campaign tracking code
step by step guide

For background on advertising and campaign management, read our white paper, **"Marketing & Advertising 360°",** along with other white papers, research and blogs on our website at www.MilesPartnership.com.

1 WEBSITE ANALYTICS – GOOGLE ANALYTICS

Make sure Google Analytics is set up on your website – and is able to track campaign activity and your site's goals.

» Check Your Code is Set up Correctly: https://support.google.com/analytics/answer/1008083?hl=en

» Get the Google Tag Assistant (a Chrome Plug In). Check your or your competitor's web site: https://chrome.google.com/webstore/

2 SET UP CAMPAIGN TRACKING CODES TO MEASURE YOUR ONLINE ACTIVITY & ADVERTISING

Track the performance of all your marketing activity (online advertising, links, email) as campaigns in Google Analytics. Use the simple step up by step form Google has developed to quickly create campaign tracking codes in a minute or two.

» Search for "URL Builder" in Google or visit http://budurl.com/urlbuilder

3 SHORTEN LONG WEB ADDRESSES WITH A URL SHORTENER

Shorten long web addresses including those with Campaign Tracking Codes for social media posts and emails. More advanced tools enable you to customize the link so it is easier to share and remember.

» Google's free tool is www.goo.gl; others include bitly – www.bitly.com and BudURL www.budurl.com

4 SET UP & SHARE A CAMPAIGN TRACKING CODE SPREADSHEET ONLINE

Create, share, update and collaborate on a spreadsheet of your various campaign tracking codes ("in the cloud").

» Examples with spreadsheet functionality and free starter storage include www.google.com Drive, www.onedrive.live.com and www.apple.com/icloud

5 GO INTO GOOGLE ANALYTICS & ASSESS THE PERFORMANCE OF CAMPAIGNS

Use Google Analytics' Campaign Tracking to assess and compare the results of campaigns – including critical 'Beyond the Click' metrics such as Bounce Rate and Goal Completions – which should cover other critical success events beyond just bookings (eg: checking pricing and availability, reviewing offers)

» View Google Analytics' Campaign Reporting features at: http://www.google.com/analytics/standard/features/

» Find other free Google Analytics online resources help tools & training at www.google.com/analytics