

BEGINNER'S GUIDE TO UTM CODES

You can think of UTM Codes as trackable “nametags” for your link. These ‘name tags’ appear in analytics reports and let a website know exactly where traffic is coming from.

WHAT CAN UTM CODES TRACK?

<p>Traffic Source: Tracks where the traffic is coming from. Common sources include Facebook, Google, etc.</p> <p>Example: utm_source=tiktok</p>	<p>Medium: Tracks the type of traffic the click is bringing into the site. Common sources include paid, organic, or a newsletter.</p> <p>Example: utm_medium=paid</p>	<p>Campaign Name: Tracks the performance of a specific campaign. It can help you differentiate your Facebook ad campaign and your email marketing campaign.</p> <p>Example: utm_campaign=summer_event_campaign</p>
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You can really name your Traffic Source, Medium, or Campaign Name as whatever you'd like! Use a structure that makes sense to you based off of these guidelines!

HOW TO USE UTM CODES

Check out the [Campaign URL Builder](#) and follow these steps:

1. **Paste your URL** into the box and **fill out the fields** below.
2. **COPY your link** from the ‘generated campaign URL’ field and **PASTE where it needs to go** (wherever you want people to click the link to your website!)

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.

Share the generated campaign URL

Use this URL in any promotional channels you want to be associated with this custom campaign.

generated URL

RESULTS IN GOOGLE ANALYTICS

Looking at your landing pages, click “+”

Sort traffic by source/medium or campaign name

A new column will appear showing where traffic came from!

facebook / paid
google / organic
facebook / paid
facebook / paid
google / organic