Regional Digital Platform

Factsheet - How to use Google Campaign Codes

Using Google Analytics you can measure the effectiveness of campaigns and collateral that drive visitation to your site. Whilst tools such as MailChimp (EDM) and others provide statistics around open rates they do not provide a deep insight as to what these visitors have done when they click on a link and visit your site.

By using google campaign tracking codes in conjunction with these tools a more complete assessment of campaign effectiveness can be made. The EDM tool will advise you of open rates, total click throughs and failure rates and Google Analytics will provide data around total pages viewed, average pages/visit, bounce rate etc specific to the campaign.

Example 1 - EDM

You will need to add three URL parameters to any of the URLs you are using in your EDM you wish to track, these are;

utm_source	It is recommended that utm_source determines the party running the campaign. If TNE was running a campaign driving visitation to your site we would use TNE. If you engaged another party to run a campaign then just use their name. Examples would be HCR, RCOW, TNE etc
utm_medium	Medium, can be anything, but recommendations are SEM, EDM, BROCHURE, POSTER, in this example use EDM
utm_campaign	This is the name of the campaign, you could use something like WINTER_LAUNCH, the idea is the campaign is the overarching name and you may have marketing activities that use the same campaign but have different utm_source and utm_medium setttings.

To the end of each URLs you add a question-mark (?) followed by each of the parameters separated by ampersands (&)

Therefore if the standard URL is http://www.mansfieldmtbuller.com.au/wine-beer-produce

The campaign URL would then be http://www.mansfieldmtbuller.com.au/wine-beer-produce?utm_source=HCR&utm_medium=EDM&utm_campaign=WINTER_ALL

If the URL already has other parameters, e.g. ?type=0 then you simply add the parameters to the end ?type=0&utm_source=HCR etc, i.e. you do not add an additional question mark.

Once the campaign is running the results are viewed under Acquisition \ Campaigns within Google Analytics.

It is usual for there to be small variation between EDM and GA reported click through, typically the GA number will be slightly lower than what the EDM tool is reporting.
This is usually due to users clicking on a link in the EDM, but then closing/cancelling the browser window before the page has loaded, so the more accurate number is actually the one provided by GA.