Demystifying Google Analytics UTM Codes

Hey there, young adventurer! Let's talk about Google Analytics and something called UTM parameters. Are you ready to learn about this cool tool that helps websites understand how people are using them?

What are UTM parameters?

UTM parameters are like special labels that you can add to the end of a website's URL (the web address) to help track where people are coming from and what they're doing on your website. It's like putting a special tag on a present to know who gave it to you and why.

There are 7 UTM parameters, and each one helps us understand something different about how people are interacting with our website. Let's learn about each one!

UTM Source: Tracking the Origin of Visitors

Overview

The utm_source parameter helps identify the origin of website traffic, allowing marketers to understand where their visitors are coming from. This valuable insight enables data-driven decisions to optimize marketing strategies and allocate resources effectively.

Approach & Strategy

To leverage the utm_source parameter, marketers should:

- Tag all marketing campaigns with a unique utm_source parameter to identify the source of traffic (e.g., social media, email, paid advertising)

- Use consistent naming conventions to ensure accurate tracking and reporting

- Analyze utm_source data to identify top-performing channels and adjust marketing strategies accordingly

Use Case Example

Scenario: A fashion e-commerce website, StyleHub, runs a social media campaign on Instagram to promote their new summer collection. They want to track the effectiveness of this campaign and understand how it compares to their email marketing efforts.

Solution: StyleHub adds the utm_source parameter to their Instagram campaign link, setting it to "instagram". They also add a separate utm_source parameter to their email marketing link, setting it to "email_newsletter".

UTM Medium: Understanding the Channel of Acquisition

Overview

The utm_medium parameter reveals the channel or medium through which visitors arrived at your website. This information helps marketers understand the effectiveness of different marketing channels, such as paid advertising, social media, or email marketing.

Approach & Strategy

To leverage the utm_medium parameter, marketers should:

- Categorize marketing channels into distinct mediums (e.g., paid social, organic social, email, search engine optimization)

- Use consistent naming conventions to ensure accurate tracking and reporting

- Analyze utm_medium data to identify top-performing channels and optimize marketing strategies accordingly

Use Case Example

Scenario: A fitness studio, FitZone, runs a multi-channel marketing campaign to promote their new Pilates classes. They want to understand which channels are driving the most traffic to their website.

Solution: FitZone adds the utm_medium parameter to their campaign links, setting it to:

- "paid social" for their Facebook and Instagram ads

- "organic social" for their social media posts

- "email" for their email marketing campaigns

- "seo" for their search engine optimization efforts

Result: By analyzing the utm_medium data, FitZone discovers that 40% of their website traffic comes from "paid social", 25% from "email", and 20% from "organic social". This insight allows them to optimize their marketing budget, allocating more resources to their successful paid social campaigns and adjusting their email marketing strategy to improve performance.

This example illustrates how the utm_medium parameter helps marketers understand the channel of acquisition, enabling data-driven decisions to drive business growth.

UTM Campaign: Identifying the Driving Force Behind Conversions

Overview

The utm_campaign parameter reveals the specific campaign, promotion, or initiative that drove a visitor to your website. This information helps marketers understand the effectiveness of individual campaigns and optimize their marketing strategies accordingly.

Approach & Strategy

To leverage the utm_campaign parameter, marketers should:

- Define and track unique campaigns or promotions (e.g., summer sale, holiday promotion, new product launch)

- Use descriptive and consistent naming conventions for campaign names

- Analyze utm_campaign data to identify top-performing campaigns and optimize marketing strategies accordingly

Use Case Example

Scenario: An e-commerce website, GiftHub, runs a series of promotional campaigns during the holiday season. They want to track the performance of each campaign and understand which ones are driving the most conversions.

Solution: GiftHub adds the utm_campaign parameter to their campaign links, setting it to:

- "holiday_gift_guide" for their email marketing campaign promoting gift ideas

- "black_friday_sale" for their Black Friday sale promotion

- "cyber_monday_deals" for their Cyber Monday deals campaign

Result: By analyzing the utm_campaign data, GiftHub discovers that the "holiday_gift_guide" campaign drove 30% of their holiday season conversions, while the "black_friday_sale" campaign drove 25%. This insight allows them to optimize their marketing strategies, allocating more resources to their successful campaigns and adjusting underperforming ones.

This example illustrates how the utm_campaign parameter helps marketers understand the driving force behind conversions, enabling data-driven decisions to drive business growth.

UTM Content: Understanding the Attraction Point

Overview

The utm_content parameter reveals the specific piece of content that caught a visitor's attention, such as a blog post, video, image, or product description. This information helps marketers understand what resonates with their audience and optimize their content strategy accordingly.

Approach & Strategy

To leverage the utm_content parameter, marketers should:

- Identify and track individual pieces of content (e.g., blog posts, videos, infographics)

- Use descriptive and consistent naming conventions for content names

- Analyze utm_content data to identify top-performing content and optimize content strategy accordingly

Use Case Example

Scenario: A travel website, AdventureSeekers, publishes a series of blog posts highlighting the best summer destinations. They want to track which blog posts are driving the most engagement and conversions.

Solution: AdventureSeekers adds the utm_content parameter to their blog post links, setting it to:

- "summer_in_hawaii_blog_post" for their blog post about summer activities in Hawaii

- "best_beaches_in_california_blog_post" for their blog post about top beaches in California

- "summer_camping_tips_blog_post" for their blog post about summer camping tips

Result: By analyzing the utm_content data, AdventureSeekers discovers that the "summer_in_hawaii_blog_post" drove 40% of their summer travel bookings, while the "best_beaches_in_california_blog_post" drove 25%. This insight allows them to optimize their content strategy, creating more content around popular destinations and adjusting their marketing efforts to promote underperforming content.

This example illustrates how the utm_content parameter helps marketers understand what specific content is attracting visitors, enabling data-driven decisions to drive engagement and conversions.

UTM Term: Unlocking the Keywords that Drive Traffic

Overview

The utm_term parameter reveals the specific keywords or phrases that visitors used to find your website through search engines or paid advertising campaigns. This information helps marketers understand what keywords are driving traffic and optimize their search engine optimization (SEO) and pay-per-click (PPC) strategies accordingly.

Approach & Strategy

To leverage the utm_term parameter, marketers should:

- Track keywords used in search engine optimization (SEO) efforts

- Monitor keywords used in pay-per-click (PPC) advertising campaigns

- Analyze utm_term data to identify top-performing keywords and optimize marketing strategies accordingly

Use Case Example

Scenario: A fashion e-commerce website, TrendyWear, wants to understand what keywords are driving traffic to their website and optimize their SEO efforts.

Solution: TrendyWear adds the utm_term parameter to their website analytics, tracking keywords used in search engines and PPC campaigns.

Result: By analyzing the utm_term data, TrendyWear discovers that the keyword "summer dresses" drives 30% of their organic traffic, while the keyword "fashion trends 2023" drives 20% of their PPC traffic. This insight allows them to optimize their SEO efforts, creating more content around popular keywords and adjusting their PPC campaigns to target high-performing keywords.

This example illustrates how the utm_term parameter helps marketers understand what keywords are driving traffic, enabling data-driven decisions to drive more targeted and effective marketing strategies.

UTM ID: The Unique Identifier for Campaign Tracking

Overview

The utm_id parameter is a unique identifier that connects a visitor to a specific campaign or promotion. It's a special code that helps marketers keep track of their campaigns and promotions, ensuring accurate tracking and reporting.

Approach & Strategy

To leverage the utm_id parameter, marketers should:

- Assign unique IDs to each campaign or promotion

- Use consistent naming conventions for IDs to ensure easy tracking and reporting

- Analyze utm_id data to identify campaign performance and optimize marketing strategies accordingly

Use Case Example

Scenario: A travel company, DreamGetaway, runs multiple campaigns across different channels, including email, social media, and paid advertising. They want to track the performance of each campaign and understand which ones are driving the most conversions.

Solution: DreamGetaway assigns unique utm_id codes to each campaign, such as "EM123" for their summer email campaign, "SM456" for their social media campaign, and "PA789" for their paid advertising campaign.

Result: By analyzing the utm_id data, DreamGetaway discovers that the "EM123" campaign drove 40% of their summer bookings, while the "SM456" campaign drove 25%. This insight allows them to optimize their marketing strategies, allocating more resources to successful campaigns and adjusting underperforming ones.

This example illustrates how the utm_id parameter helps marketers track and optimize their campaigns, enabling data-driven decisions to drive business growth.

UTM CID: The Content ID for Performance Tracking

Overview

The utm_cid parameter is a unique identifier that labels a specific piece of content, such as a blog post, video, or image. This special ID helps marketers track the performance of individual content pieces and understand which ones are resonating with their audience.

Approach & Strategy

To leverage the utm_cid parameter, marketers should:

- Assign unique content IDs to each piece of content

- Use consistent naming conventions for content IDs to ensure easy tracking and reporting

- Analyze utm_cid data to identify top-performing content and optimize content strategy accordingly

Use Case Example

Scenario: A media company, NewsHub, publishes a series of articles on their website. They want to track which articles are driving the most engagement and conversions.

Solution: NewsHub assigns unique utm_cid codes to each article, such as "ART123" for their article on "Summer Travel Tips" and "ART456" for their article on "New Restaurant Reviews".

Result: By analyzing the utm_cid data, NewsHub discovers that the "ART123" article drove 30% of their website traffic, while the "ART456" article drove 20% of their newsletter sign-ups. This insight allows them to optimize their content strategy, creating more content around popular topics and adjusting their marketing efforts to promote underperforming content.

This example illustrates how the utm_cid parameter helps marketers track and optimize their content, enabling data-driven decisions to drive engagement and conversions.

Example Time!

Let's create a story that incorporates all the lessons we've learned about UTM parameters. Here's an example:

Meet Emma, the Marketing Manager

Emma is the marketing manager at a fashion e-commerce company called TrendyWear. She's responsible for driving traffic to their website and converting visitors into customers. Emma wants to track the performance of her marketing campaigns to see which ones are driving the most traffic and sales.

The Campaign

Emma launches a summer marketing campaign to promote TrendyWear's new collection of summer dresses. She creates a series of ads on Facebook, Instagram, and Google Ads, as well as an email marketing campaign and a blog post on the company website.

UTM Parameters

Emma adds UTM parameters to each campaign link to track its performance. She sets:

- `utm_source` to "facebook", "instagram", "google", and "email" to track the source of the traffic

- `utm_medium` to "paid social", "email", and "search engine optimization" to track the marketing channel

- utm_campaign to "summer_dresses" to track the specific campaign

- utm_content to "summer_dress_ad", "summer_dress_email", and "summer_dress_blog_post" to track the specific piece of content

- utm_term to "summer dresses", "summer fashion", and "summer trends" to track the keywords used in search engines

- utm_id to "CAM123" to track the unique campaign ID

- `utm`_cid to "ART456" to track the unique content ID of the blog post

Tracking and Analysis

Emma uses a web analytics tool to track the performance of her campaigns. She analyzes the data and finds that:

- The "facebook" campaign drove 30% of the traffic to the website

- The "paid social" channel drove 40% of the sales

- The "summer_dresses" campaign drove 25% of the conversions

- The "summer_dress_ad" content drove 20% of the clicks

- The "summer dresses" keyword drove 30% of the organic traffic

- The "CAM123" campaign ID drove 40% of the revenue

- The "ART456" content ID drove 25% of the engagement on the blog post

Optimization

Based on the data, Emma optimizes her marketing strategy. She:

- Increases the budget for the Facebook campaign to drive more traffic

- Allocates more resources to the paid social channel to drive more sales

- Creates more content around the summer dresses campaign to drive more conversions

- Optimizes the ad targeting to reach more people interested in summer fashion

- Creates more blog posts around the "summer trends" keyword to drive more organic traffic

- Uses the "CAM123" campaign ID to track the performance of future campaigns

- Creates more content around the "ART456" blog post to drive more engagement

By using UTM parameters, Emma is able to track the performance of her campaigns, identify areas for optimization, and make data-driven decisions to drive more traffic, sales, and revenue for TrendyWear.

Wrap Up

Wow, you made it to the end! I hope you now have a better understanding of UTM parameters and how they can help websites like SummerVibes.com track their online activities.

With this information understood you now realize why you should NEVER use a regular URL in the REDIRECT Block, within the Flow Builder, of the Aminos platform.

By doing so you get all kinds of granular details that deliver HIGH VALUE to your customers for very little effort.
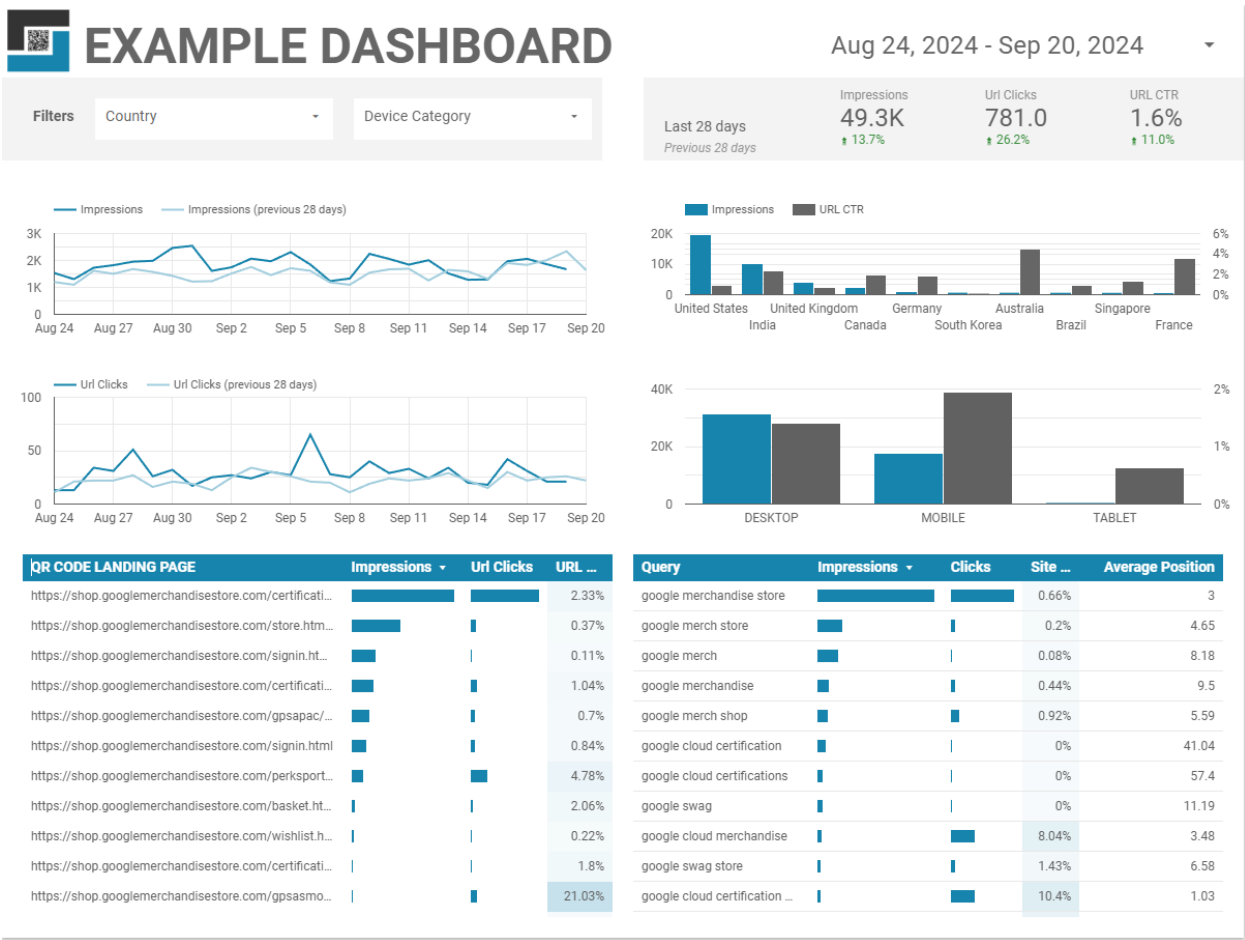
Does that make sense?

Code Builder (utmbuilder.html)

UTM URL Builder

Base URL:

UTM Source:

UTM Medium:

UTM Campaign:

UTM Content:

UTM Term:

UTM ID:

UTM CID:

Generate UTM URL

Generated UTM URL:

Copy to Clipboard

Source code on the next page

Source Code

```
<!--

© 2023 David Soden. All rights reserved.

This application is free to use so long as it is not used for
illegal purposes, and this copyright notice is retained.

If you would like to remove this notice, please send $25 (for
each domain) to David Soden at
https://www.paypal.com/ncp/payment/FAMZYVDJBCB4Y

-->

<!DOCTYPE html>

<html>


<head>

    <title>UTM URL Builder</title>

    <style>

        body {

            font-family: Arial, sans-serif;

        }


        #utm-form {

            max-width: 50%;

            margin: 40px auto;

            padding: 20px;

            border: 1px solid #ccc;

            border-radius: 10px;

            box-shadow: 0 0 10px rgba(0, 0, 0, 0.1);

        }


        #utm-form label {

            display: block;
```

```css
        margin-bottom: 10px;

    }


    #utm-form input[type="text"] {

        width: 80%;

        padding: 10px;

        margin-bottom: 20px;

        border: 1px solid #ccc;

    }


    #utm-form button[type="button"] {

        background-color: #4CAF50;

        color: #fff;

        padding: 10px 20px;

        border: none;

        border-radius: 10px;

        cursor: pointer;

    }


    #utm-form button[type="button"]:hover {

        background-color: #3e8e41;

    }


    #utm-output {

        margin-top: 20px;

    }


    #utm-output textarea {
```

```
            width: 90%;

            height: 100px;

            padding: 10px;

            font-family: monospace;

        }

    </style>

</head>


<body>

    <div id="utm-form">

        <h1>UTM URL Builder</h1>

        <a href="https://davidsoden.com" target="_blank"><img
src="https://davidsoden.com/wp-content/uploads/2023/09/240.png"
alt="© David Soden" width="100"></a>

        <form>

            <label for="url">Base URL:</label>

            <input type="text" id="url" name="url" value="">


            <label for="utm_source">UTM Source:</label>

            <input type="text" id="utm_source" name="utm_source"
value="">


            <label for="utm_medium">UTM Medium:</label>

            <input type="text" id="utm_medium" name="utm_medium"
value="">


            <label for="utm_campaign">UTM Campaign:</label>

            <input type="text" id="utm_campaign"
name="utm_campaign" value="">
```

```html
            <label for="utm_content">UTM Content:</label>
            <input type="text" id="utm_content"
name="utm_content" value="">


            <label for="utm_term">UTM Term:</label>
            <input type="text" id="utm_term" name="utm_term"
value="">


            <label for="utm_id">UTM ID:</label>
            <input type="text" id="utm_id" name="utm_id"
value="">


            <label for="utm_cid">UTM CID:</label>
            <input type="text" id="utm_cid" name="utm_cid"
value="">


            <br>
            <button type="button" id="generate-url">Generate UTM
URL</button>
        </form>
    </div>


    <div id="utm-output">
        <h2>Generated UTM URL:</h2>
        <textarea id="utm-url" readonly></textarea>
        <br>
        <button onclick="copyToClipboard()">Copy to
Clipboard</button>
    </div>


    <script>
```

```javascript
        const urlInput = document.getElementById("url");

        const utmParams = {

            utm_source: document.getElementById("utm_source"),

            utm_medium: document.getElementById("utm_medium"),

            utm_campaign:
document.getElementById("utm_campaign"),

            utm_content: document.getElementById("utm_content"),

            utm_term: document.getElementById("utm_term"),

            utm_id: document.getElementById("utm_id"),

            utm_cid: document.getElementById("utm_cid")

        };

        const textarea = document.getElementById("utm-url");

        const generateButton =
document.getElementById("generate-url");


        generateButton.addEventListener("click", () => {

            const baseUrl = urlInput.value;

            const utmQueryString =
Object.keys(utmParams).map((key) => {

                const value = utmParams[key].value;

                if (value) {

                    // Encode the value with encodeURIComponent
and then replace %20 with +

                    return
`${key}=${encodeURIComponent(value).replace(/%20/g, '+')}`;

                }

                return null;

            }).filter((x) => x).join("&");

            const fullUrl = `${baseUrl}?${utmQueryString}`;

            textarea.value = fullUrl;
```

```
        });


        function copyToClipboard() {
            textarea.select();
            document.execCommand("copy");
        }
    </script>
</body>

</html>
```