

Link Tracking Cheat Sheet

A quick reference for creating tracked links.

A tracked link looks like this:

https://www.hud.ac.uk/?utm_source=facebook&utm_medium=social&utm_campaign=openday-promotion

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There are 3 required fields:

- **utm_source** – where the traffic came from
- **utm_medium** – the type of campaign (email, ppc, display etc.)
- **utm_campaign** – the specific campaign you are running

And an optional field

- **utm_content** – useful for split testing campaign creatives or different links an email campaign.

All fields should be lowercase

Otherwise Google Analytics will count the tracking as different.

Commons sources include:

facebook

twitter

instagram

pinterest

snapchat

youtube

google

studentroom

studential

applytouni

universitycompare

ucas

bing

yahoo

linkedin

findamasters

Our medium types:

email – email marketing, both internal and external

ppc – pay per click such as Google Adwords or other paid campaigns.

display – banner ads, Google display network etc.

social – Organic social only. Lease use ad for paid campaigns

sms – text message campaigns

vod – video on demand. Paid youtube ads etc.

retarg – retargeting campaign

canvas – Facebook canvas ad type.

Campaign examples

- opendays-june17-whatuni-profile
- clearing17-tsr-email-architect
- studyfair17-20nov-current-int

Start with an identifier to group your campaign – ideally around the student journey. Such as opendays, clearing, studyfair etc. Also please include the recruitment cycle year.