Enter the URL of your website.

Website URL *

 (e.g. http://www.urchin.com/download.html)

Step 2: Fill in the fields below. **Campaign Source, Campaign Medium and Campaign Name** should always be used.

Campaign Source *

 (referrer: google, citysearch, newsletter4)

Campaign Medium *

 (marketing medium: opo, banner, email)

Campaign Term

 (identify the paid keywords)

Campaign Content

 (use to differentiate ads)

Campaign Name *

 (product, promo code, or slogan)

* Required field

2.4 The following are the five fields on the form that must be filled out:

You can add five different sorts of UTM parameters to your content to help track traffic. Everyone has their own task to complete, and the more you utilise, the more your analytics platform will want to show you.

2.4.1. utm_source

This tag identifies the source of your traffic (Facebook, search engine, newsletter, LinkedIn, and so forth) We can see in this SproutSocial URL that the client reached here via a Google search engine result:

lysis?utm_source=google&utm_medium=cpc&utm_campaign=google

← google

2.4.2. utm_medium

This UTM code identifies the media, such as cpc or newsletter. If your traffic came from Facebook, you can use the label "social" to indicate that it came from the social networking network. Here's an example from an Entrepreneur URL:

i_content=buffer54edb&utm_medium=social&utm_source=twitter

MAGAZINE **social** FRANCHISE 500 EVENTS

2.4.3. utm_campaign

This parameter shows the campaign that the URL is a piece of. This may be an identifier like a tagline – possibly "launch02015" or "website update." "customerservice" is the campaign name for this Textline landing page.

ook?utm_campaign=customerservice&utm_medium=

customerservice

2.4.4. utm_content

This is the place where things get truly granular. For example, if you have two independent calls to action in the same piece of content, you may use this tag to notify your analytics tool which one is more powerful. Here's an example from a solitary Glassdoor email with a few CTAs.



When you click the first green button, you will be directed to the following page:

```
...ert-ja-1&utm_content=salary-alert-1-viewcompany-national&encryp
```

When you click the second green button, you will be directed to the following page:

```
...alaryalert-ja-1&utm_content=salary-alert-1-allsalaries ☆
```

Both of these URLs are required for a similar campaign and originate from a similar source and medium; yet, the information that sends people to them differs.

2.4.5. utm_term

This UTM attribute is important for differentiating the keywords that attract clicks through a paid search campaign. Here's an example taken from a HootSuite URL:



The "utm term" tag here indicates that the phrase "facebook analytics" was responsible for this click.

Campaign	Visits	Pages / Visit	Avg. Visit Duration
	1,065 <small>(% of Total: 5.89% (month))</small>	1.96 <small>(Site Avg: 1.65 (month))</small>	00:02:20 <small>(Site Avg: 00:01:33 (month))</small>
1. website	297	2.42	00:02:57
2. Buffer	259	1.25	00:00:54
3. Guest Blogging Guide	197	1.94	00:02:22
4. Bdaycontent	127	2.27	00:03:50
5. kikolani	84	1.65	00:01:54
6. newgmail	33	2.03	00:03:22

You may also use the Effin fantastic UTM Builder Chrome addon to construct UTMs (now called UTM.io). It fills in the URL for you and saves your most frequently used phrases as presets.

2.5 What is the best way to keep track of UTM codes?

If you build all of these links but don't track them, they won't help you in any way. Similarly, if you have numerous people working on your website, tracking the codes might help you avoid inconsistencies and confusion. Making a Google spreadsheet is the easiest way to keep track of UTM codes. You can quickly input and exchange UTM codes using Google Sheets. The spreadsheet page likewise follows my suggested formatting guidelines.

utm_source	utm_medium	utm_campaign	utm_content (optional)	utm_term (optional)	Final URL (Use this URL in your marketing campaigns)
facebook	referral	utmparameters			https://larryludwig.com/utm-parameters/?utm_medium=facebook
fastlane	referral	fastlane	sig		https://welcome.larryludwig.com/affiliate-secrets
newsletter	email	can-your-dreams-turn-i	can-your-dreams-turn-into-reality		https://larryludwig.com/?utm_medium=newsletter&utm_source=newsletter
twitter	social	goodbye			https://larryludwig.com/goodbye-web-hosting/?utm_medium=twitter

III. MODELING AND ANALYSIS

3.1 When Should UTM Parameters Be Used?

Here are three UTM parameter use cases that you may start using right away.

3.1.1 The Use of UTM Parameters in Social Media Links

Assume you need to identify your most valuable ROI-generating social media platform, as well as which of its connections performs best in terms of traffic. At that time, UTMs can assist you in assessing your social network referral traffic.

Here are several UTM parameter strings based on Twitter with varying medium values

utm_source=twitter&utm_medium=profile&utm_campaign=email

?utm_source=twitter&utm_medium=tweet&utm_campaign=email

?utm_source=twitter&utm_medium=promoted&utm_campaign=email

Basically, you may build unique UTM links for promoted posts, profile contact information, group posts, organic posts from your page, and more on Facebook. UTM specifications for key social media are shared by Kristin Hines here. If you start gathering data and setting targets, you'll get an improving GA report like the one below (as I mentioned in best practise 3 above).

Source / Medium	Mailing List (Goal 1 Completions)	5DaysPromotableContent (Goal 2 Completions)
	21 % of Total: 0.68% (sum)	9 % of Total: 0.68% (17,118)
1. kristihines / menu	14	0
2. GooglePlus / profile	3	4
3. LinkedIn / profile	3	1
4. YouTubeChannel / profile	1	0
5. Facebook / profile	0	1

3.1.2. Check the number of clicks on your email newsletters.

Do you want to know which characteristics in your newsletter drive the most traffic to your website? Adding UTMs to your URLs can help at this time. Take a look at an example instant update email from Redfin.



The entire link within the above email has the following UTM parameters:

utm_campaign : instant_listings_update

utm_medium : email

utm_source : myredfin

In any case, Redfin has accurately set up various utm_content values for the entirety of their link (the screenshot above shows the unique value for each link). In this way, in any event, when subscribers to the myredfin list visit a comparable page, redfin can see which link they visited. Now, let's look at a bad example of UTM. Here's an email from Pinterest advising you to follow particular boards.



Each board features an author, five images, and a call to action to follow the board. The entirety of the above link share the accompanying UTM parameters:

utm_campaign : weekly_wkly_210722

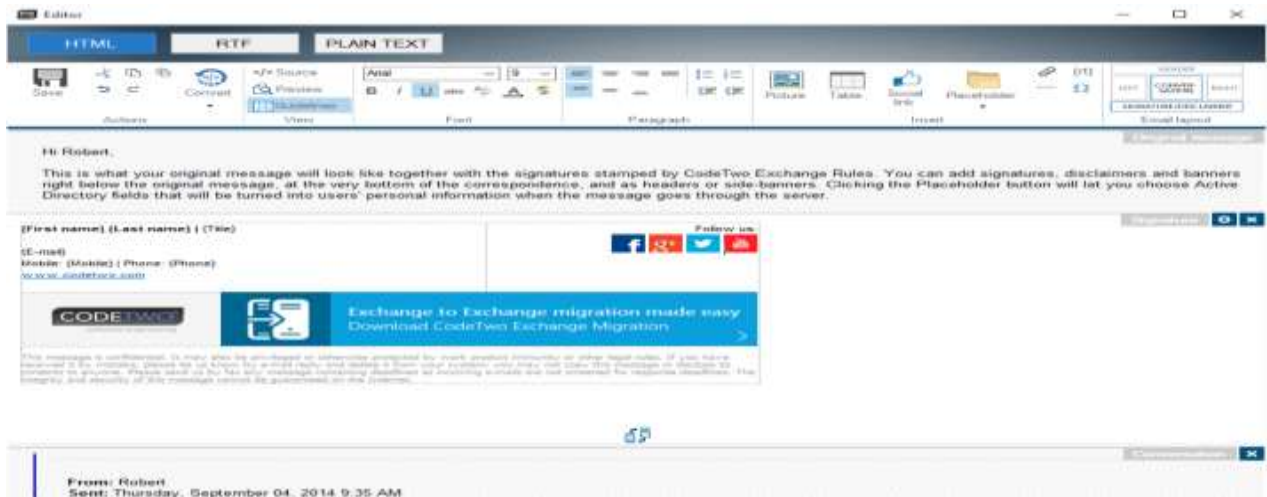
utm_medium : email

utm_source : sendgrid.com

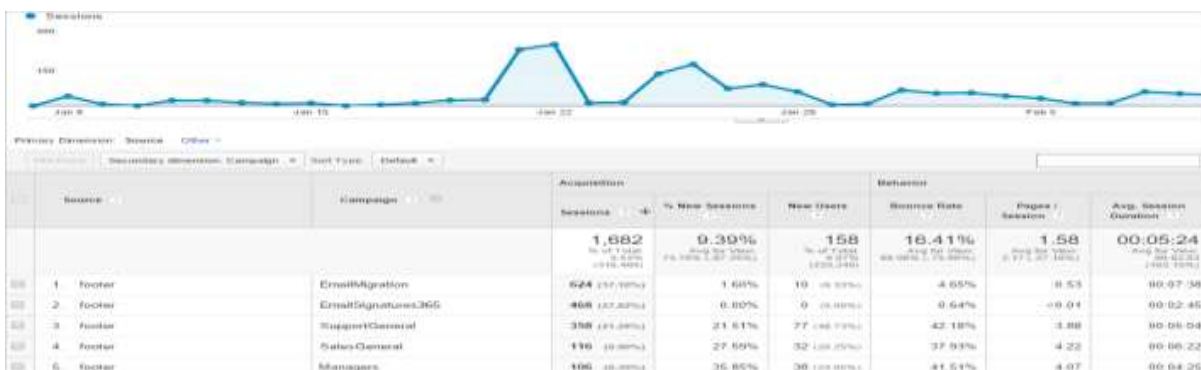
It's worth noting that the utm_campaign esteem of 21 07 22 refers to the date the message was sent (22/07/2021). It's quite useful information. Pinterest's UTM implementation, on the other hand, falls short.

- There's no way to find the specific pictures and CTAs that the crowd clicks on inside the email. As a result, Pinterest has no idea which of its "Follow Boards" buttons are effective. To obtain this information, use the utm_content parameter.
- Because of the multiple use of 'weekly' and 'wkly,' the utm_campaign esteem introduces a confusing overhead. In addition, using sendgrid.com as an utm_source adds little value in terms of analytics. Pinterest employs an email service provider and is already aware of this.

I recommend that you look at Puru Choudhary's UTM analysis of 8 other organisations here, and that you use UTM parameters in your email signature to track if it brings traffic to your website. Gniewko Oblicki created a signature template for the entire organisation, including UTM parameters. This is how it appears in the CodeTwo Exchange Rules HTML editor.



In the organisation, he performed five footer campaigns and discovered that users were extremely engaged on their website; here's the GA report showing the result of 1682 sessions from the five campaigns.

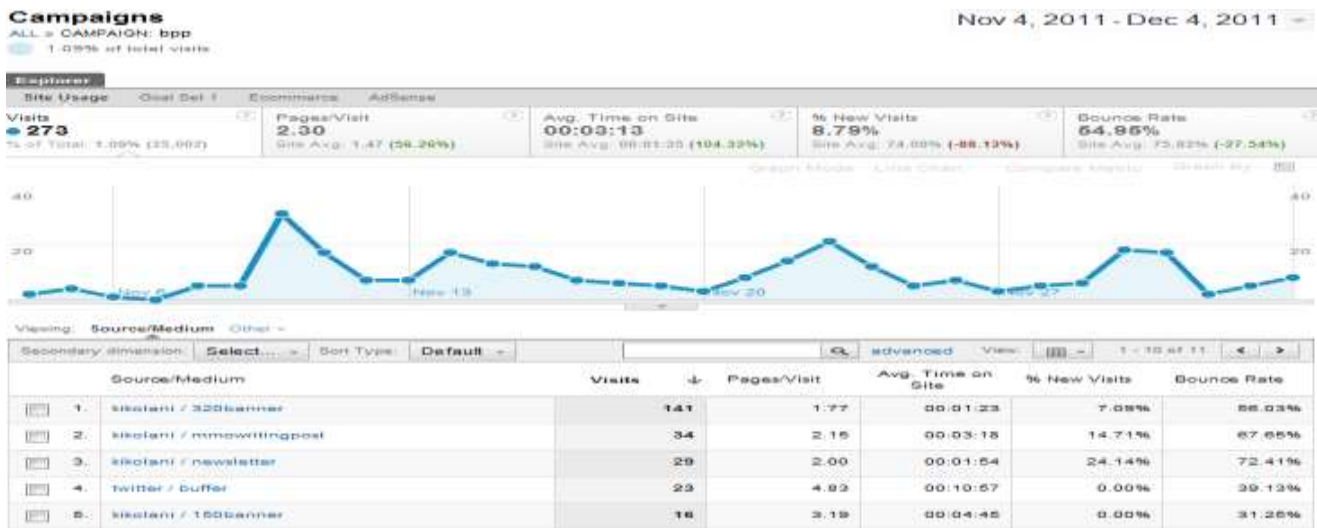


3.1.3. Keep track of the most effective banner ads.

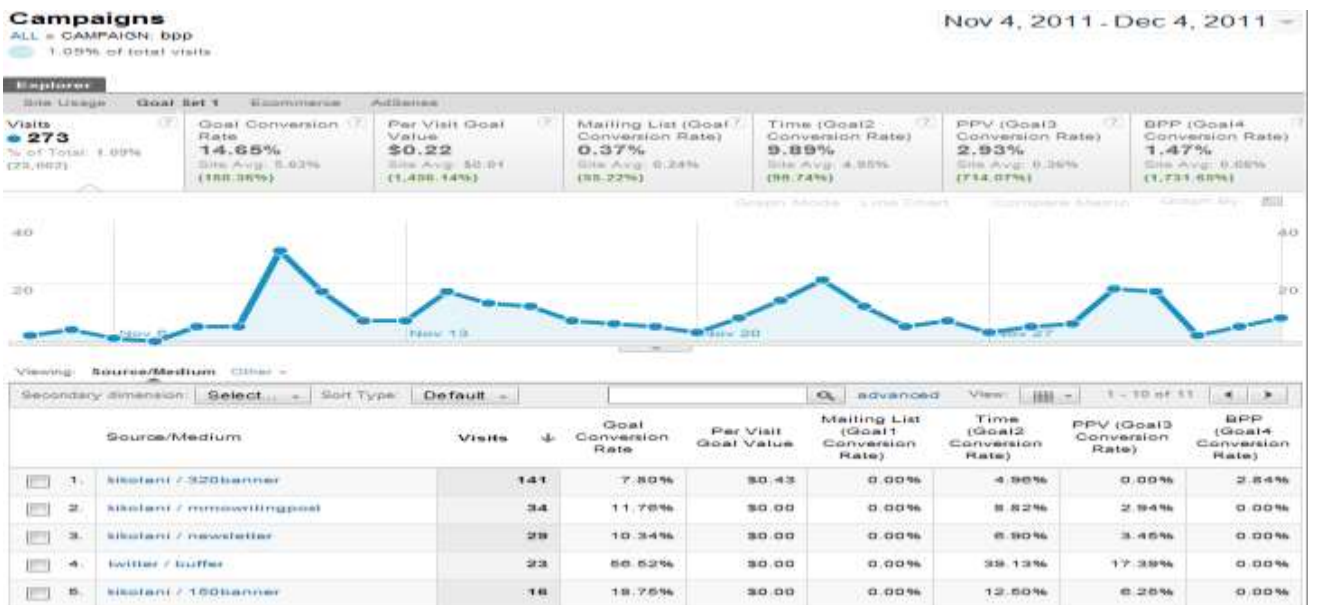
If you use paid marketing on a regular basis, I'm sure you'd like to know which banner advertising are the most effective. With UTMs, you can not only find the external site that drives the most traffic, but you can also find the optimal banner placement, style, size, colour, and type of banner. For example, assume you use banner sizes, 300px and 600px, for promoting on an third-party website, Koozai. On the off case that the UTM is 300 pixels wide, this is how it will appear. This is how it would seem if it were 600 pixels wide.



Because you've tagged the two sizes, you'll be able to see which one is more successful and focus your efforts there. Kristi utilizes 320px banner advertisements in her blog's sidebar.



I want to underline that, presuming you've set goals within GA, you can find the most relevant piece of data that influences your business.



IV. RESULTS AND DISCUSSION

4.1 UTM Parameters in Google Ads

In case you're similar to me and utilize outsider insightful devices, you need UTM parameters also. Because Google invented the UTM parameter, it has naturally integrated this functionality into Google Ads from the beginning. In any case, if you stay within Google's ecosystem, you'll have far less UTM parameters to deal with. Google Ads can automatically tag the ads you generate, which is useful if you're only using Google Analytics. When a client taps on an ad, the auto-tagging system automatically appends a parameter called gclid. This gclid tag is a randomly generated number that is used to identify a customer session. This option should be enabled at the very least. You can use this option to ensure that every advertisement you create includes the appropriate UTM values. There will be no mix-ups or blunders, and I recommend that every Google Ad user do so. Your Google Ads account contains instructions on how to make the adjustment.

To make this option available, follow the steps below:

1. Select the Settings menu option from the left side menu in Google Ads for All Campaigns.
2. Then go to the Account Settings tab at the top.
3. After that, choose Tracking – Use URL Following as an alternative.
4. In the Tracking Template field, type your tracking URL. Please see the list below for what I recommend you enter.
5. Once you've finished, hit the SAVE button.

Here's the following template I suggest utilizing:

```
{!url!}?utm_source=google&utm_medium=cpc&utm_campaign={campaignid}&utm_content={creative}&utm_term={keyword}
```

Using this template, the appropriate settings for your adverts will be generated automatically. I also recommend that you learn more about the ValueTrack parameters, as there are a lot of other choices available that aren't covered in this article.

4.2 UTM Parameters in Facebook Ads

Facebook, like Google, needs to keep you within its ecosystem. It has its own version of the gclid tag, just like Google. It's strangely named fbclid. This auto-labels any snap to your website. If you use Facebook's analytic tools, it's great. Facebook has just jumped on the bandwagon of using UTM parameters in your advertisements. Until as of late, you were stuck utilizing Facebook's Pixel. While the pixel tracking was excellent, it locked you into Facebook's environment. You couldn't use your own analytics software because you didn't have it.

Build a URL Parameter

Fill out the fields in the form below to add parameters to your website URL. To automatically get information from your campaign, ad set or ad, click on each field and select a dynamic parameter such as id={{ad.id}}. [Learn more.](#)

Campaign Source facebook
To identify the source of traffic. For example: Facebook, Instagram, a search engine or other source.

Campaign Medium cpc
To identify the advertising medium. For example: banner, email, Facebook_Feed or Instagram_Story.

Campaign Name {{campaign.name}}
To identify a specific promotion or strategic campaign. For example: summer_sale.

Campaign Content {{ad.id}}
To differentiate ads or links that point to the same URL. For example: white_logo, black_logo.

Add Parameter

Parameter Preview

utm_source=facebook&utm_medium=cpc&utm_campaign={{campaign.name}}&utm_content={{ad.id}}

Cancel **Apply**

URL parameter options incorporated into Facebook

To use this, modify any ad and navigate to the Tracking section.

```
utm_source={{site_source_name}}&utm_medium=cpc&utm_campaign={{campaign.name}}&utm_content={{ad.id}}&utm_term={{placement}}
```

Surprisingly, unlike Google Ads, you'll need to copy and paste this into every advertisement you create.

NOTE: As of the time of writing, Facebook's documentation for site_source_name was incorrect. The variable is recorded as site.source.name, which is incorrect. site_source_name is the correct usage.

You can utilize this setting for each Facebook ad you make. As a result, your Facebook Campaign Name and Ad ID will be attached. This information does not need to be manually entered. Cut, paste, and off you go! Read Facebook's guide on URL parameters for additional information. Because Facebook has its own naming strategy for the site_source_name field, you'll see this as the utm source in your analytics:

- **fb** – Facebook
- **ig** – Instagram
- **msg** – Messenger

It is feasible to update the Google Analytics sources "fb" and "ig" to match the complete source name with your other data, but that is outside the scope of this post.

4.3 Using Google Analytics

Fortunately, Google Analytics is a free service that allows you to do precisely that. I'm assuming you already have Google Analytics installed. Is that accurate? If you haven't already done so, please do so as soon as possible! The region in Google Analytics that you'll be interested in is under Acquisition > All Traffic > Source/Medium.

This part will provide you with the source and medium of every visits to your site, as well as campaign information if you pick a secondary dimension in the report. Simply type "Campaign" into the report's drop-down list (see screen capture below).

Primary Dimension: Source / Medium		Secondary dimension: Campaign	Acquisition	
			Users	
			3,800	% of Total (3,800)
1.	(direct) / (none)	(not set)	2,266	(59.38%)
2.	google / organic	(not set)	251	(6.61%)
3.	ActiveCampaign / email	Here's a freelance gig that you're already qualified to do	245	(6.45%)
4.	ActiveCampaign / email	How to take over the world in 12 steps (A tyrant's guide)	187	(4.92%)
5.	facebook / feed	mnm-unicom	129	(3.39%)
6.	facebook / feed	le-fimedia	128	(3.37%)
7.	seo.teachable.com / referral	(not set)	124	(3.26%)
8.	feed / facebook	le-fimedia	55	(1.45%)
9.	m.facebook.com / referral	(not set)	49	(1.29%)
10.	ActiveCampaign / email	[FB5H Waitlist]: Please confirm your spot	47	(1.24%)

There are several areas of Google Analytics where you may use this data as well, but I won't go into detail about them in this piece. Simply be aware that Google Analytics is presently collecting this information.

V. CONCLUSION

UTM boundaries give very important experiences into your traffic. You may uncover a treasure of social data to assist assist your sales and improve your overall marketing approach. To summarise, use Google's URL builder to create UTM parameters for your links. It will assist you in beginning campaign tracking while keeping best practises in mind.

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