



uplifter

utm_tracking problems...
and how to solve them



www.uplifter.ai

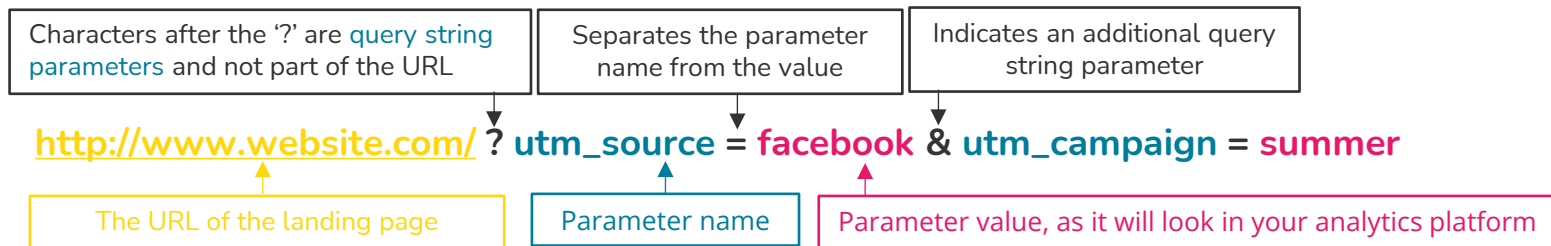


Type upl.inc/mc24
or scan me
for slides



What are campaign links with UTMs?

A link to your website which contains a small snippet of code at the end, which describes where the user came from. This data is sent to your onsite analytics tool(s).



Codes after URL is also known as a query string parameters, marketing code, tracking code, in Google Analytics a UTM code or in Adobe Analytics a CID (campaign ID).



Example UTMs

<http://www.rightmove.co.uk/property-for-sale/property-47587806.html>

?utm_content=v2-ealertspropertyimage
&utm_medium=email
&utm_source=emailupdates
&utm_campaign=emailupdatesinstant
&utm_term=buying
&sc_id=22204323
&onetime_FromEmail=true

<http://www.rightmove.co.uk/emailupdatesearch/22204323>

?utm_content=v2-ealertslinktosearch-button
&utm_medium=email
&utm_source=emailupdates
&utm_campaign=emailupdatesinstant



£1,100,000

4 bedroom house for sale
Upper Brighton Road, Surbiton

Marketed By Hawes & Co, Surbiton

Email agent

Call: 020 8012 2336

View all results on Rightmove

Start new search

Advertisement

Are you looking to sell your home?

Request a free, no obligation
valuation from experts in your area





Example UTM sheets

Instructions:

- 1) Make sure you know landing page url, medium, source and campaign names for the social media post
- 2) Fill in all values in the cells under the "Enter the values below" column
- 3) URL with utm parameters will be automatically generated next to "Generated URL" cell
- 4) Use this link for your social media post

	Enter the values below	Examples	Comments
Experian landing page url	https://www.experian.co.uk/	https://www.experian.co.uk/	Your landing page e.g. for Zoopla it is www.experian.co.uk/consumer/index-492.html
medium	partner	partner	<i>this will always be partner</i>
source	rightmove	rightmove, primelocation, onthemarket, zoopla	<i>enter the name of the partner</i>
campaign	test_campaign_name	home_owner_blog_post_q1	<i>Campaign name with _ between each word</i>
term	free_score	free_score, credit_card, insurance, boost	<i>type of cta - check your free score</i>
content	display	display, text	<i>type of ad - display or text</i>
Generated URL https://www.experian.co.uk/?utm_medium=partner&utm_source=rightmove&utm_campaign=test_campaign_name&utm_term=free_score&utm_content=display			

UTM Builder Spreadsheet v.13.4.xlsx

Paid Campaign Tracking Codes

Salesforce Tracking										Google Analytics Tracking															
Enter your bulk data (campaign name, Ad Group Name and Ad Name)							URL	Campaign Name (clean)	Ad Group Name (clean)	Ad Name (clean)	Area	Channel ch	Campaign ccc	Language scc	Target Country tcc	Study Centre cct	Campaign ID -cid	UTM Source	UTM Medium	UTM Content	UTM Campaign	channel code	Language code	Target Country code	Study Centre code
Paste data here							URL	Look up to column A	Look up to column B	Look up to column C	Look up to column D	Drop Down	Look up to E	Drop Down	Drop Down	Drop Down	Manual	Look up to column E	Drop Down	Look up to column F	Look up to column G				
2020_FB_CO_IN	Interest_India	Carousel	https://www.belle.co.uk/2020_FB_CO_IN	Interest_India	Carousel	paid	facebook	2020_FB_CO_IN	English	ALL	Cardiff	SG Facebook	facebook	opp	Test	2020_FB_CO_InInterest-India	fb	1	0	UKSCCAF					
2020_FB_CO_Generic	Interest_AE	Video	https://www.belle.co.uk/2020_FB_CO_Generic	Interest_AE	Video	paid	facebook	2020_FB_CO_Gn	English	ALL	Cardiff	SG Facebook	facebook	opp	Test	2020_FB_CO_GenericInterest-AE	fb	1	0	UKSCCAF					
2020_FB_CO_Test	Lookalike_AE	Image	https://www.belle.co.uk/2020_FB_CO_Test	Lookalike_AE	Image	paid	facebook	2020_FB_CO_Tn	English	ALL	Cardiff	SG Facebook	facebook	opp	Test	2020_FB_CO_TestLookalike-AE	fb	1	0	UKSCCAF					
BL_SG1_2020_CO_FB1 Institution EA1 Priority1	Interests	Static Image UCDI Sep 20	https://www.uae.gov.ae/BL_SG1_2020_CO_FB1	Interests	Static Image	paid	facebook	BL_SG1_2020_CO_FB1	English	ALL	University College	SG Facebook	facebook	opp	Test	BL_SG1_2020_CO_FB1 Institution EA1	fb	1	0	UKUCD					
BL_SG1_2020_CO_FB1 Institution EA1 Priority1	Interests	Static Image Coventry Sep 20	https://www.uae.gov.ae/BL_SG1_2020_CO_FB1	Interests	Static Image	paid	facebook	BL_SG1_2020_CO_FB1	English	ALL	University of West	SG Facebook	facebook	opp	Test	BL_SG1_2020_CO_FB1 Institution EA1	fb	1	0	UKUAP					
BL_SG1_2020_CO_FB1 Institution EA1 Priority1	Interests	Static Image Coventry Sep 20	https://www.uae.gov.ae/BL_SG1_2020_CO_FB1	Interests	Static Image	paid	facebook	BL_SG1_2020_CO_FB1	English	ALL	University College	SG Facebook	facebook	opp	Test	BL_SG1_2020_CO_FB1 Institution EA1	fb	1	0	UKUSCU					
BL_SG1_2020_CO_FB1 Institution EA1 Priority1	Interests	Static Image Coventry Sep 20	https://www.uae.gov.ae/BL_SG1_2020_CO_FB1	Interests	Static Image	paid	facebook	BL_SG1_2020_CO_FB1	English	ALL	University College	SG Facebook	facebook	opp	Test	BL_SG1_2020_CO_FB1 Institution EA1	fb	1	0	UKUSCU					
BL_SG1_2020_CO_FB1 Institution EA1 Priority1	Interests	Static Image UCDI Sep 20	https://www.uae.gov.ae/BL_SG1_2020_CO_FB1	Interests	Static Image	paid	facebook	BL_SG1_2020_CO_FB1	English	ALL	University of West	SG Facebook	facebook	opp	Test	BL_SG1_2020_CO_FB1 Institution EA1	fb	1	0	UKUAP					
BL_SG1_2020_CO_FB1 Institution EA1 Priority1	Lookalikes	Static Image Coventry Sep 20	https://www.uae.gov.ae/BL_SG1_2020_CO_FB1	Lookalikes	Static Image	paid	facebook	BL_SG1_2020_CO_FB1	English	ALL	University College	SG Facebook	facebook	opp	Test	BL_SG1_2020_CO_FB1 Institution EA1	fb	1	0	UKUAP					
BL_SG1_2020_CO_FB1 Institution EA1 Priority1	Lookalikes	Static Image UCDI Sep 20	https://www.uae.gov.ae/BL_SG1_2020_CO_FB1	Lookalikes	Static Image	paid	facebook	BL_SG1_2020_CO_FB1	English	ALL	University of West	SG Facebook	facebook	opp	Test	BL_SG1_2020_CO_FB1 Institution EA1	fb	1	0	UKUAP					
BL_SG1_2020_CO_FB1 Institution EA1 Priority1	Lookalikes	Static Image UCDI Sep 20	https://www.uae.gov.ae/BL_SG1_2020_CO_FB1	Lookalikes	Static Image	paid	facebook	BL_SG1_2020_CO_FB1	English	ALL	University of West	SG Facebook	facebook	opp	Test	BL_SG1_2020_CO_FB1 Institution EA1	fb	1	0	UKUAP					
BL_SG1_2020_CO_FB1 Institution EA1 Priority1	Lookalikes	Static Image Coventry Sep 20	https://www.uae.gov.ae/BL_SG1_2020_CO_FB1	Lookalikes	Static Image	paid	facebook	BL_SG1_2020_CO_FB1	English	ALL	University College	SG Facebook	facebook	opp	Test	BL_SG1_2020_CO_FB1 Institution EA1	fb	1	0	UKUSCU					



uplifter

Most common
UTM problems



www.uplifter.ai



Type upl.inc/mc24
or scan me
for slides



Inconsistent UTM names

Caused by:

- No owner
- No/not enough data validation
- Complicated UTM sheets
- *MarTech auto-tagging*

Campaign ?	Users ? ↓
Poorly labelled campaigns ✖	
1. products3436news%letter	5,626 (18.34%)
2. 23\$82DShjuic\$e	4,127 (13.46%)
3. march_office03opening_camp	2,260 (7.37%)

Campaign ?	Users ? ↓
Clearly labelled campaigns ✔	
1. easter_2024	5,626 (18.34%)
2. black_friday_2024	4,127 (13.46%)
3. opening_party_2024	2,260 (7.37%)

Solution:

1. Decide which UTM parameters need to be centralised
2. Designate an owner to enforce, make your agency follow your rules – it's your data
3. Lock parameters in UTM Sheet using Data validation rules
OR better – Use a UTM builder with advanced data validation
4. Learn what MarTech auto tags and decide if you want to copy or contrast their format
OR better – Turn auto-tagging off, it just makes marketers lazy



Team ignoring UTM instructions

Caused by:

- Complicated UTM sheet
- No owner or enforcer
- No UTM training
- No audit trail of who created what links

Instructions:

- 1) Make sure you know landing page url
- 2) Fill in all values in the
- 3) URL with utm
- 4) Use this link t

No one reads instructions in spreadsheets

Solution:

1. Use a dummy proof UTM builder - which shows who created what UTMs
2. Setup UTM builder logic with data validation which match your instructions
3. Use short links to let you edit incorrect UTMs on the fly

Everyone depending on you for UTMs

Caused by:

- You being too good at your job
- Your overcomplicated UTM sheet(s)
- Not letting go of power
- Lazy colleagues and agencies

Solution:

1. Make a clear, clean, taxonomy, remove parameters you don't need
2. Give basic UTM training to all marketers (including your agencies)
3. Use a UTM builder which allows users to self-serve UTMs
4. Refuse to create links with UTMs, but offer 'supervision' at the start



An actual Linchpin



Discrepancies between GA4 and agencies

Caused by:

- Ad platforms (and agency's trying to claim maximum glory)
- Clicks and conversions captured by different methodologies
- Users not consenting to cookies (in GA4)
- GA4 data collection problems (cross-domain tracking, conversion points)

Agency conversions



Analytics conversions

Solution:

1. Make the agency use your UTMs, challenge auto tagging and acronyms
2. Check your GA4 conversions are capturing data correctly
3. Make every marketing link a short link to capture your own ad clicks
4. Make sure you have access to all the agency data



No offline marketing tracking

Caused by:

- Not understanding what's possible
- Reliance on event company data
- Marketeers not being able to self-serve short links / QR codes

Solution:

1. Educate marketers on what's possible! Share this slide.
2. Create short links which redirect to pages with UTMs, where UTMs can be edited
3. Print QR codes of short links on offline marketing
 - Roller banners, print, handouts, business cards, presentations
4. Before each event, change the utm_source to be the name of the event
5. Compare in GA4 the performance of each utm_source



Type upl.inc/mc24
or scan me
for slides



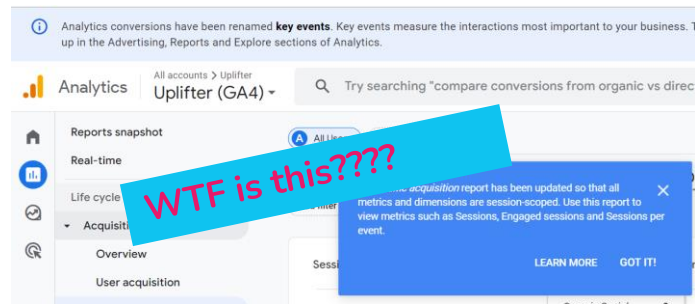
Marketeers refusing to self-serve reports

Caused by:

- GA4 is overly complex and not intuitive to learn
- GA4 bugs and cookie consent means no-one trusts data
- Marketeers are not analysts
- Analyst built dashboards too reactive
- Agencies making marketers lives 'too easy'

Solution:

1. Give marketers basic training on UTMs
2. Make marketers create links and viewing performance in the same platform
3. Use short links to track ad clicks in a uniform way across all advertising





BONUS: Custom parameters cheat sheet

Good parameters

- Objective (marketing tactic GA4)
- Content format (GA4, fine to concatenate with content)
- Business unit
- Product
- Audience
- Country

Bad/meh parameters

- Campaign start / end date (campaigns are rarely on time)
- Language (can often be extracted from landing page URL)

Advice

- No more than 8
- Make business critical parameters mandatory (using tool / dropdown)
- Always create short links (to change parameter mistakes later)



Questions?
alex@uplifter.ai



www.uplifter.ai



Type upl.inc/mc24
or scan me
for slides