

A BEGINNER'S GUIDE TO

UTM TAGS

Tracking CRM/Email Marketing performance in Google Analytics

UTM tracking uses a short, simple code that you can add to links in your email campaigns in order to track their performance in Google Analytics.



TRACK
your subscriber's behavior



COMPARE
the results of your different campaigns



ANALYSE
your email channel revenue and performance

THE 3 UTM CODES YOU SHOULD ALWAYS USE

1. MEDIUM

Represents the marketing medium/channel used for this communication.

BEST PRACTICE

Set utm_medium to "email" so your campaigns are included in the default channel grouping in Google Analytics.

2. SOURCE

Tells Google Analytics the source of your traffic and revenue.

BEST PRACTICE

Use source as an opportunity to differentiate between newsletters and automated campaigns.

3. CAMPAIGN

Assigns a label to your campaign in order to easily identify the content.

BEST PRACTICE

Use this tag to describe the specific email generating traffic - e.g. "Spring_sale_01042016".

ADDITIONALLY YOU CAN ALSO USE ...

CONTENT

Differentiate content types within your email.

BEST PRACTICE

Differentiate traffic from different links inside your newsletter. This can help you find out if your header, top image, or CTA button is driving the most traffic and sales.

HOW TO SET UP A UTM TAG



MANUALLY

You can use the URL Builder on the Google Analytics website. Using this tool will help you generate the full URLs you need for your email campaign content.



AUTOMATICALLY

Some ESP's (email service providers) can automatically generate UTM codes and add them to each link in your newsletter. Check with your provider if this options is available for you, and make sure it's activated and set up correctly

www.yourwebpage.com/?utm_medium=email&utm_campaign=campaignname&utm_source=newsletter1

MEDIUM

CAMPAIGN

SOURCE

THE DO'S

Use UTM tracking
for all of your email marketing communication.

Be consistent

Set "email" as the utm_medium code for all your marketing communication coming from the email channel. Be consistent in your use of utm_source and utm_campaign codes in your different email campaigns.

THE DON'TS

Don't confuse
utm_medium with utm_source
- if you set "email" as medium, make sure you don't use the same tag for source.

Don't use spaces
and special characters as it might confuse Google Analytics and make it difficult for you to measure performance.

AND REMEMBER!

Keep your tags short and simple

HOW TO USE CODES TO MEASURE THE PERFORMANCE

Once you have added UTM tags to all of your links and sent your email campaign, you can follow up on its performance in Google Analytics.

Thanks to the utm_medium tag, you will be able to compare your email marketing performance against other channels in the Channels Report. Using the utm_campaign tag will allow you to measure the performance per campaign and compare campaigns against each other.

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