

Campaign tracking guidelines

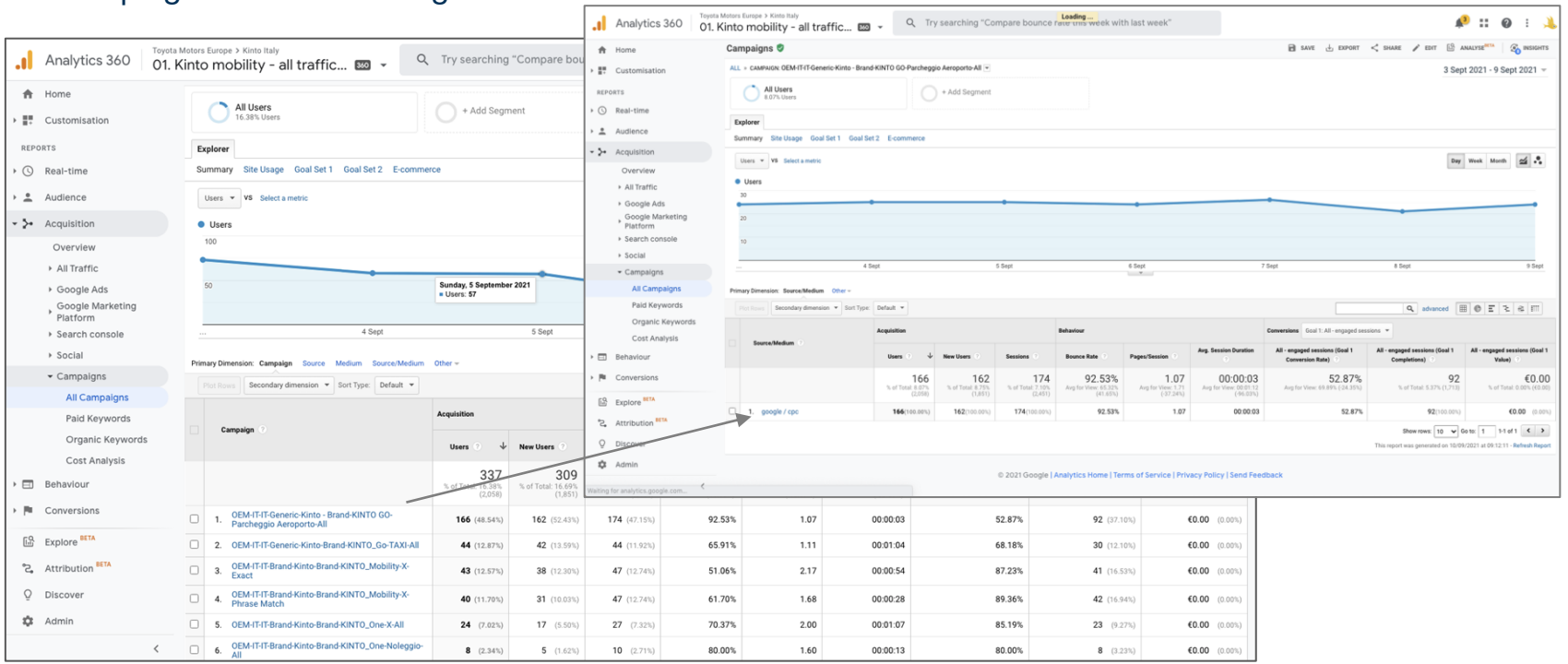
Digital Analytics

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Everyone should have the freedom to move. With cities more congested and lives more connected, we need a new way to travel from A to B. One solution that's clever, simple to use and kind to the

Campaign tracking - Naming conventions

Scope: In order to track your campaign properly in Google Analytics, you have to ask your media partner to tag the campaign link with tracking marks.



Campaign tracking - Naming conventions

Scope:

- These tracking marks are called “UTM” tracking marks.
- “UTM” parameters indicate Google Analytics which traffic source and which campaign the visitor comes from.
    - There are 3 mandatory “UTM” parameters to be used:
        - **Campaign**: contains the campaign name.
        - **Medium**: contains the medium (family of traffic source e.g. Paid Social)
        - **Source**: contains the name of the trafficsource (e.g. Facebook)
- We would like your media partner to use some guidelines about these “UTM” parameters.
- In this document you will find guidelines and the steps to follow.

Campaign name

Step 1: Define a campaign name

- Decide on a campaign name. This campaign name will be used by your media agency and will help to associate visits with a campaign in Google Analytics. (also called: utm_campaign)
- This campaign name should be based on [**market**] - [**brand**] - [**campaign_topic**] - [**campaignStartMMYYYY**] -[**facultative-medium**] - [**facultative-mediumDetail**] - [**facultative-PlaceHolderForLocalsPartners**]
- example: uk-join-product_launch-092021
- example: uk-join-product_launch-092021-display-video

Note: The process is slightly different Google Ads campaigns. For this kind of campaigns please use Google Ads auto-tagging and ask your media partner if possible to add similar elements in the Google Ads campaign name (discussed later in this presentation)

Medium & Sources

Step 2: Define the Medium and Source according to the channels.

For each channel used in a campaign, ask your media partner to follow these conventions.

Note: Here again, for Google products such as Google Ads, there is nothing to do

Channel description	*Medium (utm_medium)*	*Source (utm_source example)*
Affiliation	***affiliates***	*The name of the affiliate* ***(e.g. affiliateName)***
Banner advertising - (Do not use utm for Google products, e.g. Google Ads)	***display***	*The site or network where the banner is displayed* ***(e.g. domain)***
Paid search campaigns - (Do not use utm for Google products, e.g. Google Ads)	***cpc***	*The search engine name* ***(e.g. bing)***
Email campaigns & Newsletters	***email***	*The name of the list - or target group or database provider,...* **(e.g. *newsletterSubscribers)***
Paid social campaigns (Facebook, Instagram,...)	***paid-social***	*The social site where the ad is displayed* ***(e.g.facebook)***
Organic social (posting...) - facultative	***social***	*The social site where the ad is displayed* **(e.g. *instagram)***
• Mailing campaigns or communication (e.g. letters with QR code) • Newspaper or magazine Ad page with QR code	• ***Mailing*** • ***Ad***	***Print***

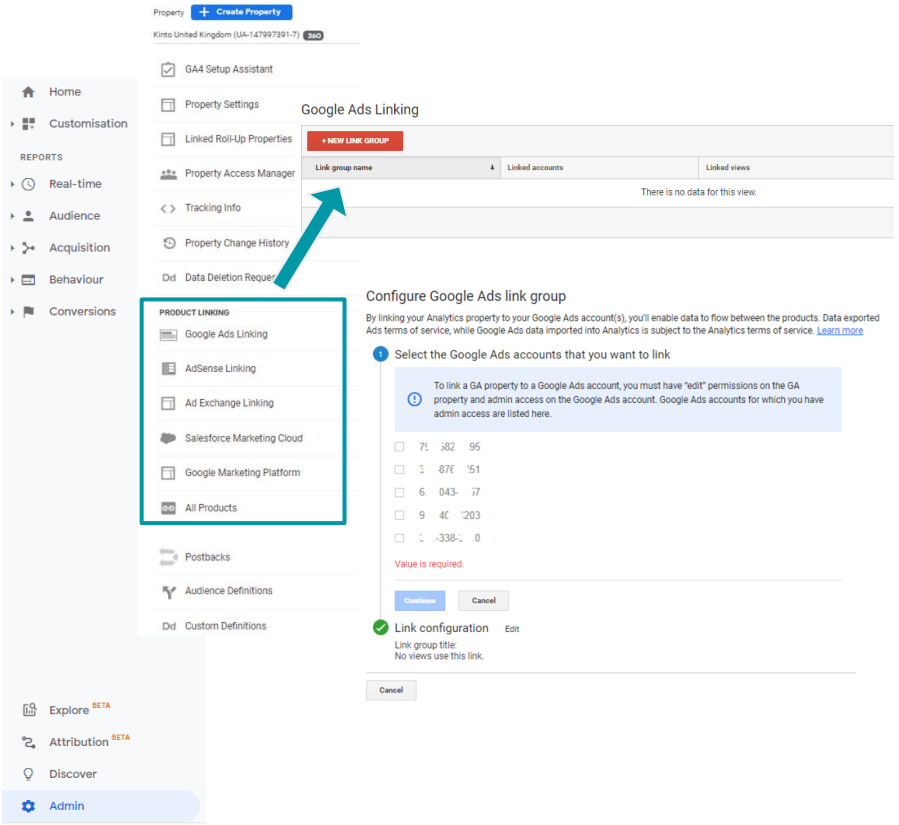
Google Ads specificities

Google Ads campaigns have often a specific naming convention. Defined by the SEA specialist.

In that case a generic campaign name (e.g. uk-join-product_launch-092021) could be too “broad” or impossible to use.

In that case one option is to add the generic campaign name as a part of the full Google Ads campaign name.

Connect your Google Ads to GA



WHY?

To know the impact of every impression, you need to link your Google Analytics and Google Ads accounts. Once you have done this, you can cross-reference the detailed data on your ad campaigns with your site statistics and conversion data in Analytics.

CHECKLIST (you can ask your media partner to check this)

- ☐ Get access as admin in Google Ads and as editor in Google Analytics
- ☐ Open analytics and navigate to ‘Admin’
- ☐ In the property section, click on ‘Google Ads Linking’ and then on New Link Group
- ☐ Choose the right Google Ads account

USEFUL RESOURCES

- ➢ Link Google Ads and Analytics

CM 360 & DV 360 specificities

If your media partner is working with DV360 or CM 360 and if these systems are properly integrated with Google Analytics, for Source and Medium they have the possibility to choose between auto-tagging or utm’s. The camping name has to be compliant with with the above-mentioned rules.



Support

In case of question about the camping tracking process you can contact:

XXX

Thank you