Mobile-First Thinking

Wherever the consumer goes, their phone goes with them.

With a mobile-first marketing strategy, it's now possible to publish & track interactive content across every consumer touch point. With proper Google Analytics integration, it's easy to measure activity, and to directly attribute that activity to marketing spend.

This guide offers a step-by-step process for measuring performance across marketing touch points, collecting actionable insights in the process.

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1. Mapping the Consumer Journey

2. Google's Unique Taxonomy

3. Defining UTM Parameters:
   - Campaign Source
   - Campaign Medium
   - Campaign Term
   - Campaign Content
   - Campaign Name
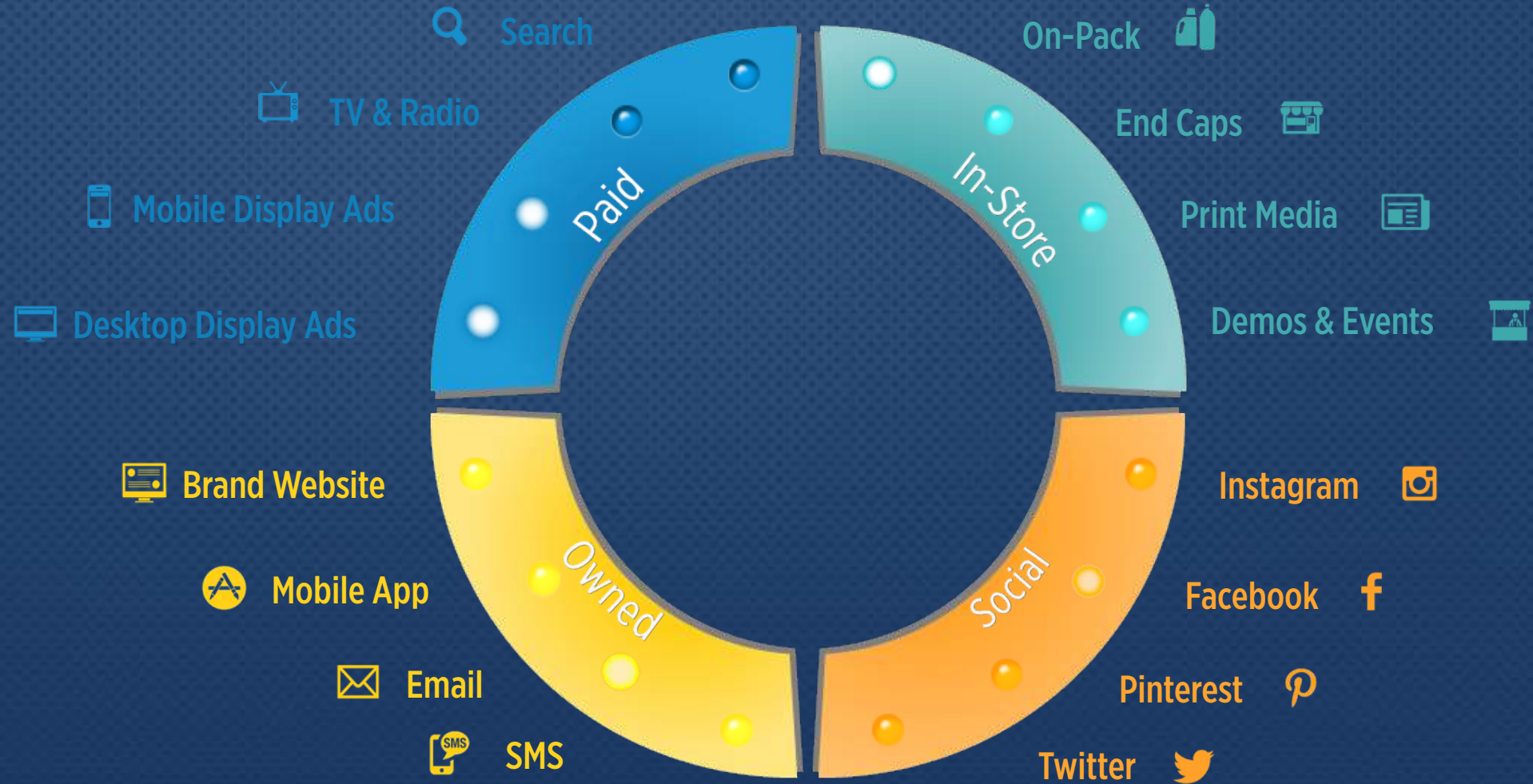
4. Audience & Attribution

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1. Mapping the Consumer Journey

QUESTIONS:

How do you categorize the consumer journey?

How do you accurately attribute performance across all marketing touch points?

Search

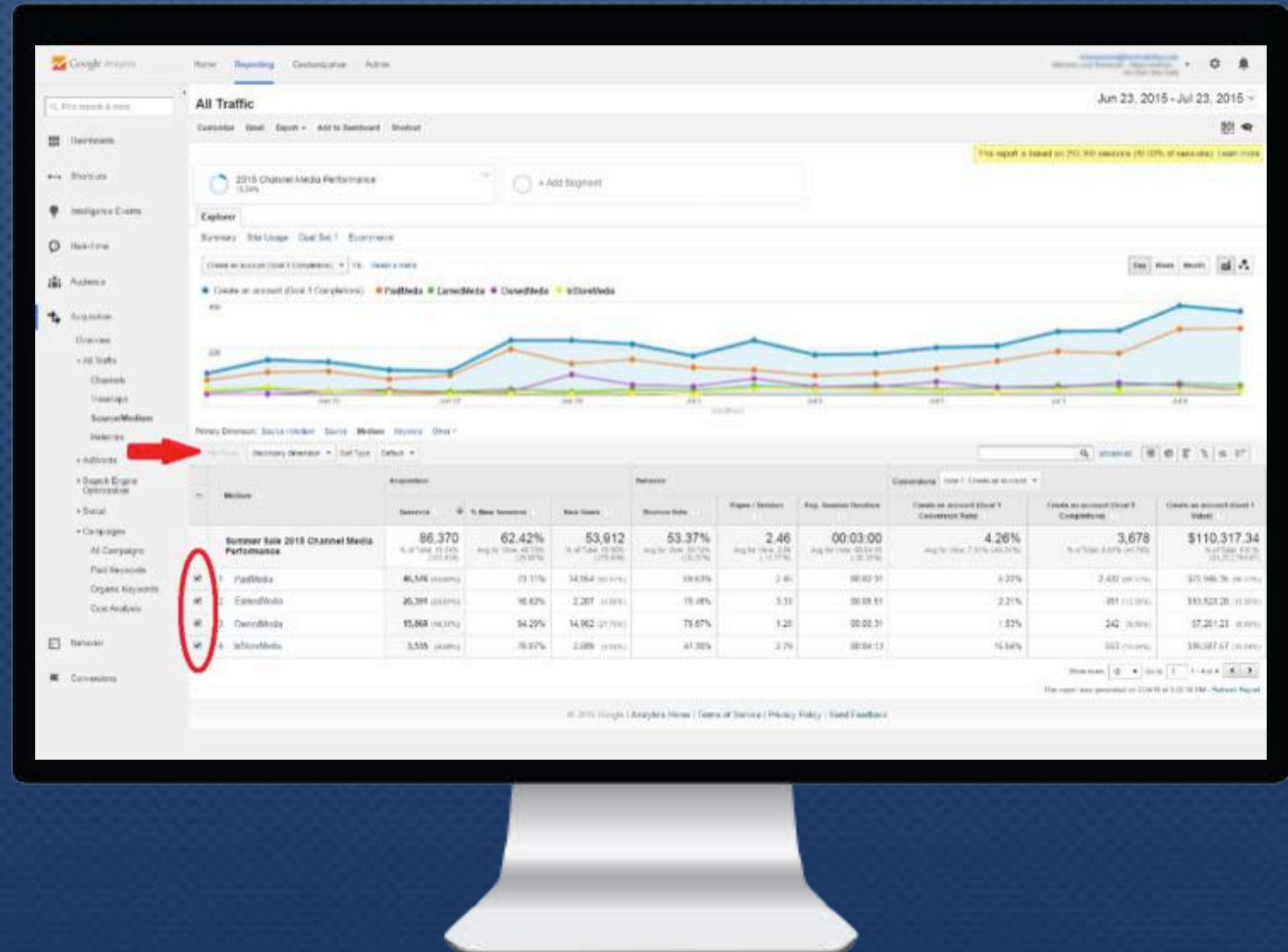TV & Radio

Mobile Display Ads

Desktop Display Ads

Paid

On-Pack

End Caps

Print Media

In-Store

Demos & Events

Brand Website

Mobile App

Email

SMS

Owned

Social

Instagram

Facebook

Pinterest

Twitter

FUN mobility

QUESTIONS:

How do you categorize the consumer journey?

How do you accurately attribute performance across all marketing touch points?

Paid

In-store

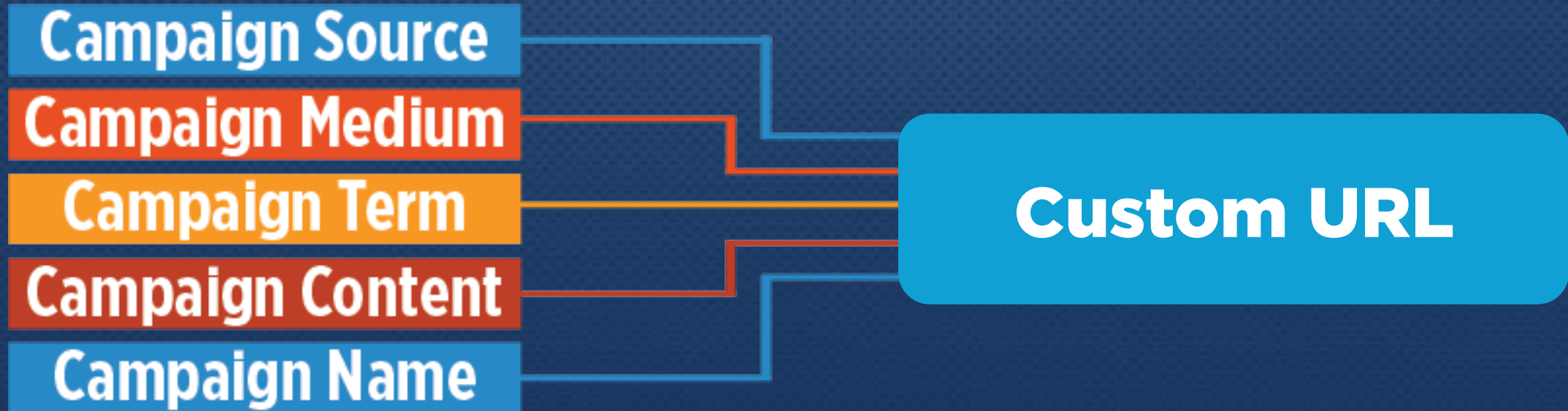Social

Owned

Answer:

Create and track custom URLs using UTM Strings.

What are UTM Strings?

UTM is short for "Urchin Tracking Module" (Google acquired a company called Urchin in 2005). UTM strings refer to custom URLs that contain a "string" of information to identify the specific source from which web traffic originates. Though UTM parameters were intended to form the backbone of Google Analytics, many marketers use them incorrectly.

Campaign Source
Campaign Medium
Campaign Term
Campaign Content
Campaign Name

Custom URL

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Google Analytics employs a standard hierarchy for the UTM parameters you'll need for proper attribution.

Unfortunately, Google presents this hierarchy completely out of order from a marketing perspective, making the process pretty confusing if you don't know what you're looking at.

Here's a quick reference to illustrate the contrast between how Google's parameters are ordered vs. how they relate to your actual campaign:

How Google organizes your URL:

1. Campaign Source

2. Campaign Medium

3. Campaign Term

4. Campaign Content

5. Campaign Name

Your Actual Campaign Hierarchy:

Campaign Name

Campaign Medium

Campaign Source

Campaign Term / Campaign Content

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Lost in Translation

Another common point of confusion arises because of the fact that Google's UTM terminology doesn't exactly match up to the terms used by Google Analytics – even though they refer to exactly the same parameter.

The two most confusing pieces of the string are the "Campaign Term" – renamed "Keyword" in Google Analytics, and "Campaign Content" – renamed "Ad Content" in Google Analytics

Google Analytics uses different terms than Google's UTM Creator:

UTM Terminology	GA Terminology
1. Campaign Source	1. Source
2. Campaign Medium	2. Medium
3. Campaign Term	3. Keyword
4. Campaign Content	4. Ad Content
5. Campaign Name	5. Campaign

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Creating a Custom URL

Campaign Source
The point of interaction. (e.g if Social Media is your Campaign Medium, the Campaign Source would be Facebook, Twitter, etc.)

Campaign Medium
Refers to the context in which the consumer interacts with the content (e.g. Paid Media, Earned, Owned, or In-Store).

Campaign Term
Identifies AdWords, CTAs, or offers (e.g. Shoes, Pants, 15% off, etc.).

Campaign Content
Define the different creative units promoting the campaign (e.g. ad size, color, messaging, etc.)

Campaign Name
Encompasses the entire campaign (e.g. Spring Sale, December Product Release, etc.)

The FunMobility Platform features a built-in URL builder

Campaign Source

The UTM Parameter for Campaign Source refers to the specific point of audience engagement.

Examples:

- Paid_Search
- Email
- Twitter
- Demo_Station

Campaign Source

Search
TV & Radio
Mobile Display Ads
Desktop Display Ads
Paid

On-Pack
End Caps
Print Media
Demos & Events
In-Store

Brand Website
Mobile App
Email
SMS
Owned

Instagram
Facebook
Pinterest
Twitter
Social

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Campaign Medium

The UTM Parameter for Campaign Medium refers to the broad overall context in which the consumer interacts with the content.

Examples:

- Paid_Media
- In-Store_Media
- Owned_Media
- Social_Media

Campaign Term

Primarily used for paid search, the UTM Parameter for Campaign Term identifies AdWords & keywords associated with the campaign.

Examples:

- Designer_Shoes
- 20_percent_off
- Guitars_New_York

fun_recipes

Campaign Content

The UTM Parameter for Campaign Content distinguishes between different creative & Calls To Action, allowing A/B Testing of messaging & placement.

Examples:

- 300_Win_4000
- 728_Enter_Now

728_win_up_to_4000

300_win_up_to_4000

300_win_4000

Campaign Name

cooking_lab_recipe_contest_q3_2014

The UTM parameter for Campaign Name should encompass the entire campaign.

Example:
- Spring_Sale_2015

cooking_lab_recipe_contest_q3_2014

No spaces: use underscores to ensure links remain functional when pasted

Best Practices

300x250_win_up_to_4000

No ad sizes: Ad blockers identify standard ad sizes in the text, so avoid obvious markers like "300x250"

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4. Audience & Attribution

Google Analytics

Once the UTM parameters have been implemented, and you have generated a custom URL for each touch point connected to your landing pages, your Google Analytics account will automatically attribute each interaction to the appropriate Medium, Source, Term, Content, and Name.

By tracking this data in Google Analytics, it's easy to gauge which touch points are generating the most conversions & activity across different audience demographics & geography.

These insights can inform future messaging and re-allocation of marketing spend.

In Google Analytics, Click on "All Web Site Data" for the website you want to look at

Jun 23, 2015 - Jul 23, 2015 ▾

| Mode | ☰ ☰ | Show | All | ⭐ | 🔍 |

		Sessions	Avg. Session Duration	Bounce Rate	Goal Conversion Rate
☆	📁				
☆	📁				
☆	🌐 All Web Site Data	811	00:01:16	85.82%	0.00%
☆	📁				
☆	🌐 All Web Site Data	89	00:11:02	25.84%	0.00%
☆	📁				
☆	🌐 All Web Site Data	1,015,220	00:04:37	28.23%	13.70%
☆	📁				
☆	📁				
☆	📁				

This table was generated on 7/24/15 at 3:43:26 PM - Refresh Table

Select "Add Segment"

Select "New Segment"

Audience Overview

Jun 23, 2015 - Jul 23, 2015

Email   Export ▾   Add to Dashboard   Shortcut

All Sessions

Choose segment from list

+ NEW SEGMENT   Import from gallery   Share segments

View

Search segments

VIEW SEGMENTS	Segment Name	Created	Modified	
All	☑ ☆ All Sessions			Actions ▾
System	☐ ☆	May 26, 2015	Jun 2, 2015	Actions ▾
Custom	☐ ☆	Apr 27, 2015	Apr 27, 2015	Actions ▾
Shared	☐ ☆ Bounced Sessions			Actions ▾
Starred	☐ ☆	Jun 3, 2015	Jun 4, 2015	Actions ▾
Selected	☐ ☆ Converters			Actions ▾
	☐ ☆	Mar 3, 2015	Mar 3, 2015	Actions ▾
	☐ ☆ Direct Traffic			Actions ▾
	☐ ☆ Made a Purchase			Actions ▾

Apply   Cancel

Overview

Sessions ▾   vs.   Select a metric

Hourly   Day   Week   Month

● Sessions

60,000

30,000

Jun 29   Jul 6   Jul 13   Jul 20

■ Returning Visitor   ■ New Visitor

Sessions   Users   Pageviews   Pages / Session   Avg. Session Duration   Bounce Rate

Looking at the "Conditions" tab, add the UTM parameter string that you wish to analyze

Select "Source/Medium" under the "Acquisition" tab

Find reports & more

Dashboards

Shortcuts

Intelligence Events

Real-Time

Audience

Acquisition

Overview

▼ All Traffic

   Channels

   Treemaps

   Source/Medium

   Referrals

▸ AdWords

▸ Search Engine Optimization

▸ Social

▼ Campaigns

   All Campaigns

   Paid Keywords

   Organic Keywords

   Cost Analysis

Behavior

Conversions

Audience Overview

Jun 23, 2015 - Jul 23, 2015

Email   Export ▾   Add to Dashboard   Shortcut

This report is based on 249,849 sessions (24.61% of sessions). Learn more

Summer Sale 2015 Channel Media Performance
1.36%

+ Add Segment

Overview
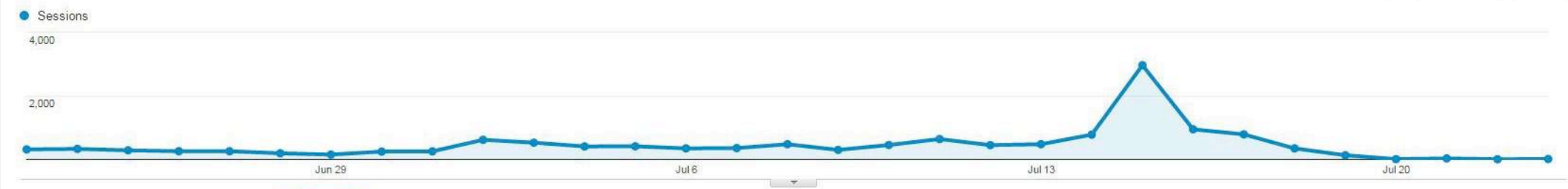
Bounce Rate ▾   vs.   Select a metric

Hourly Day Week Month

● Bounce Rate

100.00%

50.00%

Jun 29   Jul 6   Jul 13   Jul 20

Sessions
Summer Sale 2015 Chan...
13,823

Users
Summer Sale 2015 Chan...
12,649

Pageviews
Summer Sale 2015 Chan...
17,866

Pages / Session
Summer Sale 2015 Chan...
1.29

Avg. Session Duration
Summer Sale 2015 Chan...
00:00:30

Bounce Rate
Summer Sale 2015 Chan...
81.89%

■ New Visitor ■ Returning Visitor

% New Sessions
Summer Sale 2015 Chan...
90.36%

9.6%

90.4%

Demographics			Language	Sessions	% Sessions
Language		▸	1. en-us	13,702	99.13%
Country			2. es-es	28	0.20%
City			3. en	24	0.17%
System			4. es-us	24	0.17%
Browser			5. en-gb	20	0.14%
Operating System			6. es-419	8	0.06%
Service Provider			7. en-au	4	0.03%
Mobile			8. en-za	4	0.03%

Now we can compare different content within the segment.

In this example, the "20%Off" CTA has performed better than the "Save20%" CTA in the Summer Sale campaign

You can also compare activity across different marketing channels, demographics, devices, & more

Home **Reporting** Customization Admin

All Traffic

Jun 23, 2015 - Jul 23, 2015

Customize   Email   Export ▾   Add to Dashboard   Shortcut

This report is based on 249,812 sessions (23.90% of sessions). Learn more

○ Summer Sale 2015 Channel Media Performance
16.59%

○ + Add Segment

Q Find reports & more

Dashboards

Shortcuts

Intelligence Events

Real-Time

Audience

Acquisition

Overview

▾ All Traffic

Channels

Treemaps

Source/Medium

Referrals

▸ AdWords

▸ Search Engine Optimization

▸ Social

▸ Campaigns

Behavior

Conversions

2015 Channel Media Performance   Save   Cancel   Preview

Segment is visible in any View Change

Demographics

Technology

Behavior

Date of First Session

Traffic Sources

Advanced

Conditions   1

Sequences

Conditions

Segment your users and/or their sessions according to single or multi-session conditions.

Filter Sessions ▾ Include ▾

Medium ▾   contains ▾   PaidMedia   ⬅   — OR AND

OR

Medium ▾   contains ▾   EarnedMedia   ⬅   — OR AND

OR

Medium ▾   contains ▾   OwnedMedia   ⬅   — OR AND

OR

Medium ▾   contains ▾   InStoreMedia   ⬅   — OR AND

+ Add Filter

Summary

0.00%
of users

Users
0

Sessions
0
0.00% of sessions

Conditions
Medium: contains "PaidMedia"
Medium: contains "EarnedMedia"
Medium: contains "OwnedMedia"
Medium: contains "InStoreMedia"

Explorer

Summary   Site Usage   Goal Set 1   Ecommerce

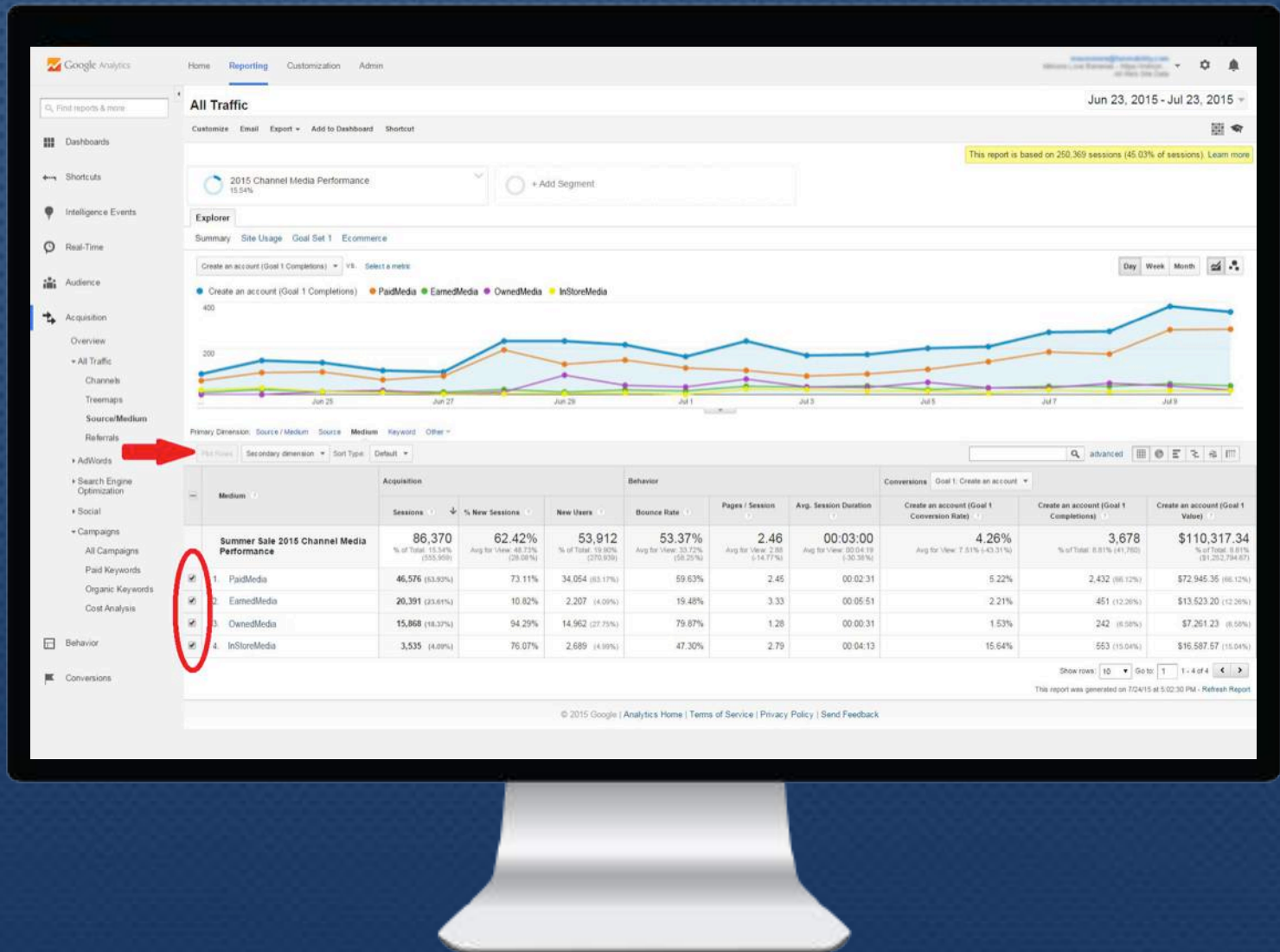Sessions ▾ vs. Select a metric

Day Week Month

● Sessions

20,000

Tuesday, July 21, 2015

Select each media channel and hit "Plot Rows" to get a visual overview of how your entire campaign is performing.

Want to learn more?

Read the free ebook
for more info

Mobile
Content Strategy
The Definitive Guide

Get the eBook

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