

# How to Set Up Campaign/Marketing Tracking with Google Analytics

Instead of just setting up links to your website when you set up marketing campaigns, include tracking so you know where the inbound traffic actually comes from. You'll then know which marketing for your website is working the best so you can make smart decisions about where to spend your marketing resources.

Here's a quick guide on using campaign marketing with Google Analytics.

What you'll define is:

- Website URL (Required): The website URL to the exact page
- Campaign Source (Required): The referring source (google, newsletter, twitter, etc.)
- Campaign Medium (Required): The medium being used (PPC ads, email, display, etc.)
- Campaign Name (Required): Your internal name for the campaign
- Campaign Term: Used to identify paid keywords when search is used
- Campaign Content: Used to differentiate ads

Start at the [\*\*Campaign URL Builder\*\*](#). This is a Google tool you can use even if you're not logged into your account.

## Demos & Tools

Autotrack

Account Explorer

### Campaign URL Builder

Dimensions & Metrics Explorer  
**Updated!**

Embed API

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Enhanced Ecommerce **Updated!**

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Tag Assistant

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## Resources

About this Site

# Campaign URL Builder

This tool allows you to easily add campaign parameters to UR Analytics.

## Enter the website URL and campaign information

Fill out the required fields (marked with \*) in the form below, generated for you. *Note: the generated URL is automatically*

\* **Website URL**   
The full website URL (e.g. `https://www.e`)

\* **Campaign Source**   
The referrer: (e.g. `google`, `newsletter`)

\* **Campaign Medium**   
Marketing medium: (e.g. `cpc`, `banner`)

\* **Campaign Name**   
Product, promo code, or slogan (e.g. `spring`)

**Campaign Term**   
Identify the paid keywords

**Campaign Content**   
Use to differentiate ads

Put in your values and then the URL you'll use is created for you below the form:

\* **Website URL** The full website URL (e.g. `https://www.example.com`)

\* **Campaign Source**   
The referrer: (e.g. `google`, `newsletter`)

\* **Campaign Medium**   
Marketing medium: (e.g. `cpc`, `banner`, `email`)

\* **Campaign Name**   
Product, promo code, or slogan (e.g. `spring_sale`)

**Campaign Term**   
Identify the paid keywords

**Campaign Content**   
Use to differentiate ads



### Share the generated campaign URL

Use this URL in any promotional channels you want to be associated with this custom campaign

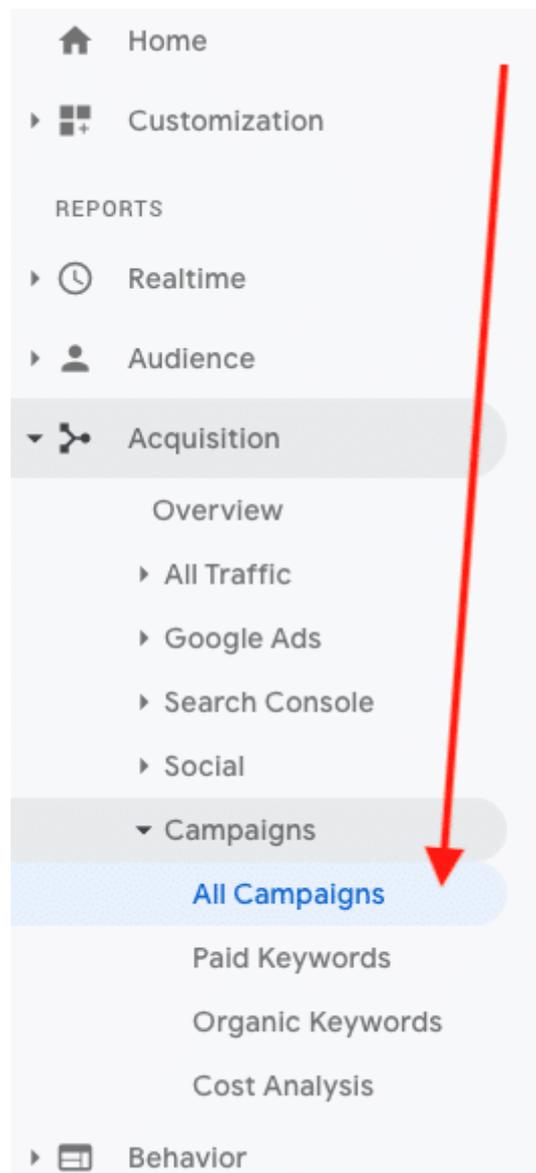
Set the campaign parameters in the fragment portion of the URL (not recommended).

Copy this URL and then paste it in to where you're showing your link.

Use consistent names for each value. For example, don't use "google" and "googlesearch" if they're the same thing.

You'll see the results in Google Analytics (make sure you're using GA, of course, for this to work) under:

Acquisition > Campaigns > All Campaigns



Happy tracking!

Original article: <https://www.tonyherman.com/campaign-tracking-google-analytics/>

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