

# UTM Standards & Best Practices

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# Overview

# What are UTM's?

- UTM = Urchin tracking module
- Codes appended to a URL to give Google Analytics more information

# Why do UTMs matter?

- They give us a way to measure traffic and conversions

# UTM structure

- Campaign
- Source
- Medium
- Content
- Term\*

*\*For paid search only*

# Example

[https://admissions.creighton.edu/contact-us/admissions-counselors?utm\\_source=twitter&utm\\_medium=post&utm\\_campaign=2019\\_ug\\_app\\_tips&utm\\_content=tip3](https://admissions.creighton.edu/contact-us/admissions-counselors?utm_source=twitter&utm_medium=post&utm_campaign=2019_ug_app_tips&utm_content=tip3)

# Sum of the Parts

*Understanding Each Piece of UTM Codes*

# Campaign

- Three pieces
  - Year
  - Group/Round (Undergrad, Grad, etc.)
  - Call-to-action (CTA)
- Example
  - 2019\_ug\_bluejay\_visit\_days



# Source

- Actual place that the content is housed
- Very high-level
- Example
  - facebook

# Source: Social

- Do not use abbreviations for facebook, instagram, twitter, etc.
- GA knows these sources and automatically buckets them as social
- No need to have the word “social” in a UTM ever

# Medium

- Varies based off what the source is
- Within the source, where did it come from?
- Example:
  - sponsored\_post

# Content

- Varies based off what the source is
- For email, using the date the email was sent makes sense
- For most other sources, this makes no sense
- Example:
  - 20190827 (source=email; medium=invite)
  - kathleen\_marinelli (source=twitter; medium=post)

# Group

- On the UTM Builder form to narrow down campaign options
- Not actually included in a UTM

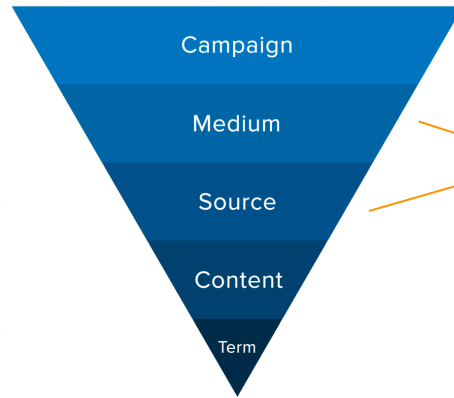
# Understanding Strategy

# Things NOT to do with UTMs:

- Use capital letters
- Free-form anything but content
- Use on internal webpages
- Use *term* for anything other than paid search

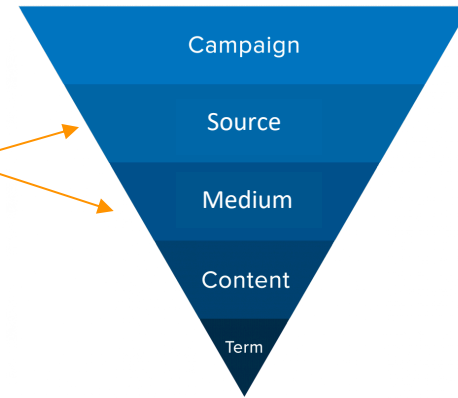
# Various Strategic Approaches

## Other Strategies



medium: social  
source: facebook

## Creighton Strategy



source: facebook  
medium: sponsored\_post



# Various Strategic Approaches

- Our strategy was chosen to make the most use of all UTM codes
- Can always roll up data, but can't always segment it

# A UTM should be able to tell you:

- Where the traffic came from
- What the point of the post was
- Which piece of content it was
- Who created the URL

# Link to UTM Builder

<https://choose.creighton.edu/register/utmbuilder>

The background consists of several overlapping triangles in various shades of blue, creating a geometric pattern. The word "Creighton" is written in a white, elegant serif font, with a thin white horizontal line underneath it. Below this line, the word "UNIVERSITY" is written in a white, all-caps, sans-serif font.

Creighton  
UNIVERSITY