

Setting up UTM Campaign Tracking with Google URL Builder

December 2021

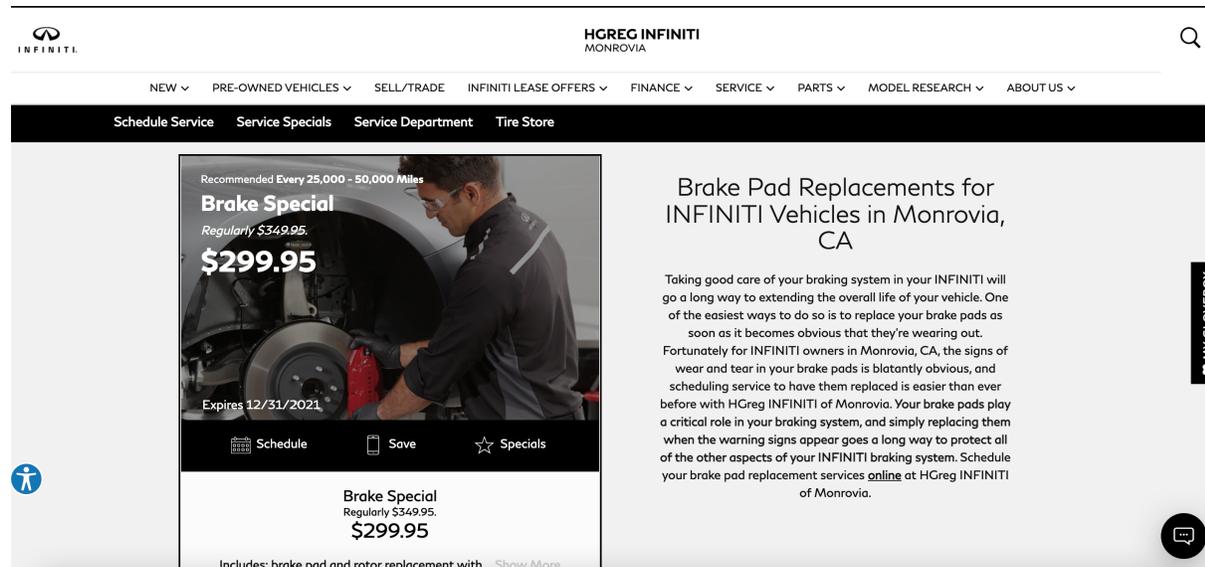
Why is proper UTM Tagging Important?

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

The standards outlined in this document were not created by Generations Digital, instead these are industry standards from Google.

Setting up Campaign Tracking

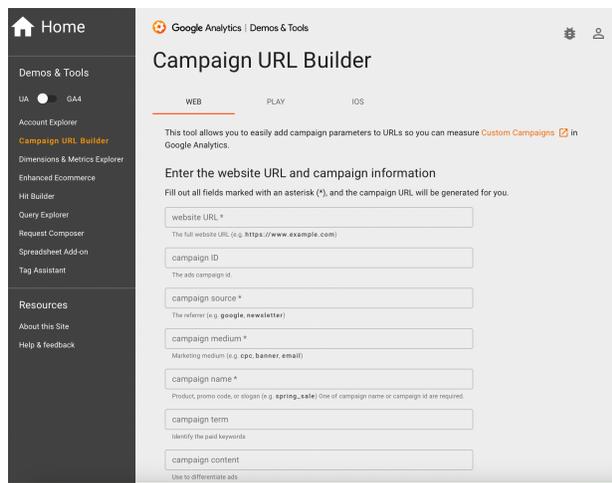
Step 1: The dealer should first determine what they want to promote. In this case they are promoting a brake pad replacement special coupon through an email campaign.



The screenshot shows a website for HGreg INFINITI MONROVIA. The main content area features a promotional banner for a "Brake Special" with a price of \$299.95 (regularly \$349.95). The banner includes a photo of a technician working on a car's brake system and a "Schedule" button. To the right of the banner is a text block titled "Brake Pad Replacements for INFINITI Vehicles in Monrovia, CA" with a detailed description of the service. The website header includes the INFINITI logo, the dealer name "HGreg INFINITI MONROVIA", and a search icon. A navigation menu below the header lists various services and departments. A vertical "MY GLOVEBOX" button is visible on the right side of the page.

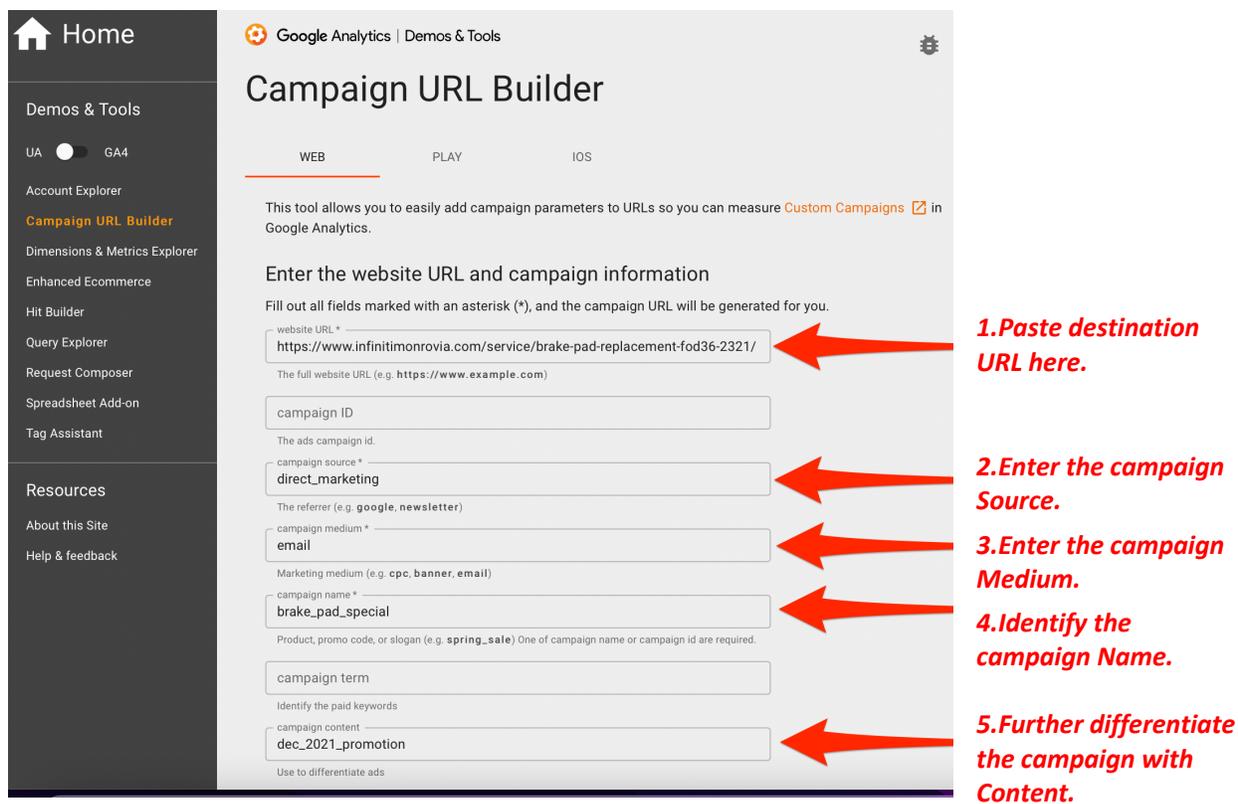
Step 2: The first step is to visit the Google URL Builder website:

<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.infinitemonrovia.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 (-).

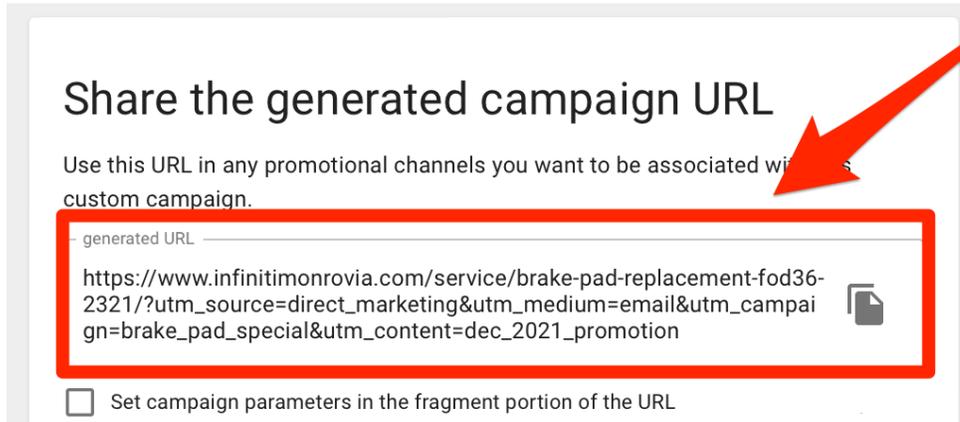
Here are some examples:

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

Google’s full list of formal definitions for Mediums

Channel	Description
Direct	Source exactly matches direct AND Medium exactly matches (not set) OR Medium exactly matches (none)
Organic Search	Medium exactly matches organic
Social	Social Source Referral exactly matches Yes OR Medium matches regex <code>^(social social-network social-media sm social network social media)\$</code>
Email	Medium exactly matches email
Affiliates	Medium exactly matches affiliate
Referral	Medium exactly matches referral
Paid Search	Medium matches regex <code>^(cpc ppc paidsearch)\$</code> AND Ad Distribution Network does not exactly match Content
Other Advertising	Medium matches regex <code>^(cpv cpa cpp content-text)\$</code>
Display	Medium matches regex <code>^(display cpm banner)\$</code> OR Ad Distribution Network exactly matches Content

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



Share the generated campaign URL

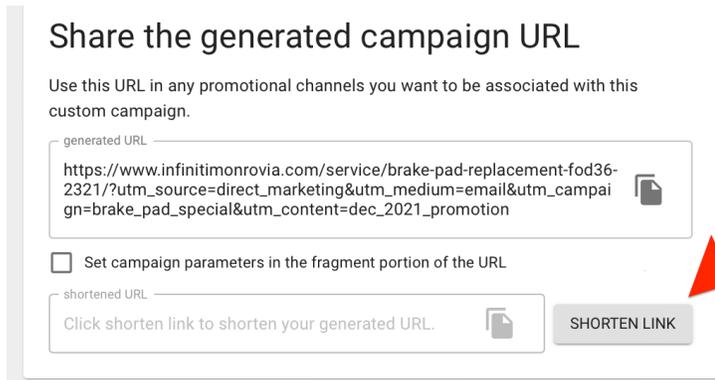
Use this URL in any promotional channels you want to be associated with this custom campaign.

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

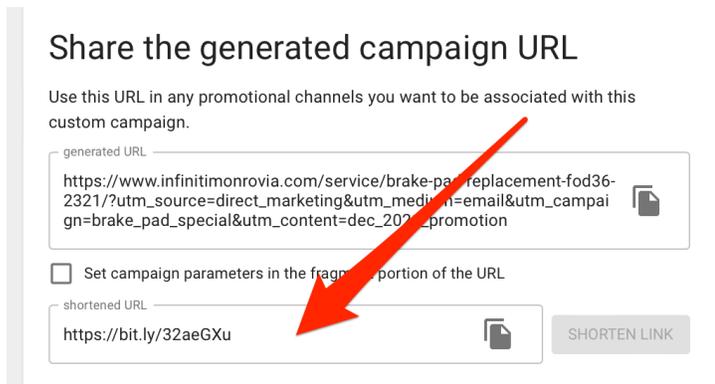
https://www.infinitemonrovia.com/service/brake-pad-replacement-fod36-2321/?utm_source=direct_marketing&utm_medium=email&utm_campaign=brake_pad_special&utm_content=dec_2021_promotion

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.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

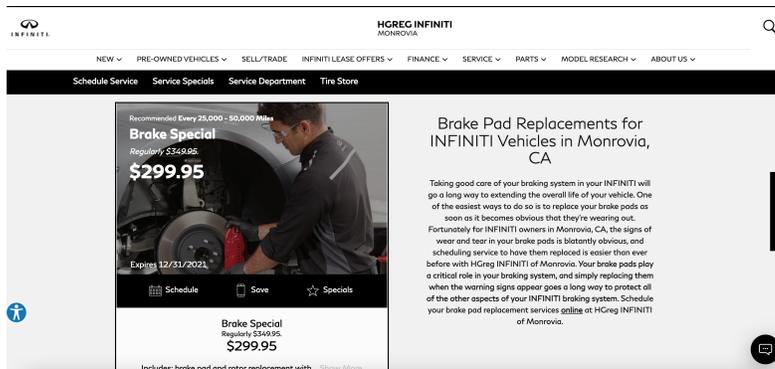
shortened URL

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

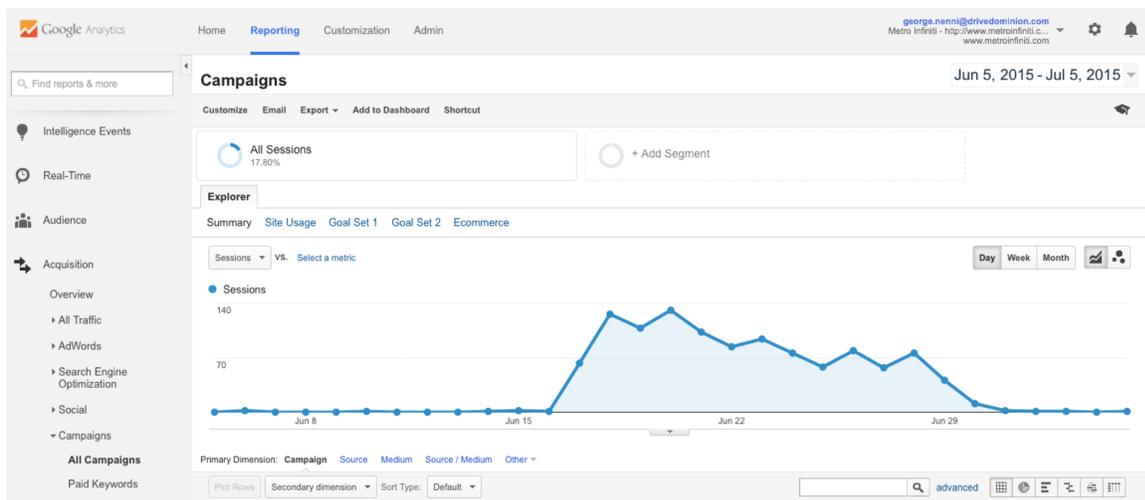
SHORTEN LINK

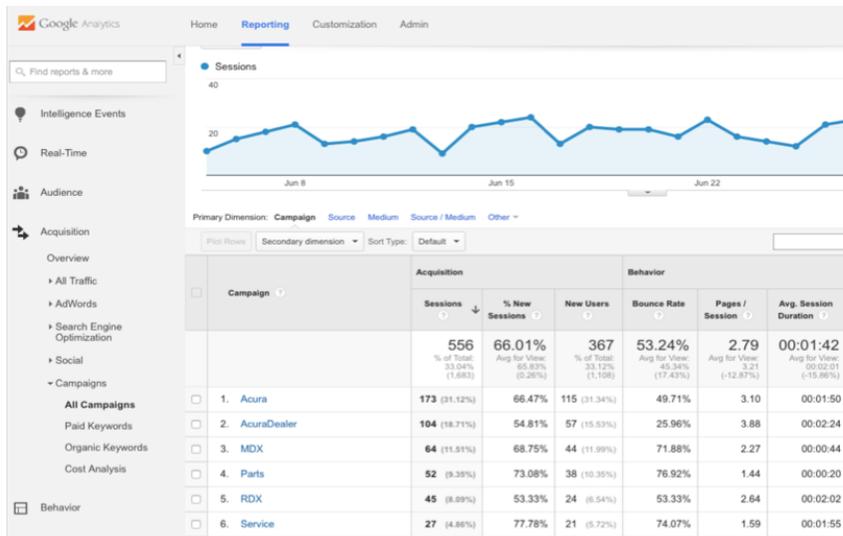
Use the  to copy the link.

Step 7: Once the UTM code is created in Google URL Builder, the dealer should then use this expanded URL in their campaign.



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





Setting up Google Business Profile Tracking

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

The screenshot shows a Google Business Profile for 'Middletown Ford'. At the top, there are photos of the dealership and a map showing its location. Below the photos, there are buttons for 'Website', 'Directions', 'Save', and 'Call'. A red arrow points to the 'Website' button, and a red text annotation next to it says 'This link must be UTM-tagged.' Below the buttons, there are 4.4 star ratings, a link to '175 Google reviews', and the text 'Ford dealer in Middletown, Ohio'. Further down, there are sections for 'Service options', 'Address', 'Departments', 'Hours', 'Order', 'Phone', and 'Appointments', each with corresponding information.

Home

Google Analytics | Demos & Tools

Campaign URL Builder

WEB PLAY IOS

This tool allows you to easily add campaign parameters to URLs so you can measure Custom Campaigns 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 *
https://www.middletonford.com/ **Your URL**

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

campaign ID

The ads campaign id.

campaign source *
google **google**

The referrer (e.g. google, newsletter)

campaign medium *
organic **organic**

Marketing medium (e.g. cpc, banner, email)

campaign name *
google_my_business

Product, promo code, or slogan (e.g. spring_sale) One of campaign name or campaign id are required.

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.