EPA Campaign Tracking

with Google Analytics 360
3.16.20

Agenda

01 Acquisition and Channels

02 How to track Acquisition
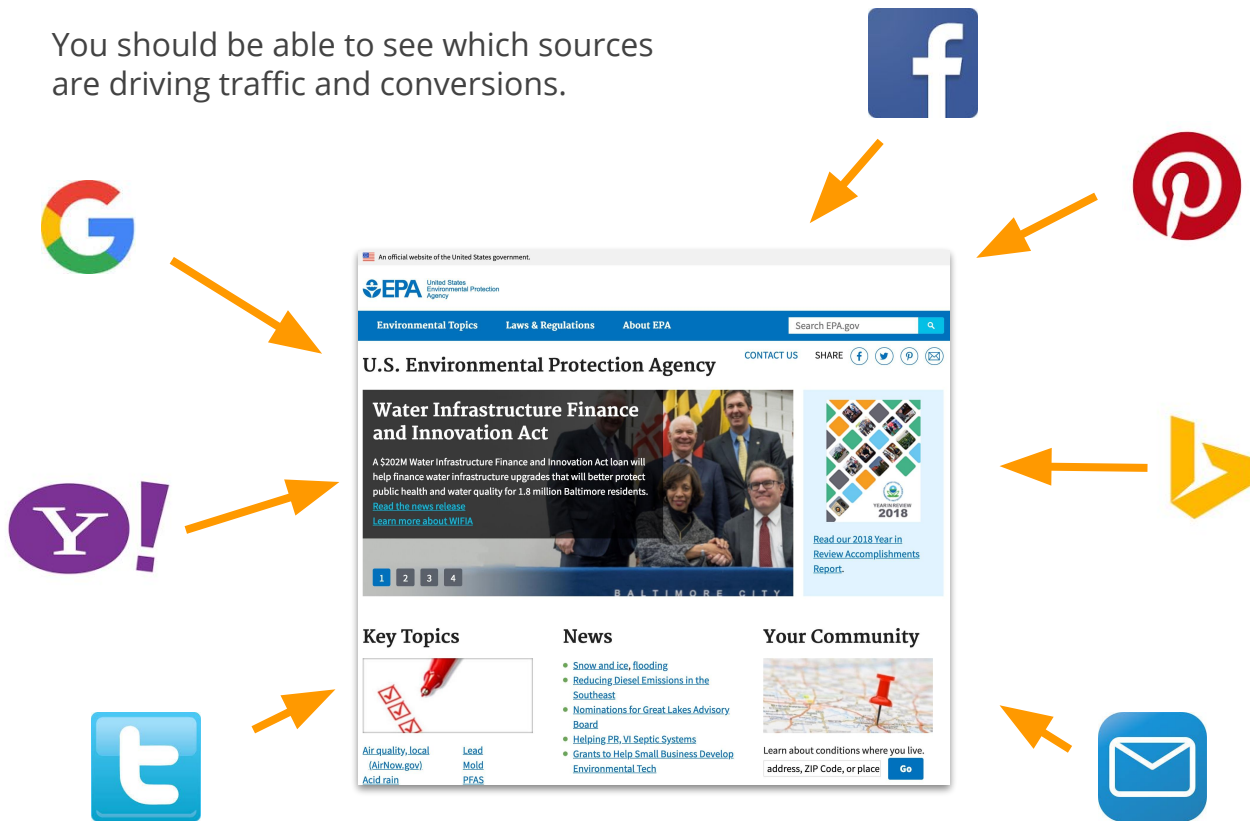
03 Best Practices

04 Reporting

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Acquisition

Acquisition

You should be able to see which sources are driving traffic and conversions.

Acquisition Terminology

- **Acquisition**: general term; how visitors are arriving

- **Medium**: method of travel, advertising or marketing medium (organic, referral, email, social, paid search)

- **Source**: identifies the advertiser, site, publication, etc. (twitter, facebook, forbes.com)

- **Referral**: click-through from a website that GA does not recognize as a search engine (and does not have campaign parameters)

- **Campaign**: traffic generated from specific marketing/promotion

- **Channel**: user-friendly acquisition labeling based on medium and source (Social)

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Channels

Default is too General

Email.. Direct, Referral

Banner.. Referral

Remarketing/Retargeting........ Referral

Pay-per-Click.............................. Organic

Twitter/Facebook App.............. Direct

Your Own App to Website......... Direct

Affiliate....................................... Referral

PDF.. Direct

Press Release............................. Referral

SMS.. Direct

Push Notifications..................... Direct

Promo URL Redirect.................. Direct

QR code....................................... Direct

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Default Channel Definitions

Channel	Description
Direct	Source exactly matches direct AND Medium exactly matches (not set) OR Medium exactly matches (none)
Organic Search	Medium exactly matches organic
Social	Social Source Referral exactly matches Yes OR Medium matches regex ^(social|social-network|social-media|sm|social network|social media)$
Email	Medium exactly matches email
Affiliates	Medium exactly matches affiliate
Referral	Medium exactly matches referral
Paid Search	Medium matches regex ^(cpc|ppc|paidsearch)$ AND Ad Distribution Network does not exactly match Content
Other Advertising	Medium matches regex ^(cpv|cpa|cpp|content-text)$
Display	Medium matches regex ^(display|cpm|banner)$ OR Ad Distribution Network exactly matches Content
(other)	Appears in reports when sessions don't match any channel description.

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add Campaign Parameters

Campaign Parameters / Tags

Campaign parameters provide the following benefits:

- Channels Report more accurate.

- Source/Medium Report more accurate.

- All Campaigns Report populated.

- Use URL builder or Excel spreadsheet (recommended)

- For Google Ads (AdWords), use Auto-tagging instead of manual campaign parameters.

- Take advantage of automated email campaign tagging.

- **No Admin Setup** - just add campaign parameters / "tags" to your URLs.

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Campaign Tagging Parameters

Medium: The advertising or marketing medium, Largest "bucket", for example: cpc, banner, email, newsletter, social

Source: identifies the advertiser, site, publication, etc. that is sending traffic to your property, for example google, newsletter4, billboard, forbes.com

Campaign: The individual campaign name, slogan, promo code, etc.

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Optional Parameters

Term: Identifies paid search keywords. If you're manually tagging paid keyword campaigns, you should also use utm_term to specify the keyword.

Content: used to differentiate similar content, or links within the same ad (version, color, size, call-to-action)

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How to track Acquisition

Google - Campaign URL Builder

UTM Excel Spreadsheet

URL	Campaign Medium	Campaign Source	Campaign Name	Campaign Content	Campaign Term	Destination URL
https://www.epa.gov/	social	facebook	Sample+campaign			https://www.epa.gov/?utm_medium=social&utm_source=facebook&utm_campaign=Sa
https://www.epa.gov/research/role-science-epa	email	mailchimp	my+campaign+name			https://www.epa.gov/research/role-science-epa?utm_medium=email&utm_source=ma
https://www.epa.gov/laws-regulations/summary-clean-water-act	pdf	newsletter	my+product			https://www.epa.gov/laws-regulations/summary-clean-water-act?utm_medium=pdf&ut

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UTM Structure Example: Facebook

https://www.epa.gov/?utm_source=facebook&utm_medium=social&utm_campaign=epamarketingQ1&utm_content=version2

Landing Page = www.epa.gov

Source = facebook

Medium = social

Campaign = epamarketingQ1
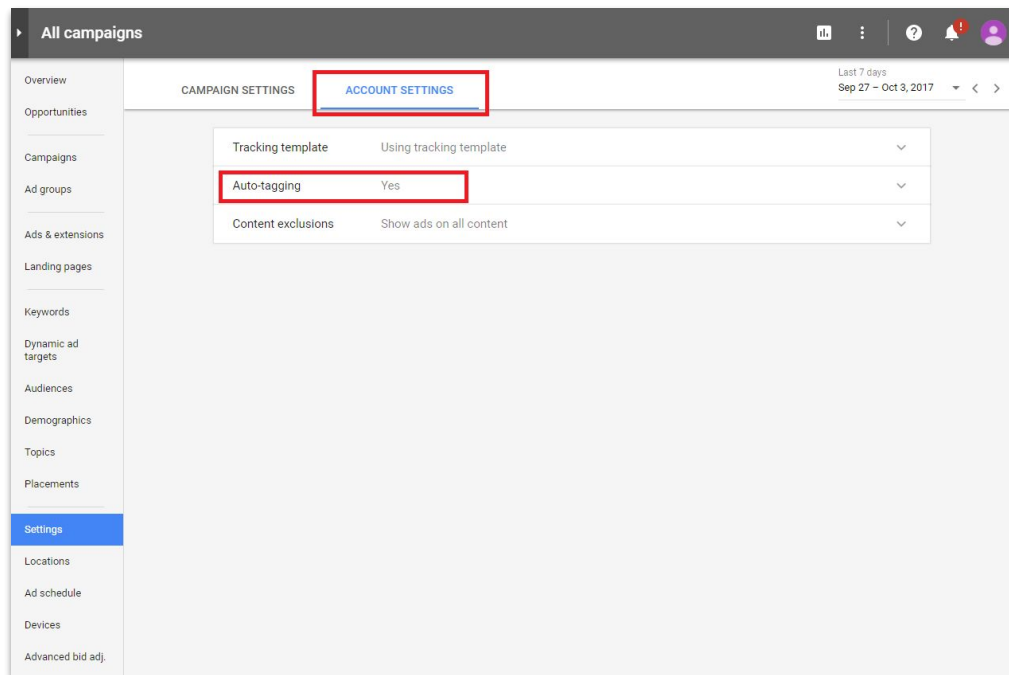
Term = (n/a)

Content = version2

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Auto Tagging

Auto Tagging Source/Medium

Campaign Manager: dfa/cpm

Display & Video 360: dbm/cpm

Search Ads 360: google/cpc

Best Practices

Do NOT use on Internal Links

NEVER use utm_source, utm_medium, utm_campaign, utm_term, or utm_content on internal links (internal page to internal page)

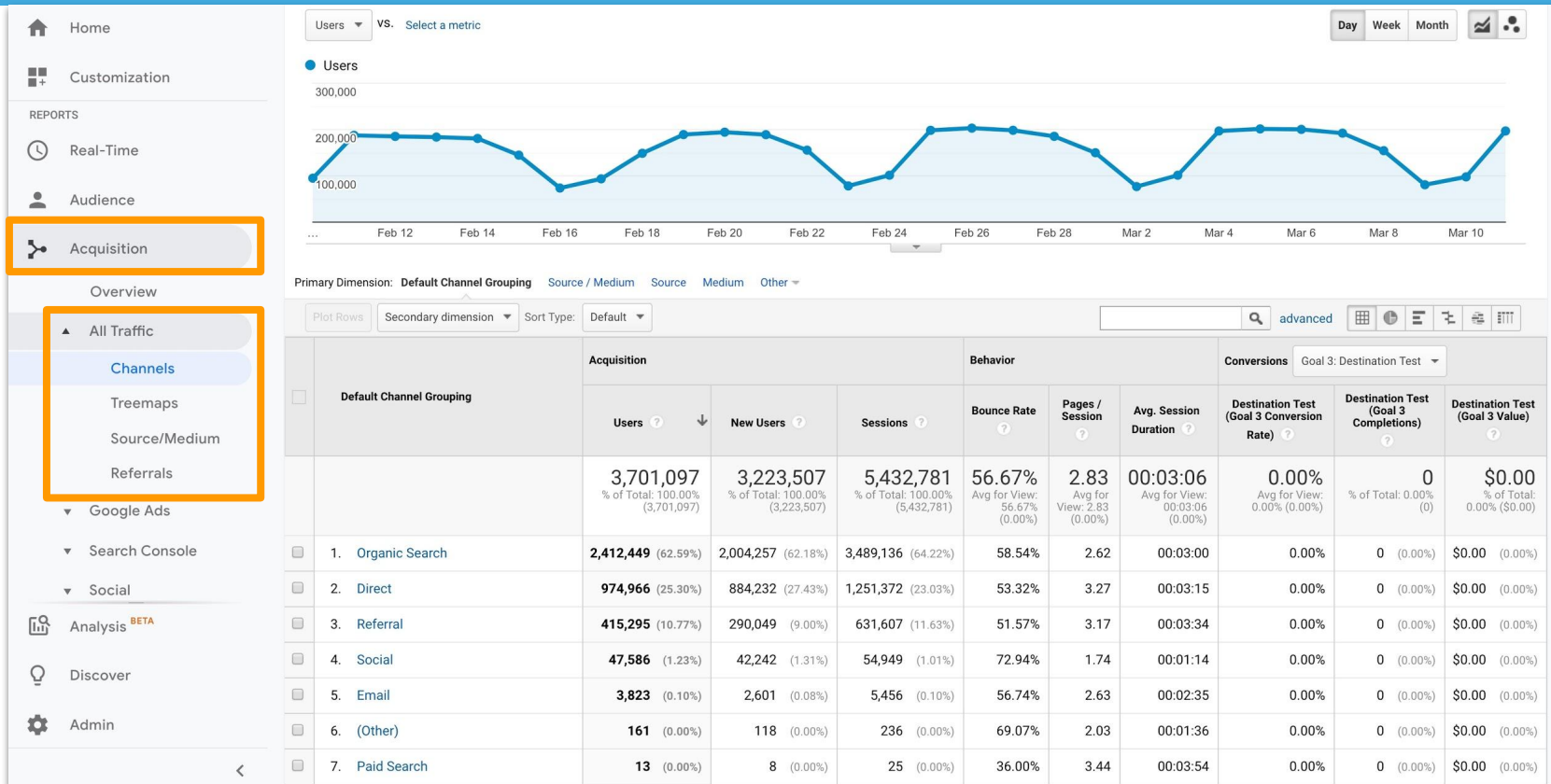Safe alternatives to internal campaign parameters: Page Navigation Report or Events (PDF downloads)

	Event Category	Total Events ↓	Unique Events
		1,659,516 % of Total: 100.00% (1,659,516)	**1,458,602** % of Total: 100.00% (1,458,602)
☐	1. download	**1,079,826** (65.07%)	956,994 (65.61%)
☐	2. external	**385,385** (23.22%)	340,968 (23.38%)
☐	3. climate change pages - special events	**54,639** (3.29%)	41,197 (2.82%)
☐	4. web-service	**44,489** (2.68%)	38,288 (2.62%)
☐	5. crossdomain	**37,363** (2.25%)	34,157 (2.34%)
☐	6. panelizer	**20,069** (1.21%)	16,539 (1.13%)
☐	7. enviroatlas	**12,414** (0.75%)	8,957 (0.61%)
☐	8. email	**10,257** (0.62%)	8,324 (0.57%)
☐	9. share	**7,697** (0.46%)	6,613 (0.45%)
☐	10. banner	**2,484** (0.15%)	2,371 (0.16%)

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Best Practices

- **Standardized naming conventions** of all campaigns

  - Month over month reporting will be easier and more accurate

  - Create a matrix with your organizational tagging rules and ensure that anyone responsible for tagging sticks to that

- **Use lowercase** for all tags → GA Channel Definitions are **case sensitive**

- Don't tag outbound links to other websites - it's not nice

- Create/Modify a Channel Grouping for any source/medium not in Default Channel Grouping

- If using link shorteners, apply UTMs **first** and then shorten

- Don't add tags to Vanity URLs - it will redirect and disappear

- Align naming across auto-tagged Campaigns and all tagged links

- **Good processes and discipline**

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Reporting

Acquisition Reports

Campaign Parameters/Tags

Primary Dimension: **Campaign**   Source   Medium   Source / Medium   Other ▾

Plot Rows   Secondary dimension ▾   Sort Type: Default ▾   advanced

Acquisition

- Overview
- ▼ All Traffic
- ▼ Google Ads
- ▼ Search Console
- ▼ Social
- ▲ Campaigns
  - **All Campaigns**
  - Paid Keywords
  - Organic Keywords
  - Cost Analysis

	Campaign	Acquisition			Behavior			Conversions eCommerce ▾		
		Sessions ↓	% New Sessions	New Users	Bounce Rate	Pages / Session	Avg. Session Duration	Ecommerce Conversion Rate	Transactions	Revenue
		1,272,993 % of Total: 52.86% (2,408,231)	36.72% Avg for View: 49.46% (-25.77%)	467,382 % of Total: 39.24% (1,191,071)	42.81% Avg for View: 38.13% (12.27%)	4.93 Avg for View: 5.14 (-4.12%)	00:03:48 Avg for View: 00:03:56 (-3.34%)	1.12% Avg for View: 1.06% (5.76%)	14,251 % of Total: 55.90% (25,492)	$681,063 % of Total: 5 ($1,201,5
1.	Campaign #1	247,038 (19.41%)	49.60%	122,541 (26.22%)	25.25%	6.89	00:05:19	1.48%	3,660 (25.68%)	$170,434.07 (2
2.	20150427_scarvesbogolaunch_us	48,210 (3.79%)	33.41%	16,109 (3.45%)	63.85%	3.36	00:02:22	0.60%	290 (2.03%)	$13,102.16 (
3.	20150410_freeshippingeventlaunch_us	47,146 (3.70%)	33.02%	15,569 (3.33%)	37.97%	5.75	00:04:50	1.78%	837 (5.87%)	$23,810.44 (
4.	cc	42,906 (3.37%)	58.12%	24,935 (5.34%)	19.34%	7.63	00:06:04	1.92%	823 (5.78%)	$41,241.47 (
5.	free shipping over 50	38,411 (3.02%)	28.22%	10,838 (2.32%)	30.24%	8.89	00:06:54	9.94%	3,819 (26.80%)	$198,134.30 (2
6.	20150409_r████ ████launch_us	37,836 (2.97%)	28.29%	10,705 (2.29%)	49.50%	3.89	00:02:57	0.33%	125 (0.88%)	$6,357.39 (
7.	20150424_ccessentialslaunch_us	37,238 (2.93%)	30.63%	11,406 (2.44%)	56.19%	3.28	00:02:28	0.24%	89 (0.62%)	$5,100.88 (
8.	20150501_twofortenearrings_us	32,684 (2.57%)	29.03%	9,489 (2.03%)	54.97%	4.13	00:03:32	0.97%	316 (2.22%)	$14,033.37 (
9.	20150411_mothersdaygiftguide_us	26,127 (2.05%)	29.02%	7,583 (1.62%)	44.67%	5.06	00:03:51	1.13%	294 (2.06%)	$10,312.12 (
10.	20150413_freeshiplastday_us	25,211 (1.98%)	32.20%	8,119 (1.74%)	41.80%	5.04	00:04:02	1.64%	413 (2.90%)	$14,496.46 (

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Campaign Parameters/Tags

Primary Dimension: Campaign **Source** Medium Source / Medium Other ▾

Plot Rows | Secondary dimension ▾ | Sort Type: | Default ▾ | [🔍] | advanced

Source ❓	Acquisition			Behavior			Conversions eCommerce ▾		
	Sessions ❓ ↓	% New Sessions ❓	New Users ❓	Bounce Rate ❓	Pages / Session ❓	Avg. Session Duration ❓	Ecommerce Conversion Rate ❓	Transactions ❓	Revenue ❓
	1,272,993 % of Total: 52.86% (2,408,231)	36.72% Avg for View: 49.46% (-25.77%)	467,382 % of Total: 39.24% (1,191,071)	42.81% Avg for View: 38.13% (12.27%)	4.93 Avg for View: 5.14 (-4.12%)	00:03:48 Avg for View: 00:03:56 (-3.34%)	1.12% Avg for View: 1.06% (5.76%)	14,251 % of Total: 55.90% (25,492)	$681,063.8$ % of Total: 56.68% ($1,201,528.5$
1. cheetah	625,017 (49.10%)	32.24%	201,518 (43.12%)	52.16%	3.80	00:02:52	0.45%	2,839 (19.92%)	$145,676.59 (21.39$
2. cheetahmail	292,663 (22.99%)	32.07%	93,854 (20.08%)	42.61%	4.78	00:03:46	0.98%	2,866 (20.11%)	$114,423.30 (16.80$
3. google	247,143 (19.41%)	49.60%	122,589 (26.23%)	25.25%	6.89	00:05:19	1.48%	3,662 (25.70%)	$170,499.43 (25.03$
4. bing	47,643 (3.74%)	58.36%	27,803 (5.95%)	20.15%	7.54	00:06:02	1.93%	920 (6.46%)	$45,803.31 (6.73$
5. base offer	38,411 (3.02%)	28.22%	10,838 (2.32%)	30.24%	8.89	00:06:54	9.94%	3,819 (26.80%)	$198,134.30 (29.09$
6. facebook.com	10,971 (0.86%)	58.89%	6,461 (1.38%)	49.59%	4.11	00:03:06	0.33%	36 (0.25%)	$1,809.24 (0.27$
7. instagram	3,410 (0.27%)	29.77%	1,015 (0.22%)	54.78%	4.18	00:03:46	0.38%	13 (0.09%)	$411.72 (0.06$
8. adroll	2,443 (0.19%)	29.39%	718 (0.15%)	35.86%	6.47	00:05:06	1.88%	46 (0.32%)	$2,323.47 (0.34$
9. pinterest	1,826 (0.14%)	53.89%	984 (0.21%)	59.15%	3.84	00:02:55	0.55%	10 (0.07%)	$443.66 (0.07$
10. SpruceMail	1,203 (0.09%)	49.29%	593 (0.13%)	38.74%	6.17	00:05:39	2.16%	26 (0.18%)	$1,021.37 (0.15$

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Campaign Parameters/Tags

Thank You

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