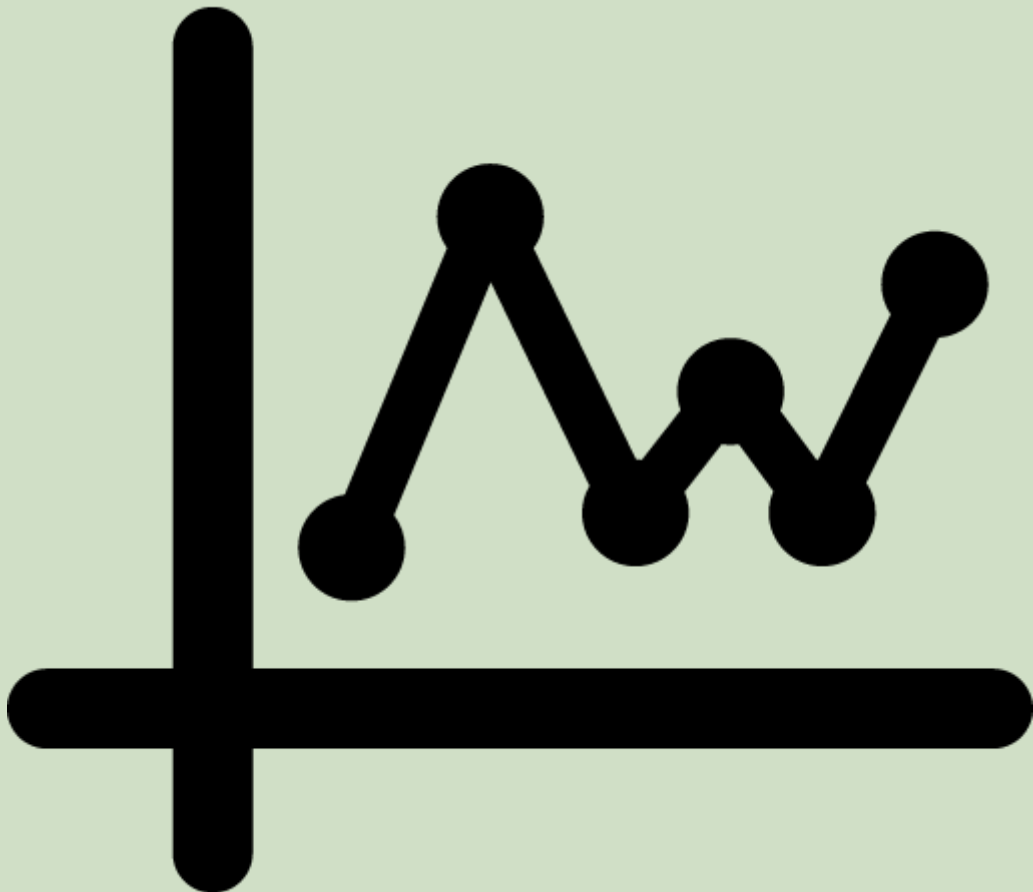


GatorLeads

How to use UTM values in your
Google AdWord campaigns to
track ROI



Your introduction to UTM values

A lot of people in the B2B world don't know what UTM values are or indeed how they can help your Google AdWord campaigns.

UTM stands for Urchin Tracking Module. Five years ago, Google bought Urchin and rebranded it Google Analytics. So your UTM values are essentially tracking modules that you can use with Google Analytics to track which of your Google AdWords are performing.

Given that businesses can spend thousands of pounds on their paid ads in Google AdWords, it's important you are making the most of each advert! That's why here at GatorLeads we've created this guide on how to use UTM values to track which of your Google AdWord campaigns are bringing in the hottest sales-ready leads and actually converting your traffic.

This guide will show the three methods you can use to make sure you are gaining more insights into the traffic that is coming from your PPC campaigns with UTM values. To find out more about who your visitors are, which campaigns they have come from and the keywords they have used, choose a method below.

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UTM tagging on an account level

UTM tagging on an account level is the easiest way to track everything about your campaigns, except for campaign names. Despite the loss of campaign names, it is the method we recommend here at GatorLeads. It is the easiest way to get as much information as possible about your AdWords campaigns, particularly for big businesses that don't want to spend too much time following up on their Google insights.

By UTM tagging on an account level you will be able to see:

- The campaign source (Google, Yahoo, Bing...etc)
- The medium (A banner advert, email or PPC advert)
- The unique ad ID
- The keyword that was used in the search engine (HIGHLY IMPORTANT)

Below is the quickest & easiest method you can use to apply UTM tagging to all of your paid campaigns with Google AdWords.

- If you've never used GatorLeads and your tagging is blank, you will need to add the below code to your Google AdWords account.
- If you have tagged your campaigns before, then your account level tagging will not override your past tagging options and you can use the GatorLeads URL Builder.

Please note that account level tagging will only work if the final URL in the keyword tab settings within your Google AdWords account is blank.

This method uses 2 static and 3 variable tags to make your reporting more efficient.

Variable UTM values you can change in the code	Static UTM values you must not change
Source: set to Google (it can be set to other search engines if ads are used outside Google)	Ad ID (found in Google AdWords, displayed in GatorLeads as "Campaign")
	Keyword (This is the keyword that you target, assigned in Google AdWords)
Medium: PPC	Match type (This defines if the keyword that was used in the latest visit was an "exact match", "phrase match" or "broad match")

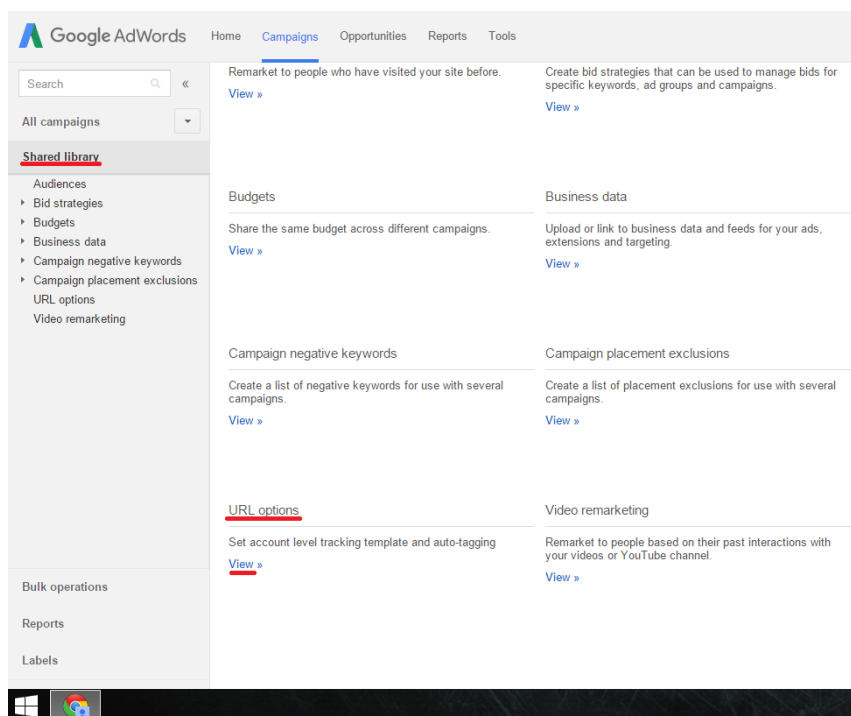
Using the latest Google AdWords URL options, you set the tracking template to the following on your Google AdWords account level.

`{!url};/?utm_source={google}&utm_medium={ppc}&utm_campaign={adgroupid}&utm_term={keyword}&utm_content={matchtype}`

Once applied to your Google AdWords account, all of your campaigns that do not have a defined final URL (previously known as a destination URL) will carry over the UTM values. GatorLeads software will be able to pick them up, assign to matched leads and show you which keyword or campaign source was used to drive that lead to your website.

How to apply the account level tracking to your Google AdWords account

1. Log in to your AdWords Account
2. Click on the Campaigns tab in the top menu
3. Once in the Campaigns tab, click on the "Shared Library" section on the left hand side
4. Find the "URL Options" in the Shared Library and click on the "view" button as below



5. Once in the “URL options” tab, you can see 2 fields that you can edit:

- a. Tracking Template
- b. Auto-tagging

Make sure that Auto-tagging is set to “YES”

6. Click on “edit” button on the “Tracking Template” and enter the following code:

```
{|purl|}/?utm_source=google&utm_medium=ppc&utm_campaign={adgroupid}&utm_term={keyword}&utm_content={matchtype}
```

Then click ‘save’.

Google AdWords Home Campaigns Opportunities Reports Tools

Your updates have been saved. [Dismiss](#)

Search «

All campaigns

Shared library

- Audiences
- ▶ Bid strategies
- ▶ Budgets
- ▶ Business data
- ▶ Campaign negative keywords
- ▶ Campaign placement exclusions
- URL options**
- Video remarketing

Bulk operations

Reports

Labels

Shared library >

URL options

The tracking template and auto-tagging you set up here apply to all campaigns in your account. If you set up URL options at the campaign here.

Custom parameters aren't available at the account level (set them in campaign, ad group or ad preferences). [Learn more](#)

Tracking template ?

[Test](#)

[Save](#) [Cancel](#)

Auto-tagging Yes [Edit](#)

Reporting is not in real time. Clicks and impressions received in the last three hours may not be included here. There is an 18+ hour delay for some metrics. Time zone for all dates and times: (GMT+00:00) London. [Learn more](#)

Some inventory may be provided through third party intermediaries.

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From now on, all of your campaigns will carry over the applied UTM values. Remember: the campaigns with a set final URL in Google AdWords will deliver on the previously set values.

Apply all UTM values to your campaigns

Applying all UTM values to your campaigns is a time-consuming process but you will get every single bit of data. We don't recommend this for large companies, as it can be hard to track every single piece of data associated with your UTM values. But for those who can spare the time and have a dedicated team to monitor your UTM values, you will benefit from this method the most.

Using the [GatorLeads URL Builder](#) you can define your own UTM values, which can be included in the final URL in your Google AdWords account as well as on each keyword or campaign you are using.

If you do decide to use this method, we recommend setting this at a keyword level in order to gain as much information as possible.

Using GatorLead's URL builder

The process of adding the UTMs to your campaign's final URL can be a bit complicated, so you can use [GatorLeads URL Builder](#) to simplify the process. The only thing you need to do is tag the parameters correctly, click the "Generate URL" button at the bottom of the webpage and then use that new URL in your campaign.

The parameters you can tag

Within the URL builder, you get to decide the following:

Campaign Source: Allows you to identify the referrer, e.g. Google, Bing, Twitter

Campaign Medium: The type of marketing medium the link is featured in, e.g. PPC, email, social media

Campaign Name: Allows you to group all the results from one type of campaign (for example a keywords group or specific ad in Google AdWords)

Campaign Content: Used to differentiate between types of content, leading to the same URL, from the same campaign (for example two identical links on the same page or different ad copy)

Campaign Term: Allows you to identify the keywords in a PPC ad you've paid for.

How to apply the UTM values to all your campaigns with GatorLead's URL builder

1. Go to the [GatorLeads URL builder](#) page
2. Enter the URL of your website
Make sure this is the page you want to target in your advert on Google

- Fill in the fields with the parameters mentioned above
Campaign Source, e.g. Google for AdWords, Bing for Bing adverts or Social Media for Facebook.
Campaign Medium, e.g. A PPC Ad, banner or email
Campaign Name, e.g. is this a campaign for competitor's customers, to promote a product or centre around a certain slogan?
Campaign Term, e.g. the keywords used in your AdWords that will display in your paid ads.

(You can create multiple UTM values if your campaign uses more than 1 keyword to see which keywords are performing the best. You can save multiple UTM values in the final URL settings in the Keywords Tab within your Google AdWords/Big Ads accounts.)

Step 1: Enter the URL of your website.

Website URL:*

(e.g. <http://www.yoursite.com/productx.html>)

Step 2: Fill in the fields below, then move to Step 3.

Campaign Source*

(referrer: google, yahoo, newsletter_0602)

Campaign Medium*

(marketing medium: cpc, banner, email)

Campaign Name*

(product, promo code, or slogan)

Campaign Term

(keywords)

Campaign Content

(use to differentiate ads)

* **Required Fields:** You must enter a Website URL, Campaign Source, Campaign Medium, and Campaign Name.

Step 3: Generate Final URL

Generate Destination URL

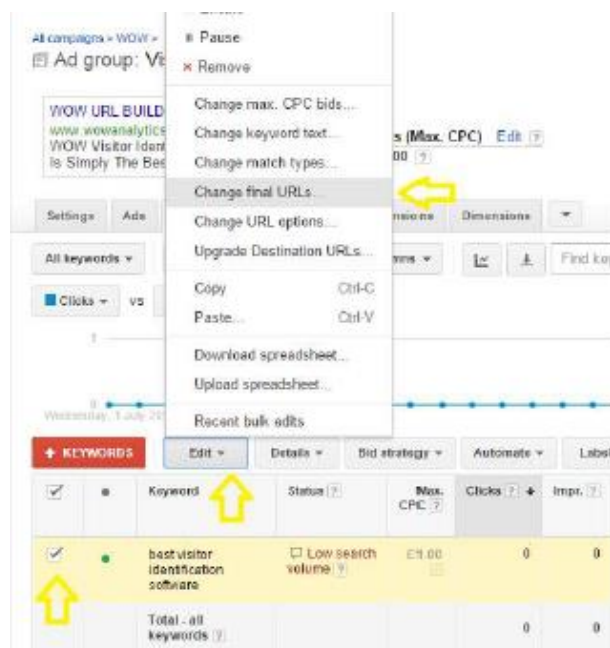
Clear

The web page will look like this to begin with. So once you've filled in your parameter tabs, you can click the 'Generate Destination URL' button. This will give you your final URL which you can apply to your Google AdWords account.

4. Apply your new final URLs to your AdWords account for your PPC adverts (For 1 particular keyword)

Head into your AdWords campaign, select the campaign you want to edit, and switch to "keyword" tab view. You will see a list of keywords used to display your ad.

Select the one that you want to update with your new tracking UTM (final URL) and go select "edit" button.



Go to "Change final URLs" then copy and paste the URL that you have created in the GatorLeads URL Builder, click on "Make Changes" and you are done!

Wednesday, 1 July 2015

Change final URLs (1 keywords selected)

Action: Set URL

Final URL: https:// Leave empty to clear keyword final URL.

Make changes Preview changes Cancel

☒		Keyword	Status	Max. CPC	Clicks	Impr.	CTR	Avg. CPC	Cost	Avg. Pos.	Converted clicks
☒		best visitor identification software	Low search volume	£1.00	0	0	0.00%	£0.00	£0.00	0.0	0

UTM tagging on ad level only

You can also copy your final URLs from GatorLeads URL builder into your Google AdWords account at ad level. This takes less time than providing a final URL for each keyword as with the method above. But using final URLs at ad level only means you won't have the keyword data, so we feel it is not as effective. This method should only be used if you want to track your performance on ad and campaign level rather than on keyword level.

This solution can be useful, however, when you have multiple ads with a lot of keywords and you are mainly interested in the information about which ad is driving the traffic to your site. It uses manual UTM URL building and needs to be applied on each ad separately, just like the keywords section above.

So build each final URL with GatorLeads [URL Builder](#) and then apply your new UTM values (final URLs) to your AdWord account.

1. Navigate to your Campaigns section in your AdWords settings and select an ad that you want to tag
2. Use the info from your GatorLeads URL builder to input your tracking detail, but leave the keyword box blank
3. Copy and paste your GatorLeads URL to the Final URL section
4. Click save

Google AdWords Home Campaigns Opportunities Reports Tools

Type: Search Network only - All features

Name this ad group
An ad group contains one or more ads and a set of related keywords. For best results, try to focus all the ads and keywords in this

Ad Group name:

Create an ad
☒ Text ad ☐ Dynamic search ad ☐ Mobile app engagement ☐ Call-only ad

To get started, write your first ad below. Remember, you can always create more ads later. [Learn how to write a great text ad](#)

Headline

Description line 1

Description line 2

Display URL

Final URL

[URLs for mobile](#)

[Ad URL options \(advanced\)](#)

Ad preview: The following ad previews may be

Side ad

[This is a test ad](#)
wowanalytics.co.uk/test
Test Description
Test description

Top ad

[This is a test ad](#)
wowanalytics.co.uk/test
Test Description Test description

Ad extensions expand your ad with additional i
[Take a tour](#)

This will now track ALL keywords within the ad campaign and GatorLeads will pick up your medium, source and campaign name that is driving your leads to your website.

Final Note

The 3 methods in this guide will change the way you gather information about your website leads and your website traffic coming from PPC. With this knowledge to hand, and with GatorLeads being able to identify the companies on your website, you can report on your paid ads ROI. Plus you can optimise your existing campaigns to get even more visitors and hot leads to your website and avoid spending any more money on non-optimised campaigns.

About CommuniGator

Established in 2005, we've gone through a period of evolution as the marketing landscape has changed.

From lead generation and lead nurturing to full spec marketing automation, we are able to track company and individual activity across the web pages they visit on your website and the email content they consume and take action against.

The GatorLeads platform offers you real time data feeding and powerful lead scoring capabilities, allowing you to quickly contact sales ready opportunities, and ensure that you never lose another online prospect.

To read all the juicy details of what the platform offers and how we can help your business jump on over to our website: www.gatorleads.co.uk

To find out more visit us at www.gatorleads.co.uk or email info@communigator.co.uk

If you have any questions please give us a call:

01483 411 911

CommuniGator Group, The Old Byre, Peper Harow,
Godalming, Surrey, GU8 6BQ, UK. Tel: 0844 880 2899 |
www.gatorleads.co.uk | info@communigator.co.uk

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