



Google for Communicators Workshop
Google Analytics Campaign Tagging

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Why do I Need Google Analytics Campaign Tags?

Question:

“I can get all my data from Facebook, Twitter, Instagram or 3. party platforms. I can get metrics like total clicks, likes, shares, engagement etc. Why do I need campaign tags and Google Analytics data?”

Answer:

- ✓ This data provides only half of the story. You will find the other half in Google Analytics.
- ✓ Google Analytics helps to understand post-click journey.
- ✓ Access to important KPI's such as time on site, bounce rate, conversions, custom events.
- ✓ User journey, next page flow, event flow, all pages visited, exit pages.
- ✓ Visitor segmentation such as new vs. returning visitors, first time or returning customers.
- ✓ Cohort analysis to understand value of the campaign beyond first visit.

5 Main Google Analytics Campaign Tags:

- ✓ utm_source: facebook, twitter, Instagram.
- ✓ utm_medium: cpc, email, socialmedia.
- ✓ utm_campaign: shoecampaign2016, shoeemailcampaignQ1.
- ✓ utm_content: blue-shoescampaign, redshoesemailcampaign.
- ✓ utm_term: fitness shoes.

How to Tag Campaigns?

✓ Add tags to landing page url by using “?” and “&”.

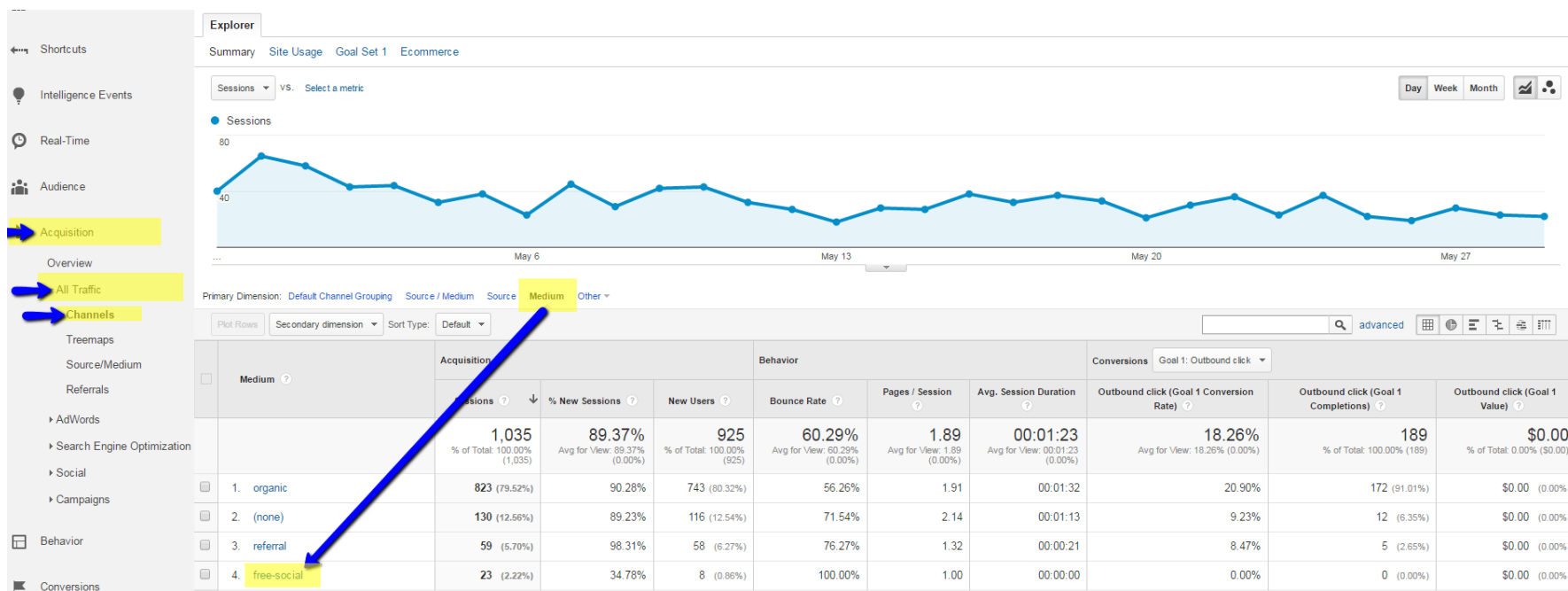
[https://www.zumba.com/en-US/shop/US/product/zumba-street-boss-a1f00040
?utm_source=facebook
&utm_medium=free-social
&utm_campaign=soc-shoe-06012016
&utm_content=blue-shoes
&utm_term=fitness-shoes](https://www.zumba.com/en-US/shop/US/product/zumba-street-boss-a1f00040?utm_source=facebook&utm_medium=free-social&utm_campaign=soc-shoe-06012016&utm_content=blue-shoes&utm_term=fitness-shoes)

“?” Indicates the ending of landing page url and beginning of tags.

“&” Used in between tags to separate tags.

There should never be more than one “?” in tagged url.

Where to find the data in Google Analytics:



<https://www.zumba.com/en-US/shop/US/product/zumba-street-boss-a1f00040>

?utm_source=facebook

&utm_medium=free-social

&utm_campaign=soc-shoe-05012016

&utm_content=blue-shoes

&utm_term=fitness-shoes

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Use Secondary Dimensions in Google Analytics:

	Medium	Campaign	Acquisition			Behavior			Conversions		
			Sessions	% New Sessions	New Users	Bounce Rate	Pages / Session	Avg. Session Duration	Outbound click (Goal 1 Conversion Rate)	Outbound click (Goal 1 Completions)	Outbound click (Goal 1 Value)
			22 <small>% of Total: 2.32% (950)</small>	36.36% <small>Avg for View: 89.47% (-59.36%)</small>	8 <small>% of Total: 0.94% (850)</small>	100.00% <small>Avg for View: 59.16% (69.04%)</small>	1.00 <small>Avg for View: 1.91 (-47.72%)</small>	00:00:00 <small>Avg for View: 00:01:27 (-100.00%)</small>	0.00% <small>Avg for View: 18.95% (-100.00%)</small>	0 <small>% of Total: 0.00% (180)</small>	\$0.00 <small>% of Total: 0.00% (\$0.00)</small>
<input type="checkbox"/>	1. free-social	soc-shoe-05012016	13 (59.09%)	38.46%	5 (62.50%)	100.00%	1.00	00:00:00	0.00%	0 (0.00%)	\$0.00 (0.00%)
<input type="checkbox"/>	2. free-social	soc-leggings-01012015	3 (13.64%)	66.67%	2 (25.00%)	100.00%	1.00	00:00:00	0.00%	0 (0.00%)	\$0.00 (0.00%)
<input type="checkbox"/>	3. free-social	soc-buyonegetone-Q2	2 (9.09%)	0.00%	0 (0.00%)	100.00%	1.00	00:00:00	0.00%	0 (0.00%)	\$0.00 (0.00%)

<https://www.zumba.com/en-US/shop/US/product/zumba-street-boss-a1f00040>

?utm_source=facebook

&utm_medium=free-social

&utm_campaign=soc-shoe-05012016

&utm_content=blue-shoes

&utm_term=fitness-shoes

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How to Analyze 3 Dimensions in Google Analytics:

Primary Dimension: Default Channel Grouping Source / Medium Source Medium Other

Plot Rows Secondary dimension: Campaign Sort Type: Default

Source / Medium	Campaign	Acquisition			Behavior			Conversions		
		Sessions	% New Sessions	New Users	Bounce Rate	Pages / Session	Avg. Session Duration	Outbound click (Goal 1 Conversion Rate)	Outbound click (Goal 1 Completions)	Outbound click (Goal 1 Value)
		951 % of Total: 100.00% (951)	89.48% Avg for View: 91.48% (-2.18%)	851 % of Total: 97.82% (870)	59.20% Avg for View: 59.20% (0.00%)	1.91 Avg for View: 1.91 (0.00%)	00:01:27 Avg for View: 00:01:27 (0.00%)	18.93% Avg for View: 18.93% (0.00%)	180 % of Total: 100.00% (180)	\$0.00 % of Total: 0.00% (\$0.00)
1. facebook / free-social	soc-shoe-01052016	382 (40.17%)	91.36%	349 (41.01%)	70.16%	1.49	00:00:47	15.45%	59 (32.78%)	\$0.00 (0.00%)
2. instagram / free-social	soc-shoe-01052016	225 (23.66%)	87.56%	197 (23.15%)	44.89%	2.44	00:02:08	23.11%	52 (28.89%)	\$0.00 (0.00%)
3. twitter / free-social	soc-shoe-01052016	166 (17.46%)	92.77%	154 (18.10%)	39.16%	2.18	00:02:31	31.33%	52 (28.89%)	\$0.00 (0.00%)

<https://www.zumba.com/en-US/shop/US/product/zumba-street-boss-a1f00040>

?utm_source=facebook

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&utm_campaign=soc-shoe-05012016

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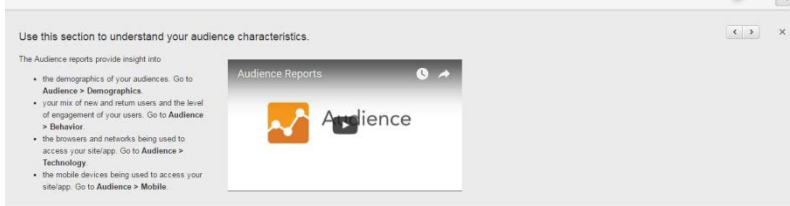
Campaign Tagging Standards & Tools:

- ✓ Keep mediums to a small set for optimal analysis.
- ✓ Be consistent: Standardized tag names help to analyze data more effectively.
- ✓ Always use lowercase: GA can be configured to force lowercase but still recommended.
- ✓ Use underscores and dashes instead of spaces.
- ✓ Do not use punctuation such as commas, question marks, periods, semicolons.
- ✓ Provide as much information possible considering other analysts and future analysis.
- ✓ Click the tagged url before launching to confirm that it works as expected.
- ✓ Google “Google url builder” & Excel tag templates.

Key Takeaways & Resources:

“Never stop tagging! No tag No data!”

Click this icon in GA 



<http://analytics.blogspot.com/>

<https://analyticsacademy.withgoogle.com/>

<http://cutroni.com/>

<http://online-behavior.com/>

<https://www.optimizesmart.com/google-analytics-training-resources-and-tutorials/>

<http://www.cardinalpath.com/blog/>

<https://www.e-nor.com/blog>



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