

mediahawk

Tagging

Contents

What is Dynamic tagging?	2
Custom mediums	2
Custom Sources.....	2
Creating tags	2
Tag example:	3
Reporting on Tags.....	3
Using Tagging to report on Remarketing.....	4
Use Tagging to track ValueTrack parameters.....	4
Extra Things Affected	5

mediahawk

What is Dynamic tagging?

Dynamic tagging is the ability to track any URL tags and their values set by you on their destination URLs. This allows us to more easily track custom sources such as someone coming from an email which was previously not possible. On top of that we can now report on tags set by yourself in the Mediahawk platform.

Custom mediums

You can now add, edit and delete custom mediums. This can be done through the new "Manage Mediums" program under "My Account". Additionally, mediums can be added when setting up a new source.

Custom Sources

When creating a new source there are a couple of changes to make. When adding a medium to a source there is now a tag and a value box. If only a tag is entered without a value it will match any URL that has the tag in it regardless of the value. If needed you may click the "Add another medium" link to be able to create a new medium.

The source has also got both a tag and a value field now. You can now use a tag, tag and value or a domain URL to determine the source of the visitor. If a tag is entered then any value in the value field is treated as a value for that tag and the pair must match for the source to be matched. However, if a value is entered without a tag then the value is treated as a referring URL/domain.

Creating tags

To create, edit or delete tags there is a new program under "My Account" called "Manage Tags". When a new tag is created for your account any new visitors will then start to be checked for this tag, old visits will not be matched against new tags and if a tag is removed then all visits that matched that tag will no longer be shown in reporting even if you were to recreate the same tag.

Updating a tag will keep all matched records and start looking for the new tag instead.

When you create a tag, it is good practice to think about naming conventions for your tag values so that you can easily identify clicks and calls in Mediahawk.

Please see below for some examples you may like to use for tagging as well as an example URL to work from, where it says <https://www.yourownurl.co.uk> this is where you would have your own website address.

mediahawk

Tag example:

Destination URL Tag	Description	Example content (Tag value)
utm_campaign	Used to identify a promotional campaign	Q1
utm_medium	Used to identify that the visitor is arriving from an email link	email
utm_source	Usually used to identify a referring website or search engine. For email marketing, you can use it to identify an email list (such as auto signup)	autosignup
utm_content	Identifies the content of the email. This could be a newsletter or it could be used to differentiate between A/B test emails	newsletter

An example of how a URL would look with the above tags is:

https://www.yourownurl.co.uk/?utm_campaign=Q1&utm_medium=email&utm_source=autosignup&utm_content=newsletter

Reporting on Tags

Tags now has its own report that can be found in the Dynamic campaigns under the tag option, this then show a third dropdown list that will contain all the client's tags:



Selecting a tag will then show a report on all the different values that has been used with this tag. As with other reports you can then drilldown into keyword, visitor and calls report:

mediahawk

	Source / Medium	Campaign	Total		Effective		Unique		In Visit		Post Visit		Visits		Visitors		VCR	Value
			Calls	%	Calls	%	Calls	%	Calls	%	Calls	%	Total	%	Total	%		
	google / organic	general	1	0.9	1	100.0	1	100.0	1	100.0	0	0.0	2	0.4	2	0.5	50.0%	0
	google / ppc	general	1	0.9	1	100.0	1	100.0	1	100.0	0	0.0	7	1.3	7	1.7	14.3%	0
	direct / direct	general	7	6.6	6	85.7	5	71.4	7	100.0	0	0.0	8	1.5	8	2.0	87.5%	0
	bing / organic and ppc	general	1	0.9	1	100.0	1	100.0	1	100.0	0	0.0	3	0.6	3	0.7	33.3%	0
	yahoo / organic	general	1	0.9	1	100.0	1	100.0	1	100.0	0	0.0	4	0.7	4	1.0	25.0%	0
	yahoo / ppc	general	1	0.9	1	100.0	1	100.0	1	100.0	0	0.0	7	1.3	7	1.7	14.3%	0
	referral / referral	general	5	4.7	2	40.0	3	60.0	5	100.0	0	0.0	11	2.0	10	2.5	50.0%	0
	google / organic	call_tracking	0	0.0	0	0.0	0	0.0	0	0.0	0	0.0	1	0.2	1	0.2	0.0%	0
	google / ppc	call_tracking	1	0.9	1	100.0	1	100.0	1	100.0	0	0.0	8	1.1	6	1.5	16.7%	0
	direct / direct	call_tracking	1	0.9	1	100.0	1	100.0	1	100.0	0	0.0	5	0.9	5	1.2	20.0%	0

Using Tagging to report on Remarketing

You can also use tagging to report on your remarketing ads. This works in the same way as above and you would simply tag your destination URL on your remarketing ad.

Our recommendation to track your remarketing would be to add the following tags to your adverts:

ref

sourcenetwork

an example URL to create for this is below, swap the *** for an easily identifiable value for your specific retargeting ad:

https://www.yourownurl.co.uk/?sourcenetwrok={network}&ref=googleppc-remarketing***

Sourcenetwork will auto populate with one of the following to allow you to see the retargeting source:

g=google

s=search network

d=display network

To collate even more information, you could also add the string below, this would allow you to capture your campaign id, ad position and ad group id device type such as tablet or mobile:

[campaignid={campaignid}&adposition={adposition}&adgroupid={adgroupid}&devicetype={device}](https://www.yourownurl.co.uk/{lpurl}?campaignid={campaignid}&adposition={adposition}&adgroupid={adgroupid}&devicetype={device})

Use Tagging to track ValueTrack parameters

ValueTrack parameters are used to track information about the source of a PPC click. You can choose to add these parameters to your ads and campaigns, you can then learn if people who clicked on your ads came from mobile devices, where your ad was positioned which it was clicked on and much more.

To track this in Mediahawk your tracking templates at the account, campaign, or ad group level must include a ValueTrack parameter that inserts your final URL, this works in the same way as the {lpurl} Mediahawk ask you to add at set up to enable us to draw in your keyword information.

Once your ad is clicked, these parameters will insert your final URL. If you do not include a URL insertion parameter in your tracking template, your landing page URL will break.

You can add multiple ValueTrack parameters to a single URL in the same way as mentioned above, simply append them together in your URL using an ampersand an example is below:

<https://www.yourownurl.co.uk/{lpurl}?matchtype={matchtype}&device={device}>

There are lots of different ValueTrack parameters you can use an example of these are below. If you would like to see the full list available you can do so by clicking on [Google Support - ValueTrack](#)

mediahawk

Parameter	What it returns
{network}	Where the click came from: "g" for Google search, "s" for a search partner, or "d" for the Display Network
{adposition}	The position on the page that your ad appeared in, with a value like "1t2"(this means page 1, top, position 2)
{device}	What device the click came from: "m" for mobile (including WAP), "t" for tablet, and "c" for computer
{adgroupid}	The ad group ID. (Use this when you've set up your tracking info at the account or campaign level and want to know which ad group served your ad.)

Extra Things Affected

- FTP – Tags can be included in FTP feeds by the normal selection method.
- Track sales – Tags will show in track sales data.
- API – The call by ID and by date methods will now return any tag data, however you must use version 1.1 or later of the API for this.