



# UTM-TRACKING CHECKLIST



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# **WHAT IS UTM-TRACKING?**

UTM is a very useful way to track which (online) marketing tools are successful. This gives you the opportunity to invest in successful campaigns and processes. You also know where optimization and change is required. But starting with it and setting it up properly is sometimes quite an art. Below the form you can read how you can use it successfully.

## **HOW DOES UTM WORK?**

As a marketer or communication employee you post weekly, perhaps even daily. Facebook ads, Emails, LinkedIn posts or a mention on a partner's page. By default, this traffic cannot be traced directly. By hiding extra, unique information (in the form of parameters) in these links, you can find out where site visitors originally come from. It is useful that other tools, such as Google Analytics and your Marketing Automation tools, can work with these unique links. That is why UTM uses a query string. Linked pieces of information that are easy to read by these types of programs. A query string looks something like this:

```
?fieldname1=value1&fieldname2=value2
```

## **BUILDING A UTM QUERY STRING**

To make a UTM query string you need a number of parts. You can also find these parts in our checklist.

UTM parts that you want to know are:

- Source (Where did the lead come from?)
- Medium (How did they get to your site?)
- Campaign (Which campaign is this communication part of?)

In addition, there are a few optional parts that we recommend:

- Content (What content generated this lead?)
- Term (What was the keyword that triggered? Note: sometimes also used for the call to action)

# **WHAT IS UTM-TRACKING?**

If you want to know all this information about a new lead, you build a query string as follows. You always start with a question mark so that it is clear that it is a query string:

?

Then you add the first fieldname, which is `utm_source` in this case:

? `utm_source = linkedin`

Finally, you want to make it possible to add a second fieldname. You do this with a `&` sign and the following fieldname:

? `utm_source = linkedin & utm_medium = cpc`

A complete query string after a link looks like this:

`https://www.exampleutmlink.nl/?utm_source=linkedin&utm_medium=cpc&utm_campaign=utm-use&utm_content=utm-blog&utm_term=adclicks`

## **FREQUENTLY MADE MISTAKES**

Three mistakes to avoid:

- No standard in the terms / names you use
- Not everyone in the entire department / company uses it
- Use of a combination of uppercase and lowercase letters: always choose lowercase



**Source:** Identifies the advertiser, site, publication, etc. that is driving traffic to your property. For example: 'google', 'newsletter', 'linkedin', 'facebook' or 'twitter'.

**Medium:** The advertising or marketing medium. For example: 'cpc', 'social', 'video' or 'email'.

**Campaign name:** Campaign name, promotion code, etc for a product or event. For example: "newsletter012021"

**Term:** This identifies keywords for paid search results. You can also use the "term" to distinguish a / b variants of advertisements.

**Content:** This parameter is used to distinguish between similar content or links within the same ad.

## UTM-tracking - Checklist social & ads

Channel	Source (*)	Medium (*)	Campaign name (**)	Term (**)	Content (**)
LinkedIn post	linkedin	social	mtd012021	-	-
LinkedIn ads	linkedin	cpc	mtd012021	ad_a or ad_b	-
Facebook post	facebook	social	mtd012021	-	-
Facebook ads	facebook	cpc	mtd012021	ad_a or ad_b	-
YouTube	youtube	video	mtd012021	-	-
YouTube	youtube	cpc	mtd012021	ad_a or ad_b	-
Email	newsletter	email	newsletter012021	-	-
Google Ads	google	cpc	mtd012021	-	-
Google Display	google	display	mtd012021	-	-
Twitter Ads	twitter	cpc	mtd012021	-	-

\*) = required fields    (\*\*) = optional fields (examples)    Tool: [UTM campaign URL builder](#)

# CHECKLIST MAILING

## UTM- & ACT-tracking - Checklist mailing

Channel	Source	Medium	Campaign	Term (a/b tests)	Content
Newsletter	newsletter	email	newsletter(mm-yyyy); newsletter012021	mail_a or mail_b	-
Funnel mail	funnel	email	<b>funnel_tofu</b> (mail in top of the funnel)	mail_a or mail_b	-
		email	<b>funnel_mofu</b> (mail in middle of the funnel)	mail_a or mail_b	-
		email	<b>funnel_bofu</b> (mail in bottom of the funnel)	mail_a or mail_b	-
Re-nurture mail	renurture	email	<b>renurture</b> (no versions)	mail_a or mail_b	-
Theme email	theme	email	theme_(name them); theme_marketingguys	mail_a or mail_b	-

\* UTM-codes are case sensitive. Make sure that you always enter the codes in lower case.



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