Google UTM Guidelines

**Google UTM Guidelines**

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EN – English Original

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# Introduction

**Google UTM coding allows us to track our campaigns and to calculate the ROI. It helps us define the successrate, the source of a campaign, what country it ran in and what the objective was. To be able to compare campaigns and report we need some structure. That structure is explained in the following pages.**

# Websafe characters

At least please always use websafe characters in the URL. Please try to avoid using spaces, special and reserved characters that do not require encoding. Please do not use characters that require encoding. For reference, a table of what and what not to do is included below.

|  |  |  |
| --- | --- | --- |
| Classification | Included characters | Encoding? |
| **Safe characters** | Alphanumerics [0-9a-zA-Z], special characters $-\_.+!\*'(), and reserved characters used for their reserved purposes (e.g., question mark used to denote a query string). | **NO** |
| **ASCII Control characters** | Includes the ISO-8859-1 (ISO-Latin) character ranges 00-1F hex (0-31 decimal) and 7F (127 decimal.) | **YES** |
| **Non-ASCII characters** | Includes the entire “top half” of the ISO-Latin set 80-FF hex (128-255 decimal.) | **YES** |
| **Reserved characters** | ; / ? : @ = & (does not include blank space) | **YES** |
| **Unsafe characters** | Includes the blank/empty space and  " < > # % { } | \ ^ ~ [ ] ` | **YES** |

**We prefer only use the characters [0-9a-zA-Z], - (dash), \_ (underscore) and no spaces.**

# Campaign name: utm\_campaign

Enter the campaign name here using the format below. This field is mandatory.

Format: XX-YY\_Campaign-name

XX = Country code according to ISO 3166 in capitals

YY = Language code according to ISO 639-1 in capitals where applicable. We only use YY in countries where multiple languages are spoken. For our full websites this is BE-NL, BE-FR, CA-EN, CA-FR.

Campaign-name = Name of the campaign using only characters [0-9a-zA-Z], - (dash), \_ (underscore) and no spaces, please also see the chapter ‘Websafe characters’.

ISO 3166: <https://en.wikipedia.org/wiki/List_of_ISO_3166_country_codes>

ISO 639-1: <https://en.wikipedia.org/wiki/List_of_ISO_639-1_codes>

**Examples**

Right: BE-NL\_Branding-2019

Right: FR\_Lely-Astronaut-A5

Wrong: FR Lely Astronaut A5 (no dash between FR and the campaign name)

Wrong: fr\_Lely-Discovery-push (fr is in lowercase)

Wrong: Leads-2018 (no country and/or language code)

# Medium: utm\_medium

Please always use predefined medium tags. This field is mandatory.

Format: medium

**Allowed values for medium**

* cpc (cost per click
* cpm (cost per mile)
* cpl (cost per lead)
* cpa (cost per action)
* email (email message)
* print (offline material)
* qrtag (qr tags)
* referral (via a referring source)
* social (via social medium like Facebook, LinkedIn, etc…)

**Automatically generated values**

* (none) (direct traffic)
* (not set) (no data received)

Right: cpc

Wrong: Email (spelled with a capital E)

Wrong: facebook (this is not a medium but a source)

Wrong: ppc (this is not a source, cpc is the source)

# Source: utm\_source

What is the source of the campaign? Please always use lowercase and use websafe names and no special characters or spaces. This field is mandatory.

Format: source

**Allowed values for source**

* facebook
* instagram
* google
* faceinsta
* linkedin
* instagram
* twitter
* yandex
* bing
* yahoo

**Automatically generated values**

* (direct) (direct traffic)
* referral traffic (usually a website address)

**Other possible values**

Values for medium are not strictly defined. You can imagine that for newsletters we add a medium like ‘newsletter lely 2019’. Or maybe there is a big action via Agriland then the source is ‘agriland.co.uk’, we also add the domain code here (.co.uk) which shows the location.

Right: google

Wrong: Google (capitcal G)

Wrong: News+ USA (not a websafe name, the plus sign)

# Content: utm\_content

Indicates what of a banner or text add is used, this field is optional.

Format: content

**Allowed values for content**

* Adword Banners
  + 468 x 60 Banner: utm\_content=banner
  + 728 x 90 Leaderboard: utm\_content=leaderboard
  + 250 x 250 Square: utm\_content=square
  + 200 x 200 Small square: utm\_content=small-square
  + 336 x 280 Large rectangle: utm\_content=large-rectangle
  + 300 x 250 Inline rectangle: utm\_content=inline-rectangle
  + 120 x 600 Skyscraper: utm\_content=skyscraper
  + 160 x 600 Wide skyscraper: utm\_content=wide-skyscraper
* Links
  + Text link: utm\_content=textlink
  + Image link: utm\_content=imagelink
  + Button: utm\_content=button
* Various
  + Advertorial: utm\_content=advertorial (magazines, etc…)
  + Smartbox: utm\_content=smartbox
  + Boarding: utm\_content=boarding (football field, etc…)

# utm\_term

Please enter the affiliate ID or the keyword for a cpc campaign. It can also be used as versioning for the bannerset. This field is optional.

# Examples

https://www.lely.com/gb/solutions/milking/astronaut-a5/?utm\_campaign=GB\_More-with-Milking&utm\_medium=email&  
utm\_source=newsletter&utm\_content=textlink

*This links to the webpage https://www.lely.com/fr/solutions/traite/astronaut-a5/ for the campaign ‘More with Milking’, sent via an email, the source was a newsletter and a normal text hyperlink was clicked (textlink).*

https://www.lely.com/be/nl/?utm\_source=facebook&utm\_medium=cpc&  
utm\_campaign=BE-NL\_Branding-2019&utm\_content=v2

*This links to the webpage https://www.lely.com/nl/ for the ‘Branding 2019’ campaign in Belgium where people speak Dutch. It was cost per click (cpc) originating from Facebook and the second version of the ad was clicked.*

https://www.lely.com/de/losungen/futtern/?utm\_source=google&  
utm\_medium=cpc&utm\_campaign=DE\_Feeding-solutions&  
utm\_content=skyscraper

*This links to the webpage https://www.lely.com/de/losungen/futtern/, was a Google Adwords campaign, we paid cpc, for the German campaign ‘ Feeding solutions’ and a banner with the size skyscraper was clicked.*