

Anatomy of a tracking URL

http://frame.agency/?utm_source=Facebook&utm_medium=NewsFeed&utm_term=CreativeAgency&utm_content=V-1&utm_campaign=SummerCampaign

Anatomy of a tracking URL

http://frame.agency/
?utm_source=Facebook
&utm_medium=NewsFeed
&utm_term=CreativeAgency
&utm_content=V-1
&utm_campaign=Summer

UTM = Urchin Tracking
Module

Anatomy of a tracking URL

<http://frame.agency/>

?utm_source=Facebook

&utm_medium=NewsFeed

&utm_term=CreativeAgency

&utm_content=V-1

&utm_campaign=Summer

This is the URL that the link will take people to.

Anatomy of a tracking URL

```
http://frame.agency/  
?utm_source=Facebook  
&utm_medium=NewsFeed  
&utm_term=CreativeAgency  
&utm_content=V-1  
&utm_campaign=Summer
```

Source: The channel the user has come from/referrer of the link

Medium: The marketing medium on that channel (email, display, PPC etc.)

Term: The keyword that triggered the visit

Content: Used to differentiate ads

Campaign: The campaign the link is part of

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&utm_campaign=Summer
```

UTM codes can be added in any order after the URL and will still work.

Sometimes it's easier however to think of them in hierarchical terms.

1. Campaign
2. Source
3. Medium
4. Content
5. Term

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```

These are required!

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These are optional!

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&utm_content=V-1  
&utm_campaign=Summer
```

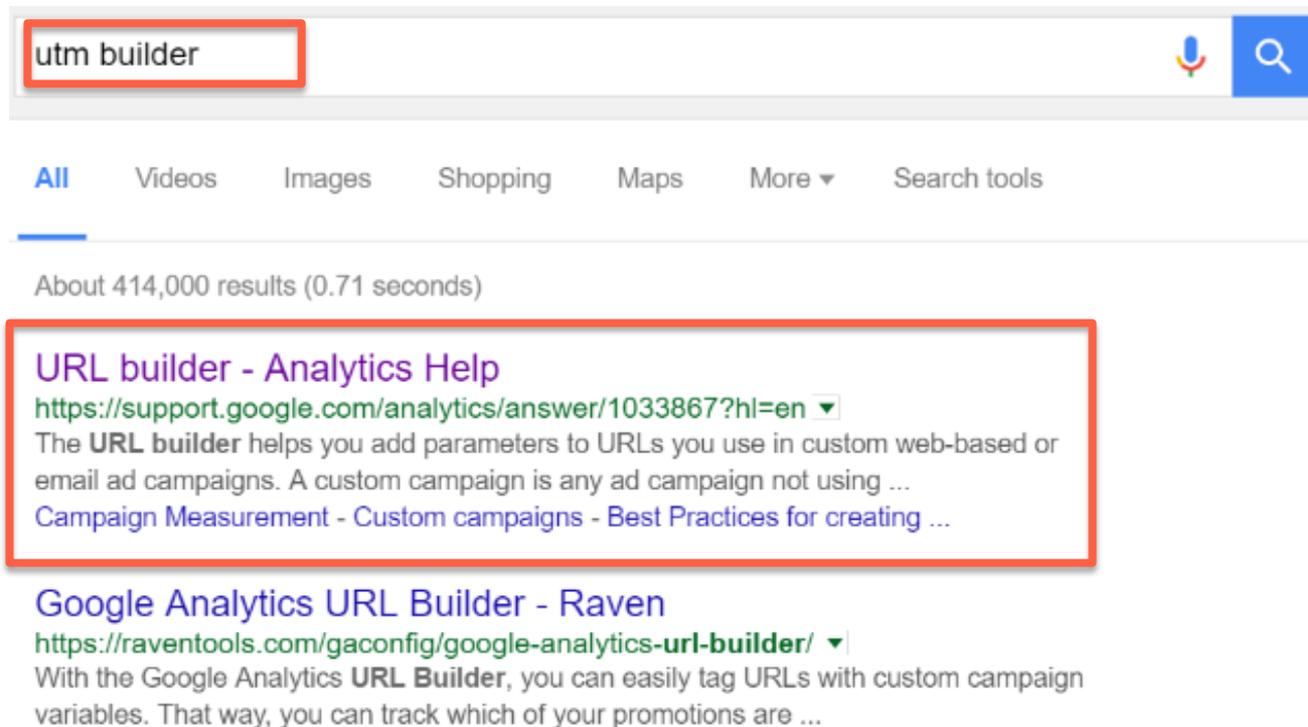
'Term' is rarely used.

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```

The most important thing is to make each term distinct, so you can easily track conversions and tell campaigns, channels and ads apart in Google Analytics.

Keep it simple – use the builder!



A screenshot of a Google search interface. The search bar at the top contains the text "utm builder" and is highlighted with a red border. To the right of the search bar are icons for voice search and a magnifying glass. Below the search bar, there are navigation tabs for "All", "Videos", "Images", "Shopping", "Maps", "More", and "Search tools". The "All" tab is selected and highlighted with a blue underline. Below the tabs, the search results are displayed. The first result is titled "URL builder - Analytics Help" in purple text. Below the title is a green URL: "https://support.google.com/analytics/answer/1033867?hl=en" with a dropdown arrow. The description of the result reads: "The **URL builder** helps you add parameters to URLs you use in custom web-based or email ad campaigns. A custom campaign is any ad campaign not using ... Campaign Measurement - Custom campaigns - Best Practices for creating ...". This entire result block is highlighted with a red border. Below this is another result titled "Google Analytics URL Builder - Raven" in blue text. Below the title is a green URL: "https://raventools.com/gaconfig/google-analytics-url-builder/" with a dropdown arrow. The description of this result reads: "With the Google Analytics **URL Builder**, you can easily tag URLs with custom campaign variables. That way, you can track which of your promotions are ...".

utm builder

All Videos Images Shopping Maps More Search tools

About 414,000 results (0.71 seconds)

URL builder - Analytics Help
<https://support.google.com/analytics/answer/1033867?hl=en> ▾
The **URL builder** helps you add parameters to URLs you use in custom web-based or email ad campaigns. A custom campaign is any ad campaign not using ...
Campaign Measurement - Custom campaigns - Best Practices for creating ...

Google Analytics URL Builder - Raven
<https://raventools.com/gaconfig/google-analytics-url-builder/> ▾
With the Google Analytics **URL Builder**, you can easily tag URLs with custom campaign variables. That way, you can track which of your promotions are ...

Keep it simple – use the builder!

URL builder form

Step 1: Enter the URL of your website.

Website URL *

(e.g. <http://www.urchin.com/download.html>)

Step 2: Fill in the fields below. **Campaign Source, Campaign Medium and Campaign Name** should always be used.

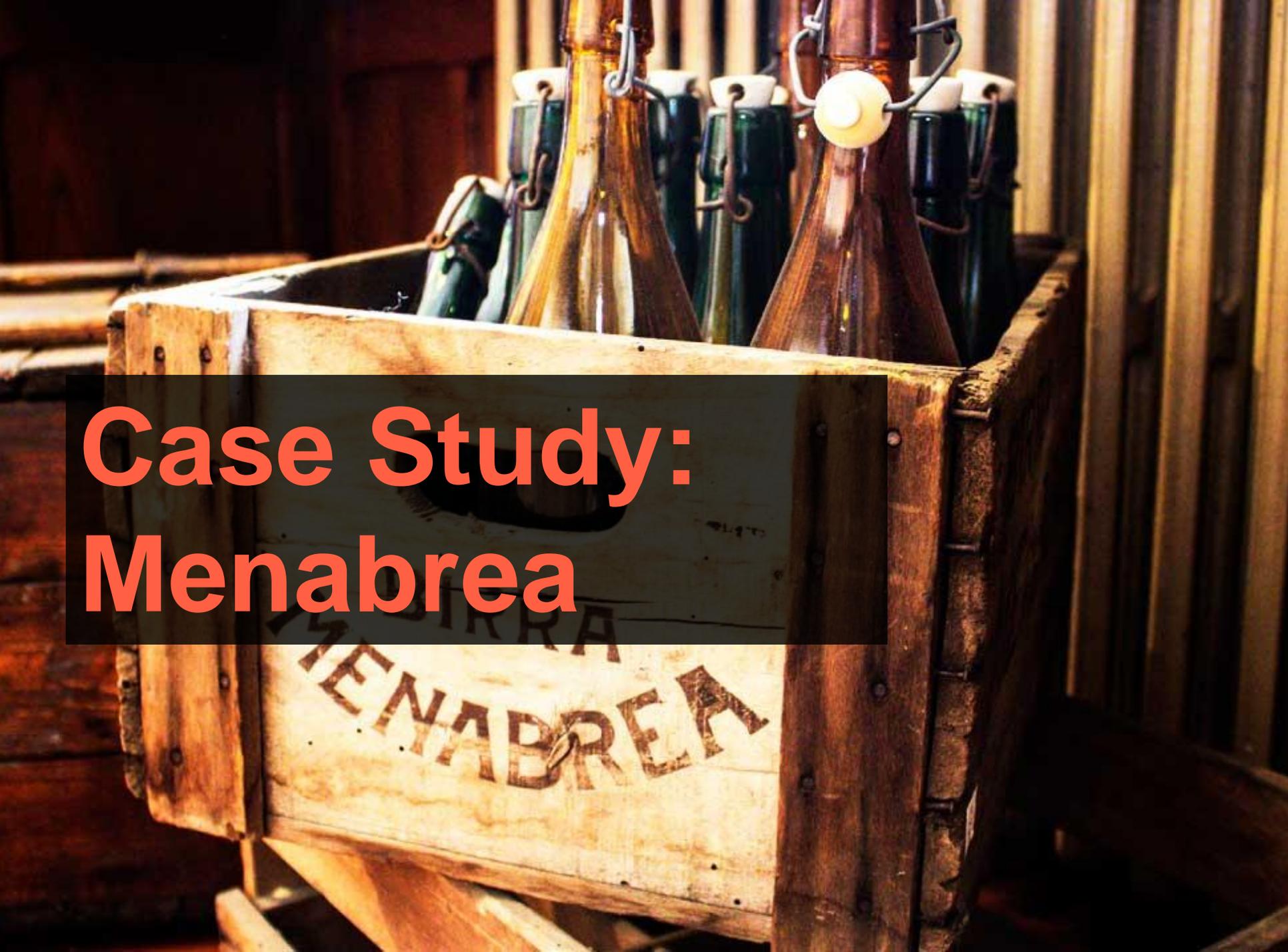
Campaign Source *

(referrer: google, citysearch, newsletter4)

Campaign Medium *

Some tracking fundamentals

1. TRACK EVERY LINK – make them distinct and plan ahead
2. Double up with platform tracking codes
3. ALWAYS set up hashtag tracking in advance
4. Remember to look at ‘assisted conversions’
5. Use goal funnels in Google Analytics
6. Track clicks and downloads on your site with event tracking
7. Look at ALL of these conversions, not just your primary goal. Every action has a value!

A close-up photograph of a wooden crate filled with beer bottles. The bottles are arranged in rows, with some having white caps and others with dark caps. The crate is made of light-colored wood and has the name 'MENABREA' printed on its side in a bold, serif font. The background is a dark, wooden interior, possibly a brewery or cellar, with vertical wooden planks.

Case Study: Menabrea



Strategy & Objectives



Menabrea was relatively unknown in the UK. Our social goals in year 1 were to grow our Twitter following, launch on Instagram and build relationships with key industry influencers. We aimed for 3,000-4,000 followers in year 1.

The Results



TWEETS	FOLLOWING	FOLLOWERS	LIKES
1,823	1,365	4,186	1,325

Edit profile

Menabrea
MenabreaUK
Serving the finest beers since 1846, only in Biella. Those who know, know Menabrea. Now available in the UK

Tweets Tweets & replies Media

Pinned Tweet

Menabrea @MenabreaUK · Apr 8



The brand new [#app](#) from [@gitlchefs](#) has just launched! Get over 100 exclusive

Your Tweet activity

Your Tweets earned 5,163 impressions over the last week



View your top Tweets

In year 1, we grew our Twitter following to over 4,100. We launched on Instagram, and expanded the site to include a huge range of engaging and exciting content. ita ...

Proving ROI



We reported on our KPIs regularly and produced detailed reach and impact reports for each campaign. This helped Menabrea compare the investment in, and value of, social with other channels.

Case Study: IKEA

IKEA
Home furnishings



#WonderfulEveryday

A/B Testing



IKEA UK ✓

Retail and Consumer Merchandise

Shop Now

Like

Message



Timeline

About

Photos

Locations

More ▾

Search for posts on this Page

Very responsive to messages

1,069,492 people like this

Invite friends to like this Page

Status Photo / Video



Write something on this Page...



IKEA UK

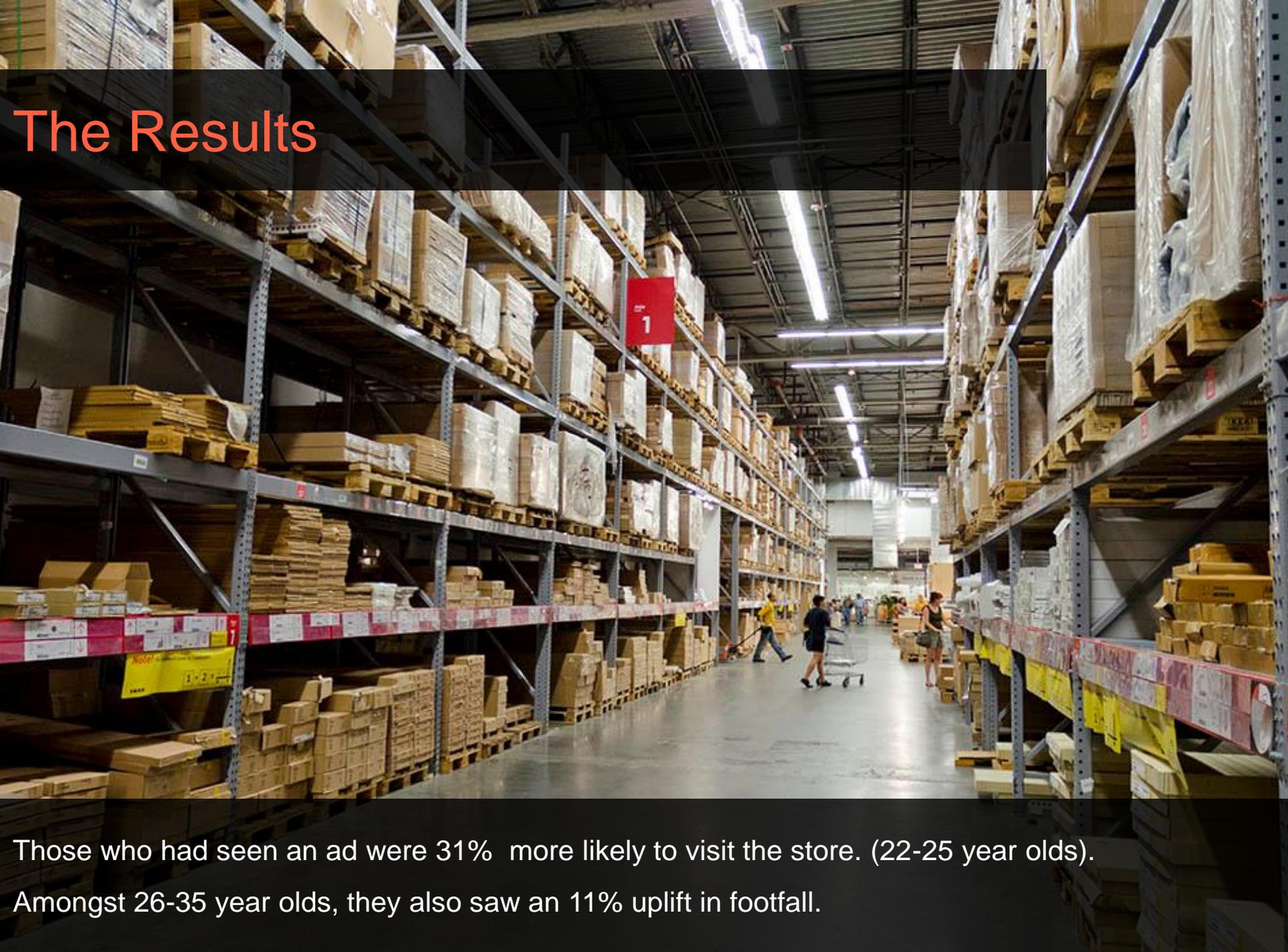
April 21 at 12:54pm · 🌐

sneak preview of our new ad before you see it on TV this Saturday.

#WonderfulEveryday <http://po.st/7BmBL9>

IKEA set up an A/B test to establish whether Facebook could be valuable for customer acquisition and as a driver of store footfall.

The Results



Those who had seen an ad were 31% more likely to visit the store. (22-25 year olds).
Amongst 26-35 year olds, they also saw an 11% uplift in footfall.

Some final thoughts

1. A/B test wherever possible
2. TRACK EVERYTHING!
3. Check performance regularly and optimise your campaigns
4. Use qualitative research to find out what your audience REALLY thinks, and how important social is in getting them to take the action you want
5. Think about more tangential benefits of a strong social presence:
 - i. Increased customer/student satisfaction
 - ii. Improved brand and service awareness

**Any
Questions?**