

UTM Campaign Tagging for Google Analytics 4 (GA4)

July 2022

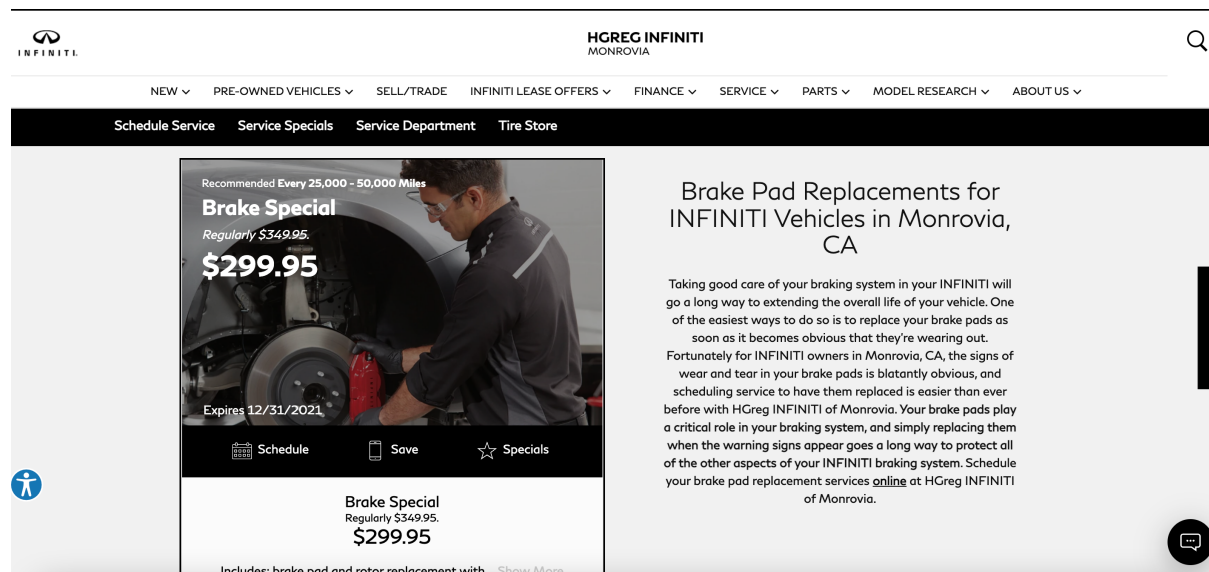
The new UTM tagging options with GA4 are a significant improvement over what was available through Google Analytics Universal. As a reminder, the current GA Universal will stop tracking new analytics data on July 1, 2023.

Why is proper UTM Tagging Important?

Without UTM tagging campaign URLs, all the downstream website click activity will be either partially visible, or completely invisible to Google Analytics. This means dealers will not know which campaign delivered the best results, vs. the campaigns delivering poor results.

Setting up Campaign Tracking

Step 1: The dealer should first determine what they want to promote. In the sample case below, the dealer is promoting a brake pad replacement coupon through an email campaign.



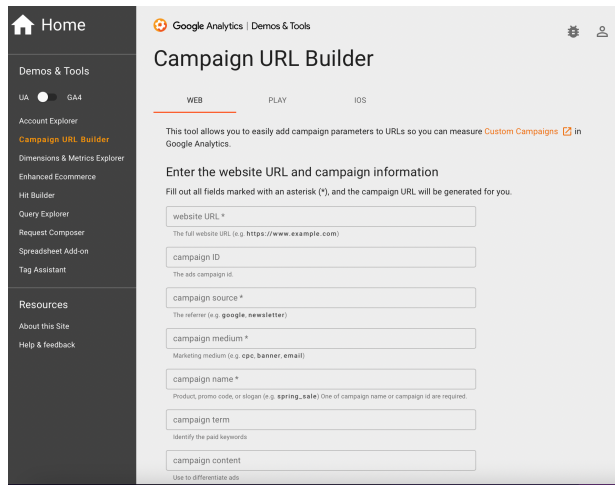
The screenshot shows the website for HGreg INFINITI MONROVIA. The navigation menu includes: NEW, PRE-OWNED VEHICLES, SELL/TRADE, INFINITI LEASE OFFERS, FINANCE, SERVICE, PARTS, MODEL RESEARCH, and ABOUT US. Below the navigation is a sub-menu with: Schedule Service, Service Specials, Service Department, and Tire Store.

The main content area features a 'Brake Special' promotion. The banner includes the text: 'Recommended Every 25,000 - 50,000 Miles', 'Brake Special', 'Regularly \$349.95', '\$299.95', and 'Expires 12/31/2021'. Below the banner are buttons for 'Schedule', 'Save', and 'Specials'. A small text box below the buttons reads: 'Brake Special Regularly \$349.95 \$299.95 Includes: brake pad and rotor replacement with... Show More'.

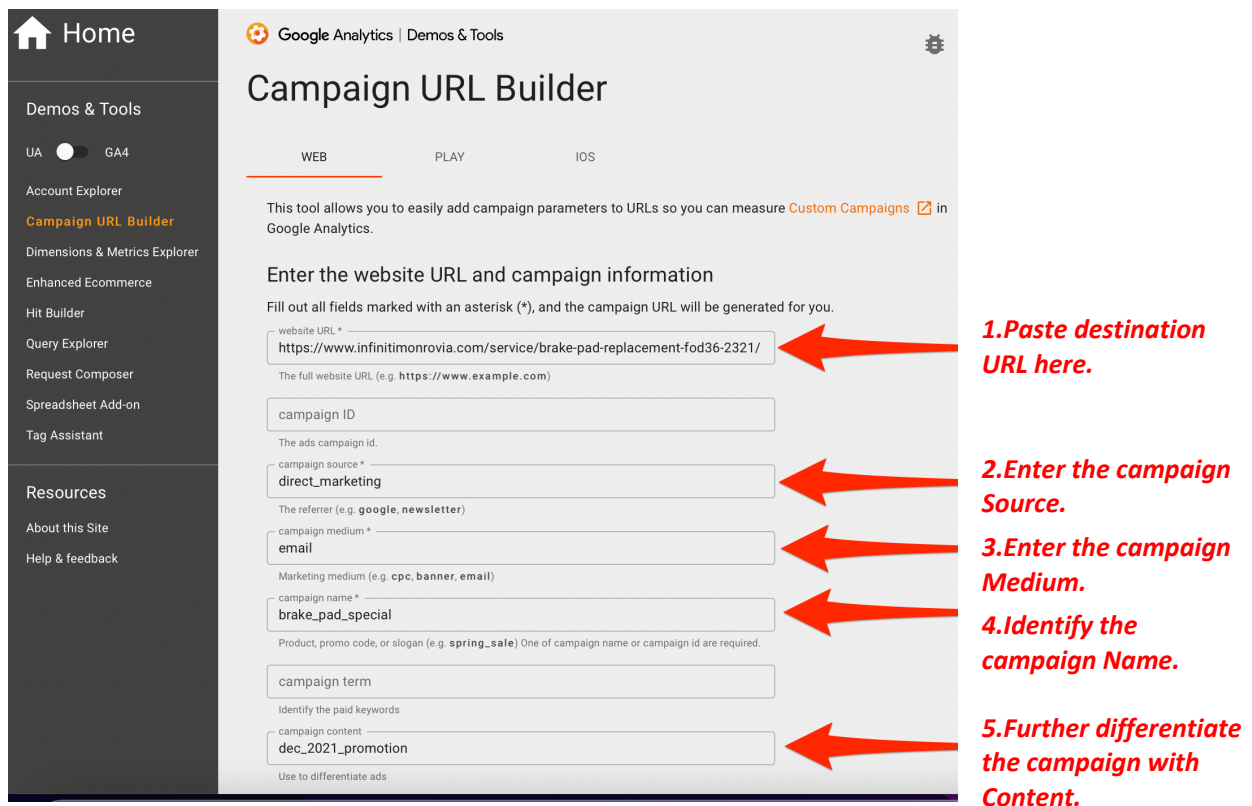
To the right of the banner is a text block titled 'Brake Pad Replacements for INFINITI Vehicles in Monrovia, CA'. The text reads: 'Taking good care of your braking system in your INFINITI will go a long way to extending the overall life of your vehicle. One of the easiest ways to do so is to replace your brake pads as soon as it becomes obvious that they're wearing out. Fortunately for INFINITI owners in Monrovia, CA, the signs of wear and tear in your brake pads is blatantly obvious, and scheduling service to have them replaced is easier than ever before with HGreg INFINITI of Monrovia. Your brake pads play a critical role in your braking system, and simply replacing them when the warning signs appear goes a long way to protect all of the other aspects of your INFINITI braking system. Schedule your brake pad replacement services [online](#) at HGreg INFINITI of Monrovia.'

On the right side of the page, there is a vertical button labeled 'MY GLOVEBOX' and a chat icon at the bottom right.

Step 2: The first step is to visit the Google URL Builder website:
<https://ga-dev-tools.appspot.com/campaign-url-builder/>



Step 3: Copy the entire URL of the specials page on the dealership website and paste into Google URL Builder.
<https://www.infinitimonrovia.com/service/brake-pad-replacement-fod36-2321/>



Step 4: The dealership must make sure they follow the standards for properly entering the campaign, medium, and other information for the Google URL Builder.

The biggest mistake dealers make is not choosing one of Google's pre-defined mediums. Vendors will often make up their own medium, which prevents Google from properly sorting the campaign traffic. UTM parameters also must use all lowercase, and without spaces, instead using underscores (_) or dashes (-).

Here are some examples:

Campaign Type	Source	Medium
Google Display	google	cpm
Paid Facebook Ads	facebook	paid
Twitter Posts	twitter	social
Email Campaigns	agency_name	email

Here is Google's full list of valid mediums for UTM-tagging with Google Analytics 4:

Affiliates

Medium = affiliate

Audio

Medium exactly matches audio

Cross-network

Campaign Name contains "cross-network"

Direct

Source exactly matches direct

AND

Medium is one of ("(not set)", "(none)")

Display

Medium is one of ("display", "banner", "expandable", "interstitial", "cpm")

Email

Source = email|e-mail|e_mail|e mail

OR

Medium = email|e-mail|e_mail|e mail

Mobile Push Notifications

Medium ends with "push"

OR

Medium contains "mobile" or "notification"

Organic Search

Source matches a list of search sites

OR

Medium exactly matches organic

Organic Shopping

Source matches a list of shopping sites

OR

Campaign name matches regex `^(\.[^a-df-z]|^)\shop|shopping\.$`

Organic Social

Source matches a regex list of social sites

OR

Medium is one of ("social", "social-network", "social-media", "sm", "social network", "social media")

Organic Video

Source matches a list of video sites

OR

Medium matches regex `^(\.[^a-df-z]|^)\video\.$`

Paid Search

Source matches a list of search sites

AND

Medium matches regex `^(\.[^a-df-z]|^)\cp.|ppc|paid\.$`

Paid Shopping

(Source matches a list of shopping sites

OR

Campaign Name matches regex `^(\.[^a-df-z]|^)\shop|shopping\.$`)

AND

Medium matches regex `^(\.[^a-df-z]|^)\cp.|ppc|paid\.$`

Paid Social

Source matches a list of social sites

AND

Medium matches regex `^(\.[^a-df-z]|^)\cp.|ppc|paid\.$`

Paid Video

Source matches a list of video sites

AND

Medium matches regex `^(.*cp.*|ppc|paid.*)$`

Referral

Medium = referral

SMS

Medium exactly matches sms

Step 5: The tool will automatically generate the URL with UTM codes added at end.

Share the generated campaign URL

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

generated URL

`https://www.infinitemonrovia.com/service/brake-pad-replacement-fod36-2321/?utm_source=direct_marketing&utm_medium=email&utm_campaign=brake_pad_special&utm_content=dec_2021_promotion`

Set campaign parameters in the fragment portion of the URL

Step 6: If the URL will be visible to shoppers, dealers can shorten the URL, to create a memorable link across the campaign (email, social, etc.).

Share the generated campaign URL

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

generated URL

`https://www.infinitemonrovia.com/service/brake-pad-replacement-fod36-2321/?utm_source=direct_marketing&utm_medium=email&utm_campaign=brake_pad_special&utm_content=dec_2021_promotion`

Set campaign parameters in the fragment portion of the URL

shortened URL

Click shorten link to shorten your generated URL.

SHORTEN LINK

Share the generated campaign URL

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

generated URL


https://www.infinitimonrovia.com/service/brake-pad-replacement-fod36-2321/?utm_source=direct_marketing&utm_medium=email&utm_campaign=brake_pad_special&utm_content=dec_2021_promotion

Set campaign parameters in the fragment portion of the URL

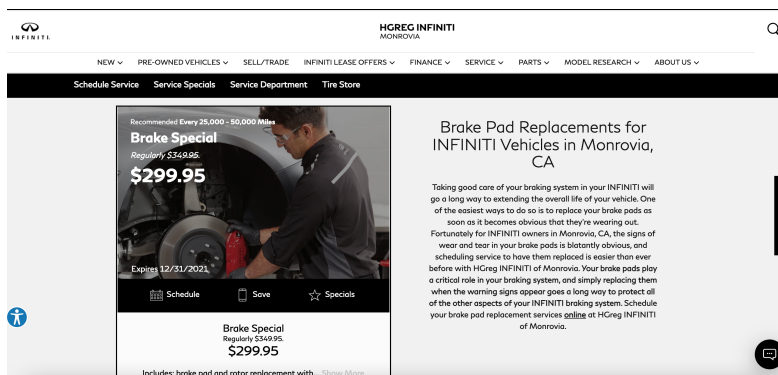
shortened URL

<https://bit.ly/32aeGXu>

SHORTEN LINK

Use the  to copy the link.

Step 7: Once the UTM tagged URL has been created in the Google URL Builder, the dealer should then use this tagged URL in their email campaign.



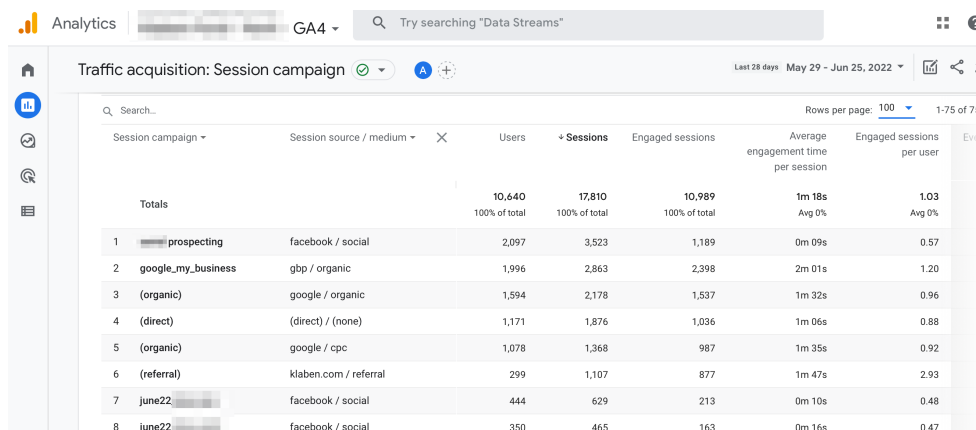
Recommended Every 25,000 - 50,000 Miles

Brake Special
Regularly \$349.95
\$299.95
Expires 12/31/2021

Brake Pad Replacements for INFINITI Vehicles in Monrovia, CA

Taking good care of your braking system in your INFINITI will go a long way to extending the overall life of your vehicle. One of the easiest ways to do so is to replace your brake pads as soon as it becomes obvious that they're wearing out. Fortunately for INFINITI owners in Monrovia, CA, the signs of wear and tear in your brake pads is blatantly obvious, and scheduling service to have them replaced is easier than ever before with HGreg INFINITI of Monrovia. Your brake pads play a critical role in your braking system, and simply replacing them when the warning signs appear goes a long way to protect all of the other aspects of your INFINITI braking system. Schedule your brake pad replacement services online at HGreg INFINITI of Monrovia.

Step 8: Using Google Analytics 4, dealers can easily track campaigns for each UTM tagged URL.

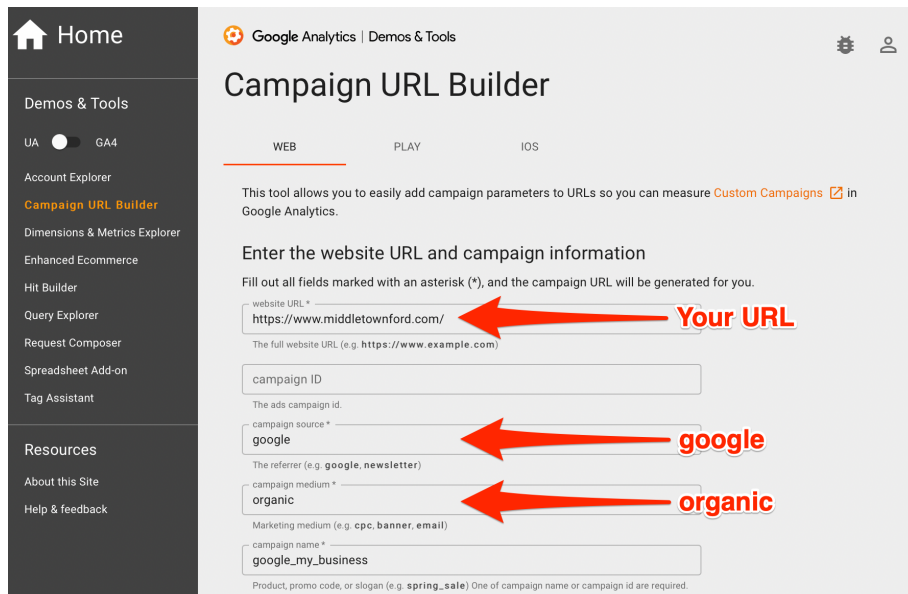
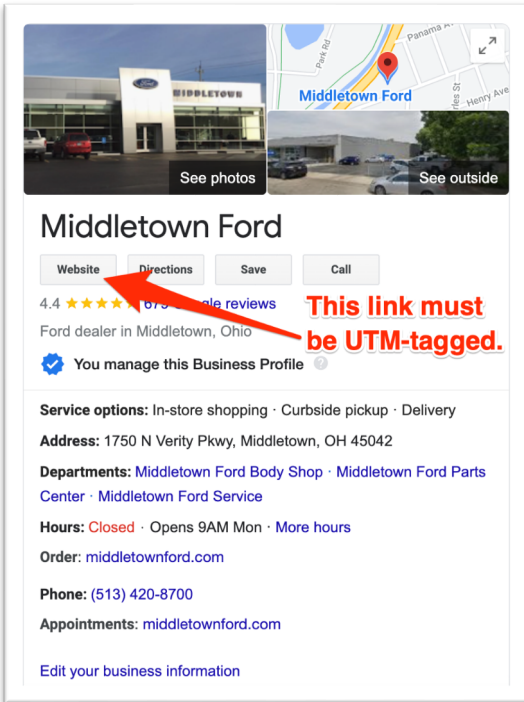


Session campaign	Session source / medium	Users	Sessions	Engaged sessions	Average engagement time per session	Engaged sessions per user
Totals		10,640	17,810	10,989	1m 18s	1.03
		100% of total	100% of total	100% of total	Avg 0%	Avg 0%
1	prospecting	2,097	3,523	1,189	0m 09s	0.57
2	google_my_business	1,996	2,863	2,398	2m 01s	1.20
3	(organic)	1,594	2,178	1,537	1m 32s	0.96
4	(direct)	1,171	1,876	1,036	1m 06s	0.88
5	(organic)	1,078	1,368	987	1m 35s	0.92
6	(referral)	299	1,107	877	1m 47s	2.93
7	june22	444	629	213	0m 10s	0.48
8	june22	350	465	163	0m 16s	0.47



Setting up Google Business Profile Tracking

A flaw in the Google Business Profile system is that, unless the website link is UTM-tagged, the traffic goes into the Direct channel.



Above are the parameters for proper UTM tagging for dealership website links in their Google Business Profile(s). If dealerships have multiple GBPs for sales, service and body shop, they would need to separately UTM tag each GBP's website URLs. Keep in mind for service they would deep link to the dealership service landing page, and the same with body shop.