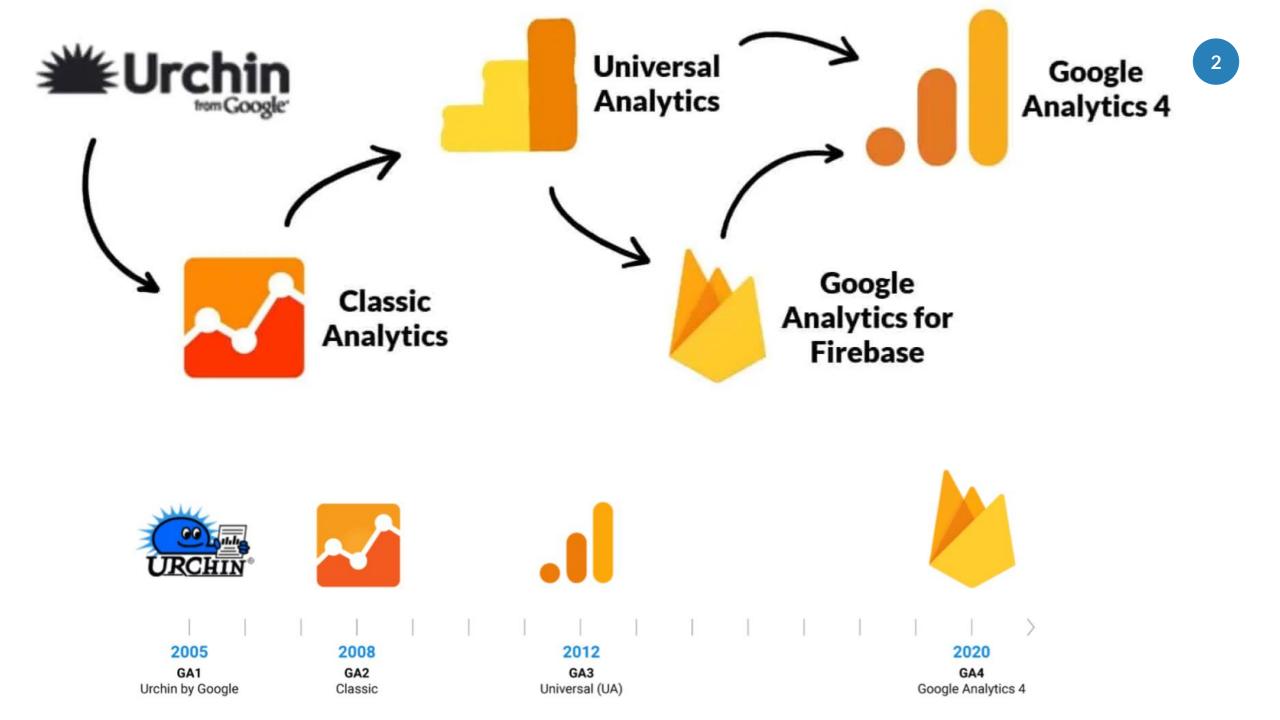


# Ako využiť UTM Parametre a Google Analytics 4 v marketingu?







# FILTROVAŤ

## Zvýhodnené El Delivery ceny - Donáška zdarma

Vyberte si z El Delivery / Take Away Menu. Počas prerušenia normálnej prevádzky doručíme obľúbené El Gaucho jedlá až k vašim dverám.

Reklama sk.elgaucho.eu/

NAVŠTÍVTE STRÁNKY

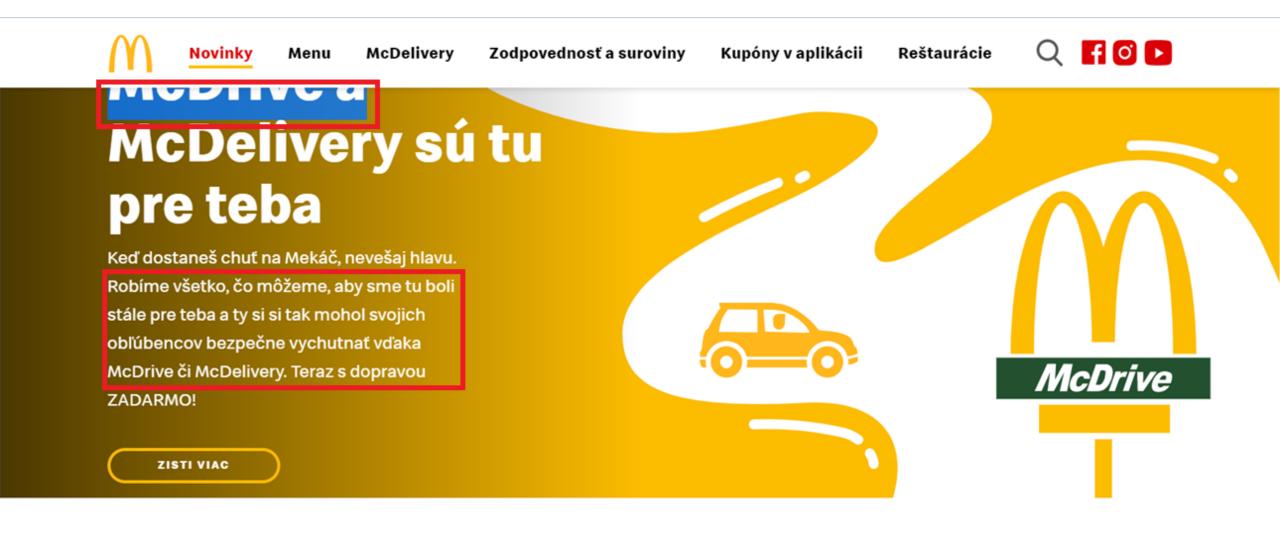
## Zastav sa v McDonald´s - Vyber si z našej ponuky - McDonalds.sk

U nás nájdeš vždy niečo nové, avšak kvalita mäsa ostáva. 100% hovädzie mäso v McDonald's. Vyskúšaj naše sezónne novinky či stálice medzi burgrami, ktoré neomrzia. Čistota. Kvalita. Obsluha. Skvelé ceny. Služby: McDrive otvorený, donáška McDelivery zdarm...

Reklama www.mcdonalds.sk/

NAVŠTÍVTE STRÁNKY 🔀



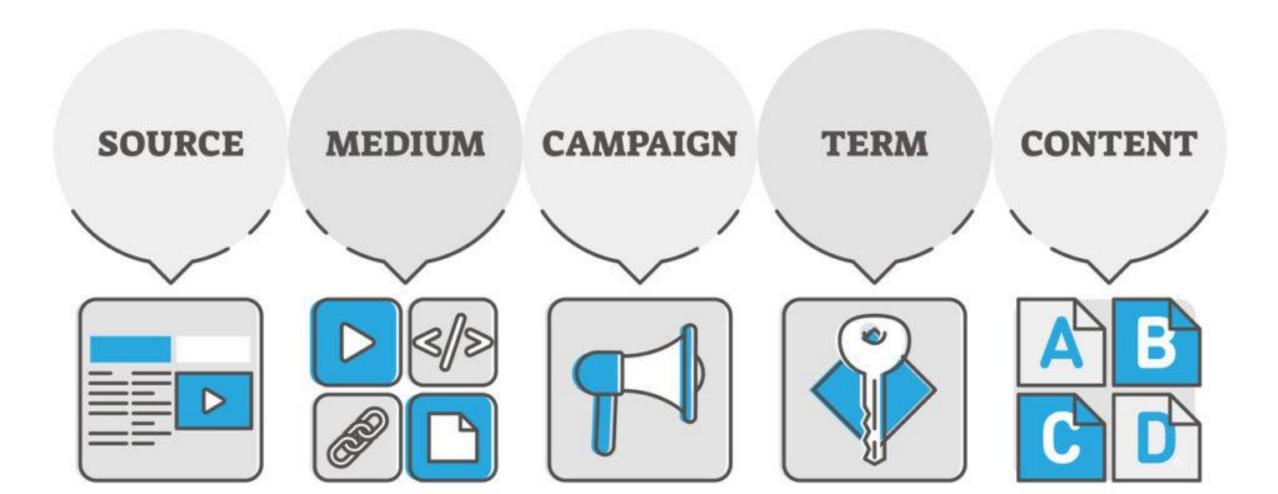


# Čerstvé novinky

# **Čo Všetko Vyčítate z URL**

```
https://www.mcdonalds.sk/novinky/?
utm_campaign=McD Longterm Ofensive 20&
utm_medium=cpc&
utm_source=google&
utm_content=search&
utm_device=cross&
utm_agency=omd sk&
utm term=rozvoz?
utm adgroup=29228609476&gclid=EA
```

# UTM PARAMETERS





#### **Demos & Tools**



GA4

**Account Explorer** 

Campaign URL Builder

**Dimensions & Metrics Explorer** 

**Enhanced Ecommerce** 

Hit Builder

**Query Explorer** 

**Request Composer** 

Spreadsheet Add-on

Tag Assistant

#### Resources

**About this Site** 

Help & feedback







# Campaign URL Builder

**WEB** 

PLAY

This tool allows you to easily add campaign parameters to URLs so you can measure Custom Campaigns \( \mathbb{C} \) in Google Analytics.

## Enter the website URL and campaign information

Fill out all fields marked with an asterisk (\*), and the campaign URL will be generated for you.

website URL \*

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

campaign ID

The ads campaign id.

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) One of campaign name or campaign id are required



#### **Demos & Tools**



GA4

#### Campaign URL Builder

**Event Builder** 

**Dimensions & Metrics Explorer** 

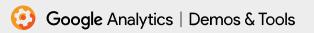
**Query Explorer** 

**Enhanced Ecommerce** 

#### Resources

**About this Site** 

Help & feedback







# Campaign URL Builder

**WEB** 

PLAY

This tool allows you to easily add campaign parameters to URLs so you can measure Custom Campaigns \( \mathbb{C} \) in Google Analytics.

## Enter the website URL and campaign information

Fill out all fields marked with an asterisk (\*), and the campaign URL will be generated for you.

website URL \*

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

campaign ID

The ads campaign id.

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) One of campaign name or campaign id are required



Simple Builders

**Testing UTM Builders** 

## UTM Builder - Free Google URL Builder to Generate UTM Codes

Fill all the required fields (marked with \*) and other campaign information. A final URL with UTM codes will be automatically created. Copy the generated URL and use it in your campaigns.

Website URL *	
UTM Source *	
(utm_source)	e.g. newsletter, twitter, google, etc.
UTM Medium * (utm_medium)	
(utin_medium)	e.g. email, social, cpc, etc.
UTM Campaign * (utm_campaign)	
(utili_callipalgii)	e.g. promotion, sale, etc.
UTM Content	
(utm_content)	Any call-to-action or headline, e.g. buy-now.
UTM Term	
(utm_term)	Keywords for your paid search campaigns

#### TERMINUS UTM BUILDER

#### Need an All-in-one UTM Builder and **Link Management Solution?**

Terminus is used daily by companies of all sizes, from one person marketing agency to a team of hundreds in billion dollar global enterprises.

Interested?

Customize your URL builder with your own naming conventions.

All-in-one UTM Builder



Domovská stránka > Rozšírenia > Google Analytics URL Builder



## Google Analytics URL Builder







★★★★ 101 (i) Kancelárske Počet používateľov: 40 000+

**Prehľad** 

Spôsoby ochrany súkromia

Recenzie

Podpora

Podobné

Odstrániť z prehliadača Chrome



Bitly | Short links and QR...





NinjaOutreach Lite





**GTM Sonar** 





Table Booster for Googl...





**Redirect Path** 





Triangledigital.xyz - GT...





**META SEO inspector** 





**Datalayer Checker** 

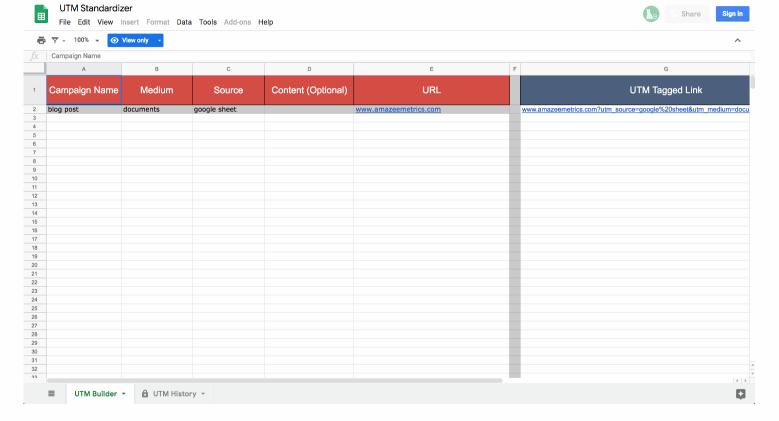




Simple Builders

Testing UTM Builders

#### 1. UTM Standardizer - Amazee Metrics



UTM Builder Test results:

Test	Result
Query Parameter Test	✓ Passed
Hash (#) Fragment Test	× Failed

All-in-one UTM Builder

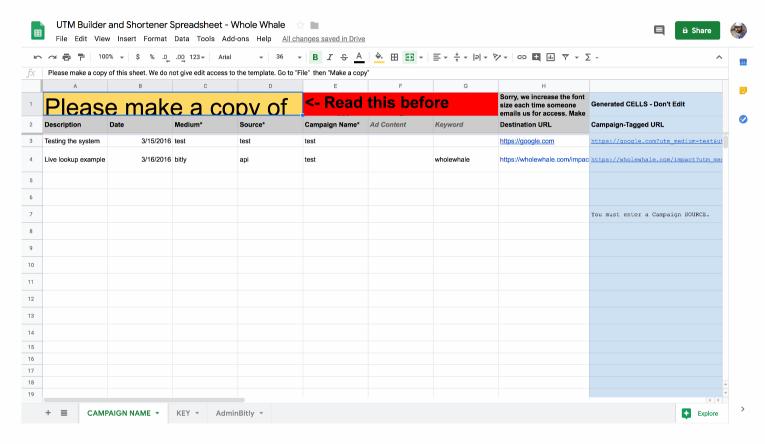


Simple Builders

UTM Spreadsheets

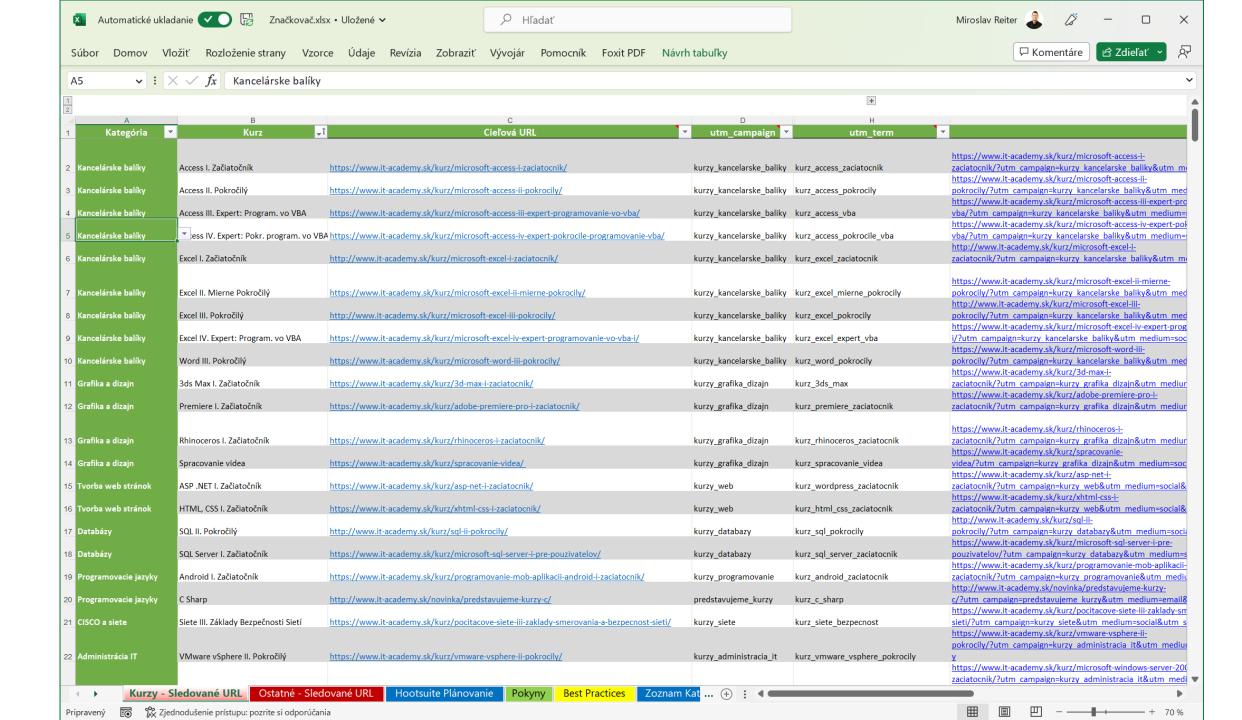
Testing UTM Builders

#### 2. UTM Builder and Shortener Spreadsheet - Whole Whale



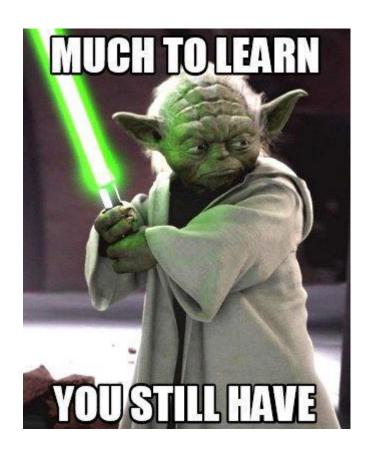
#### **UTM Builder Test results:**

Test	Result
Query Parameter Test	✓ Passed
Hash (#) Fragment Test	× Failed



# Čo ti odporúčam si pozrieť?

- 1. Prednášky/cvičenia (alfa a omega): <a href="https://teams.microsoft.com">https://teams.microsoft.com</a>
- 2. Video tutorialy a záznamy z prednášok/cvičení: www.youtube.com/c/IT-AcademySK
- 3. Google certifikácie: <a href="https://skillshop.exceedlms.com/student/catalog">https://skillshop.exceedlms.com/student/catalog</a>
- 4. Google Analytics demo účet:
  <a href="https://support.google.com/analytics/answer/636">https://support.google.com/analytics/answer/636</a>
  7342?hl=sk#zippy=%2Cobsah-tohto-článku



# Mrkni na YouTube kanál a daj odber



→ WWW.YOUTUBE.COM/C/IT-ACADEMYSK ←

