

## Guidelines

Standardized and consistent tag names make future analysis easier and more effective. For non-digital campaigns, tracking is also possible, either by including utm parameters inside a redirect url (e.g. [goo.gl](#)) or by directing visits to a specific landing page (e.g. [mysite.com/freeshipping](#)).

- **Don't use spaces** (e.g.: `october_newsletter` not `October-Newsletter`)
- **Don't use punctuation and/or uppercase letters** (e.g.: `october_newsletter` not `October-Newsletter`, and `new_promo` not `New-Promo!`)
- **Don't use source as campaign description**
- **Don't create new mediums or include medium in the campaign name**
- **Don't manually tag campaigns on Google Search/Network. Enable auto-tagging**

**utm\_campaign** - Campaign name should be consistent across all tagging. Use lowercase and underscore to separate words (e.g. `fortune_100`).

**utm\_medium** - Medium is the channel through which the visitor arrived to your site; **email**, **display**, **social**, **paid\_social**, **cpc**, **sms**, **radio** or **printad**. Note **cpc** is reserved for Paid Search. If auto-tagging is enabled you shouldn't add campaign tagging to Google AdWords.

**utm\_source** - Source is where the visitor was sent from (e.g. site name: `retailmenot` for [www.retailmenot.com](#) or a database name: `customers` for email or sms)

## Paid Search

Used for all paid search **except Google**

**utm\_campaign** `campaign_name`

**utm\_medium** `cpc`

**utm\_source** `site_name`

**Example:**

```
http://mysite.com/?
utm_medium=cpc&utm_source=bing&utm_c
ampaign=campaign_name
```

## Email / Newsletter

Used for all email communication

**utm\_campaign** `campaign_name`

**utm\_medium** `email`

**utm\_source** `email_provider`

**Example:**

```
http://mysite.com/?
utm_medium=email&utm_source=email_pr
ovider&utm_campaign=campaign_name
```

## Social (non-paid)

Used for all social posts

**utm\_campaign** `campaign_name`

**utm\_medium** `social`

**utm\_source** `social_site_name`

**Example:**

```
http://mysite.com/?
utm_medium=social&utm_source=facebo
ok&utm_campaign=campaign_name
```

## SMS

Used for all sms (i.e. text messages)

**utm\_campaign** `campaign_name`

**utm\_medium** `sms`

**utm\_source** `database_name`

**Example:**

```
http://mysite.com/?
utm_medium=sms&utm_source=customers&ut
m_campaign=campaign_name
```

## Other Sites / Ad Network

Used for advertising on third party websites

**utm\_campaign** `campaign_name`

**utm\_medium** `display`

**utm\_source** `site_name`

**Example:**

```
http://mysite.com/?
utm_medium=display&utm_source=intuit
&utm_campaign=campaign_name
```

## Deeper Granularity

If there's a need for greater granularity we can add a **utm\_content** parameter

**utm\_content** `demographic, format/ content, segment`

**Example:** professional, university, registered, prospect, male\_30-35, etc.

**Note:** For paid advertising on social sites use `utm_medium=paid_social`

