

102. UTM tracking using GTM

UTM tracking using GTM

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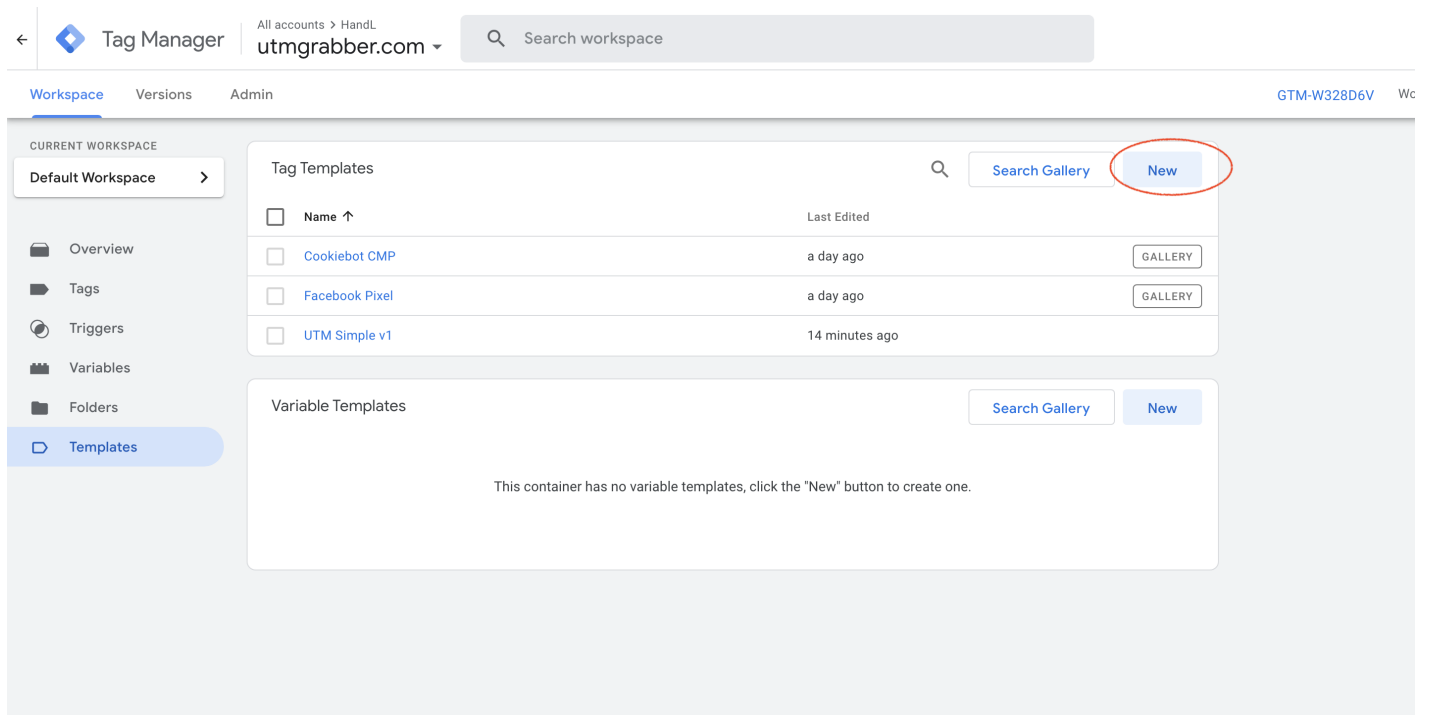
Basic UTM tracker setup in Google GTM

Download our Template

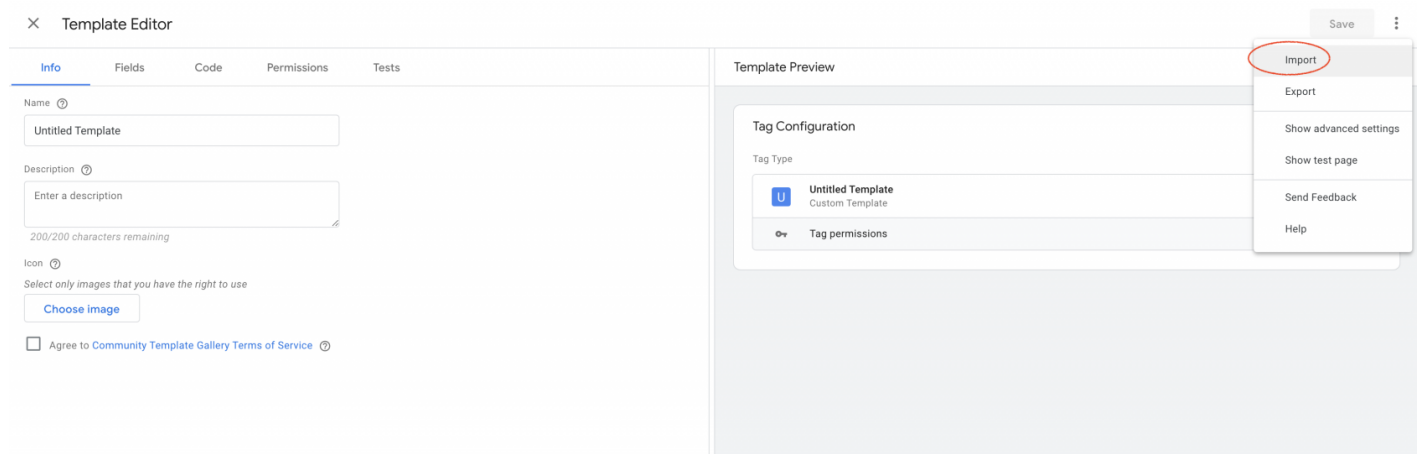
Click here to [download](#) UTMSimple GTM template.

Import the template to your GTM container

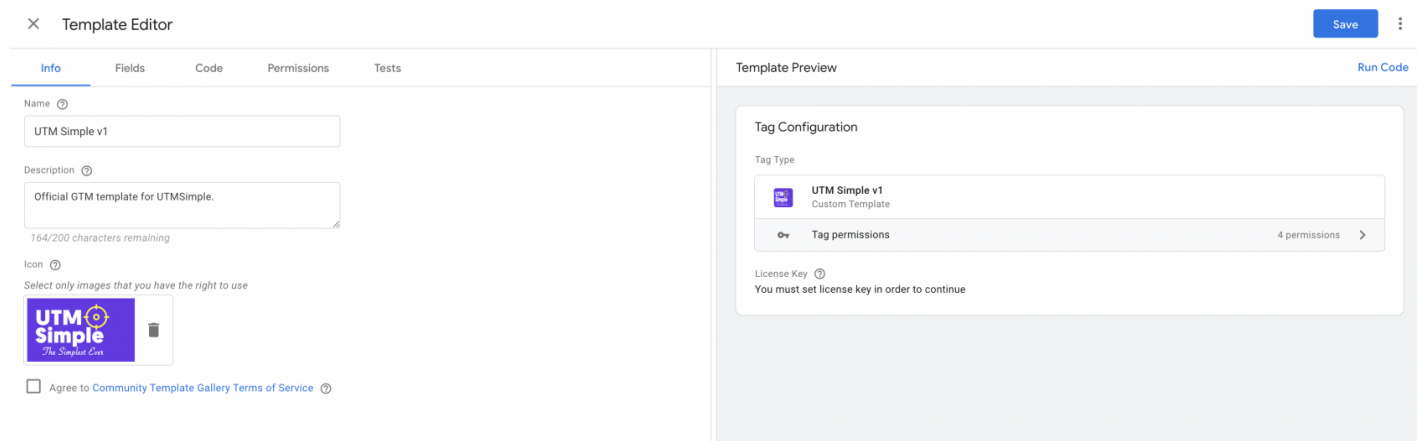
Go to Templates and click New



And click Import



Select the template.tpl file you just downloaded and upload it. You should see something similar to below.



Add the template to Tags

Click "Tags" in the sidebar and then click "New"

Tag Manager | All accounts > HandL | utmgrabber.com | Search workspace

Workspace | Versions | Admin

CURRENT WORKSPACE

Default Workspace >

Overview

Tags

Triggers

Variables

Folders

Templates

Tags

<input type="checkbox"/>	Name ↑	Type	Firing Triggers	Last Edited	
<input type="checkbox"/>	Conversion	Google Analytics: Universal Analytics	DOM Ready	21 hours ago	II
<input type="checkbox"/>	Conversion via Event	Google Analytics: Universal Analytics	Event based trigger	21 hours ago	
<input type="checkbox"/>	Cookiebot	Cookiebot CMP	All Pages	a day ago	II
<input type="checkbox"/>	Facebook Pixel	Facebook Pixel	All Pages	a day ago	II
<input type="checkbox"/>	GA	Google Analytics: Universal Analytics	All Pages	a day ago	
<input type="checkbox"/>	Postback	Custom HTML	All Pages	a day ago	
<input type="checkbox"/>	UTM Simple	Custom HTML	All Pages	a day ago	II
<input type="checkbox"/>	UTM Simple From Template	UTM Simple v1	All Pages	17 minutes ago	

Click tag configuration and select UTM Simple template

Untitled Tag

Tag Configuration

Choose a tag type to begin setup...

Learn More

Triggering

Choose tag type

Discover more tag types in the Community Template Gallery >

Custom

Custom HTML
Custom HTML Tag

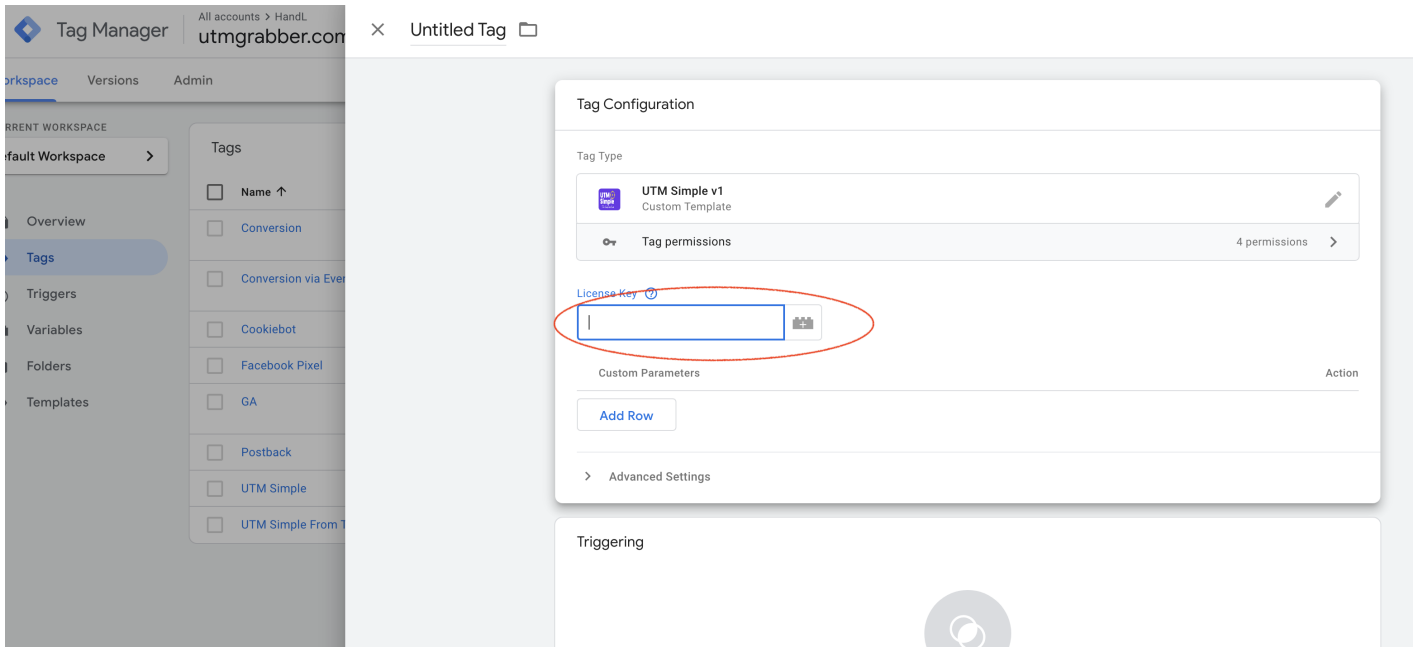
Custom Image
Custom Image Tag

Cookiebot CMP
cybotcorp GALLERY

Facebook Pixel
facebookarchive GALLERY

UTM Simple v1
Custom Template

Enter your license key



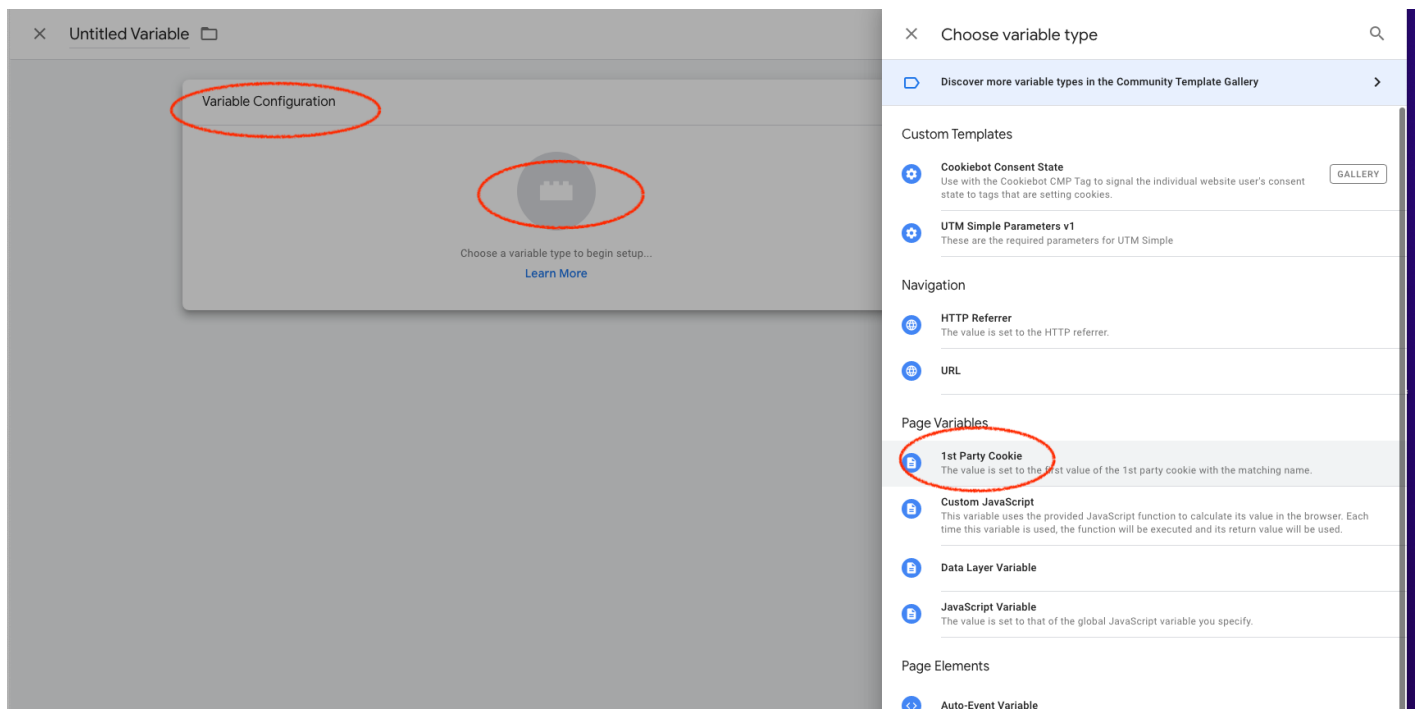
You are ready to rock and roll!

Creating Variables in GTM

for UTM Tracking

Creating the variables

Login to your GTM and click "Variables" and "New". Then select, "Choose Variable" and select "1st Party Cookie" as shown in the image.



Enter `utm_campaign` as cookie name and check "URI-encoded cookie"

Image not found or type unknown

Repeat this for any parameters you'd like to track for. See here for the full list [What can I track with UTMSimple?](#)

Track UTMs in Google Analytics using GTM

Before you continue make sure you

you set it up UTM Simple template in GTM [Basic UTM tracker setup in Google GTM](#)

And also you created variables [Creating Variables in GTM for UTM Tracking](#)

Add Google Analytics (GA) tag and set it up

After you add the Google Analytics tag, click "Enable overriding settings in this tag"

Select "More Settings" and "Fields to set"

And enter the following Field Name: `campaignName` and Value: `{{utm_campaign}}`

Field Name: `campaignSource` and Value: `{{utm_source}}`

Field Name: `campaignMedium` and Value: `{{utm_medium}}`

Field Name: `campaignContent` and Value: `{{utm_content}}`

Field Name: `campaignKeyword` and Value: `{{utm_term}}`

Field Name: `location` and Value: `{{handl_url}}`

GA

Save

Tag Configuration

Tag Type

Google Analytics: Universal Analytics
Google Marketing Platform

Track Type

Page View

Google Analytics Settings

{{Test Analytics}}

☒ Enable overriding settings in this tag

Tracking ID

Inherited from settings variable

More Settings

Fields to Set

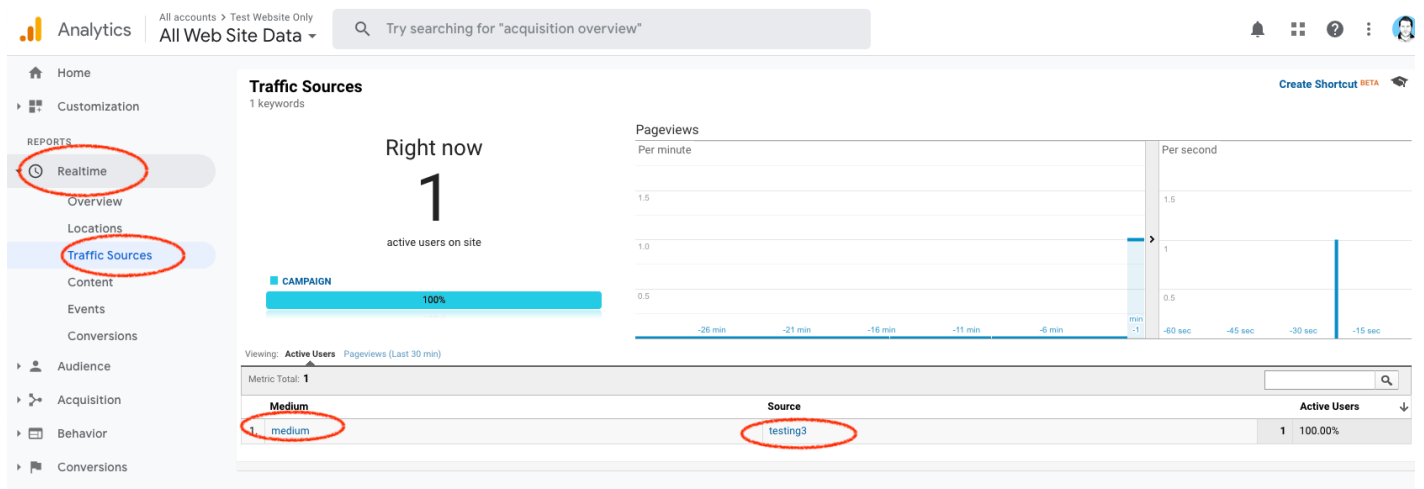
Field Name	Value
campaignName	{{utm_campaign}}
campaignSource	{{utm_source}}
campaignMedium	{{utm_medium}}
campaignContent	{{utm_content}}
campaignKeyword	{{utm_term}}
location	{{hand_url}}

+ Add Field

Custom Dimensions

Custom Metrics

After deploying the new container, refresh your site (make sure UTMs are appended to the URL) and confirm in realtime GA. Your traffic should be tagged with proper UTM under "Traffic Sourcescs"



Trigger an Event (Conversion) in Google Analytics (GA) on Thank You Page

Set up your Tag

First step is setting up your Event in Tag. Configure your event as it fits your need. You can see our example below. We highlighted the important fields.

Conversion

Save

Unpause

Paused in this workspace – This tag is paused and will not fire once published

Tag Configuration

Tag Type

Google Analytics: Universal Analytics
Google Marketing Platform

Track Type

Event

Event Tracking Parameters

Category

Testing

Action

PurchaseMade

Label

Testing

Value

{{Data Layer // amount}}

Non-Interaction Hit

False

Google Analytics Settings

{{Test Analytics}}

☐ Enable overriding settings in this tag

Advanced Settings

Triggering

Paused

Firing Triggers

DOM Ready
Page View

As you can see from our example, we set the amount to read from Data Layer, you can hard code this value as well.

Second step is settin up an event trigger using your thank you page URL

For this, select "Page View" as Trigger Type and add Page Path exception for your thank you page URL. Check our example below.

Trigger Configuration

Trigger Type



Page View

This trigger fires on

Page Path

contains thanks.html

References to this Trigger



Conversion
Tag

That's it!

Trigger an Event (Conversion) in Google Analytics (GA) based on Custom Event

Create 4 Data Layer variables

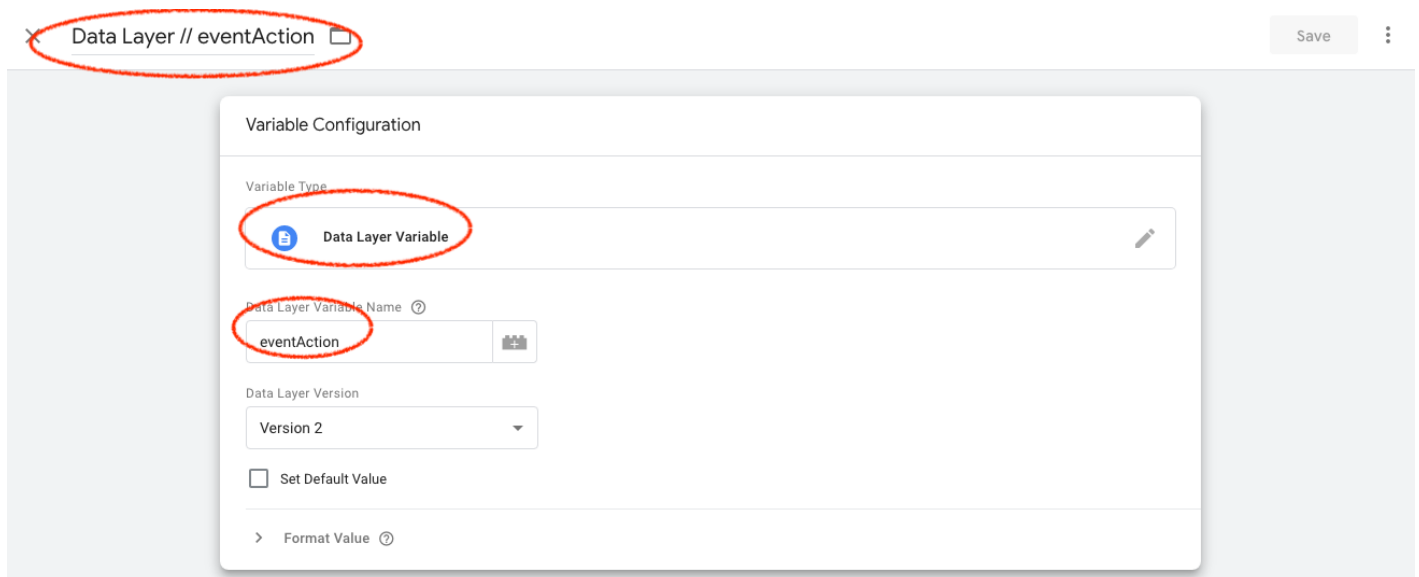
eventAction

eventValue

eventCategory

eventLabel

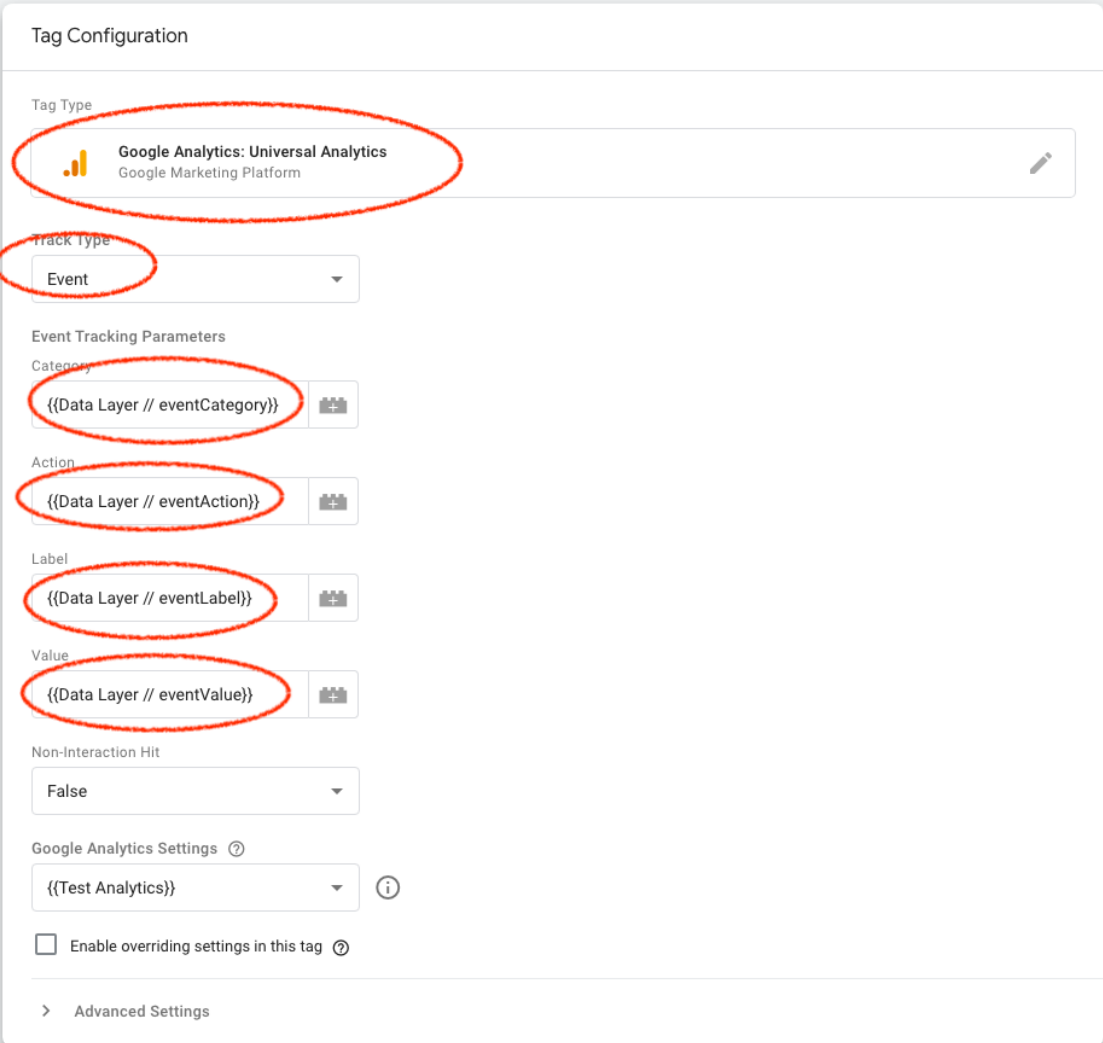
Here is one example, repeat this for all the variables above.



Configure your Event in GTM



Create your conversion event tag and use the above variables to autofill your event as shown in the image.

× Conversion via Event 



Tag Configuration

Tag Type

 **Google Analytics: Universal Analytics**
Google Marketing Platform 

Track Type

Event

Event Tracking Parameters

Category

{{Data Layer // eventCategory}}

Action

{{Data Layer // eventAction}}

Label


{{Data Layer // eventLabel}}


Value


{{Data Layer // eventValue}}

Non-Interaction Hit

False

Google Analytics Settings 

{{Test Analytics}} 

☐ Enable overriding settings in this tag 

> Advanced Settings

Set event based trigger

As shown below. We used "new_subscriber" as event name, you can use anything you want.

× Event based trigger

Trigger Configuration

Trigger Type

Custom Event

Event name

new_subscriber

☐ Use regex matching

This trigger fires on

☒ All Custom Events ☐ Some Custom Events

Add the trigger to your page (Method 1)

Add the following dataLayer code ABOVE your GTM script on your thank you page.

```
<script>
  window.dataLayer = window.dataLayer || [];
</script>
<script>
  // dataLayer.push({' amount': 11})
  window.dataLayer.push( {
    'event': 'new_subscriber',
    'eventCategory': 'testcat2',
    'eventAction': 'myaction2',
    'eventLabel': 'mylabel2',
    'eventValue': 23,
  });

</script>
<script>(function(w,d,s,l,i){w[l]=w[l]||[];w[l].push({'gtm.start':
  new Date().getTime(),event:'gtm.js'});var f=d.getElementsByTagName(s)[0],
  j=d.createElement(s),dl=l!='dataLayer'?'&l='+l:'';j.async=true;j.src=
  'https://www.googletagmanager.com/gtm.js?id='+i+dl;f.parentNode.insertBefore(j,f);
})(window,document,'script','dataLayer','GTM-XXXXX');
```

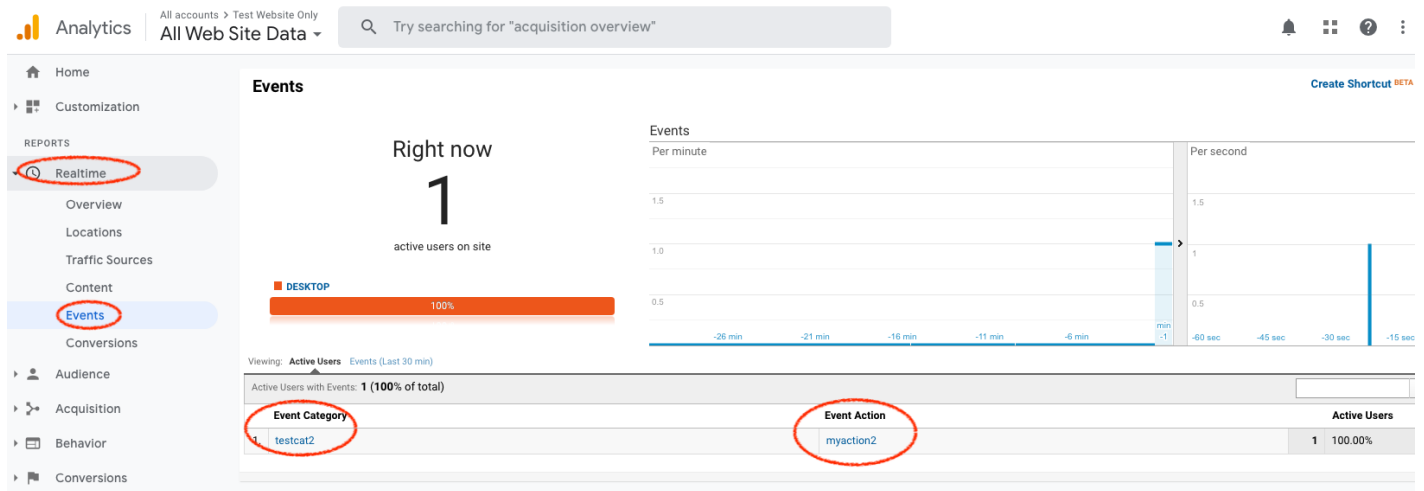
Add the trigger to your page (Method 2)

If you want to trigger this event with a button click.

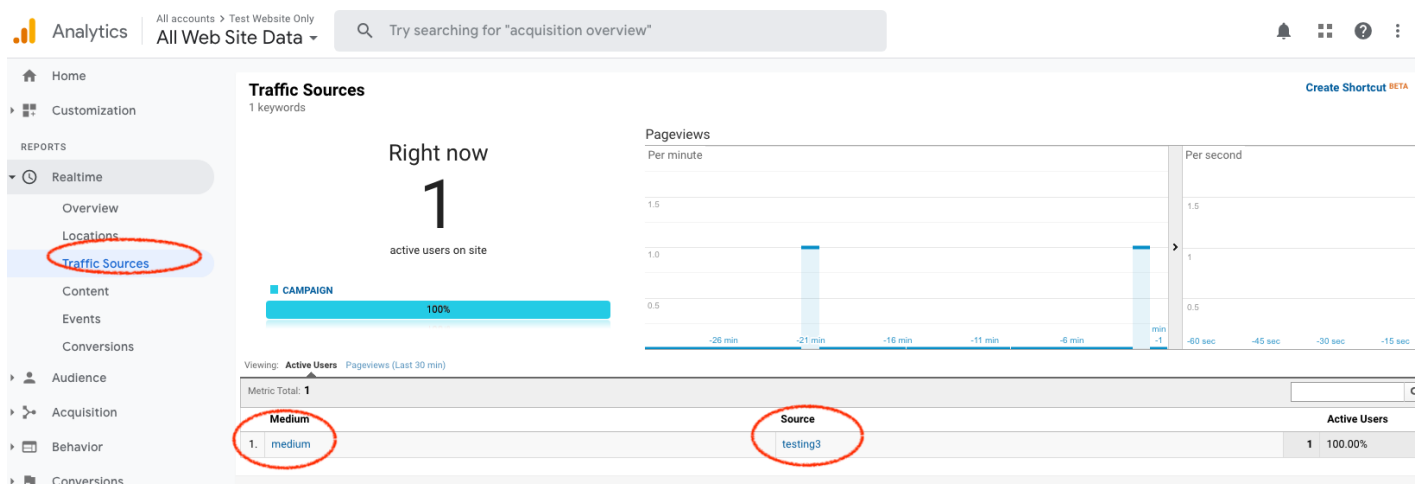
You can use the following code.

```
<button onclick="window.dataLayer.push({  
  'event': 'new_subscriber',  
  'eventCategory': 'testcat2',  
  'eventAction': 'myaction2',  
  'eventLabel': 'mylabel2',  
  'eventValue': 23,  
});">Signup</button>
```

After you implemented, trigger the event on your page and head to GA to see the data in action.



The UTM will be associated with your event as well



Or you can see it under Behavior > Events > Top Events (this may take longer to show up after your test)

Analytics

All accounts > Test Website Only

All Web Site Data

Try searching for "acquisition overview"

Home

Customization

REPORTS

Realtime

Audience

Acquisition

Behavior

Overview

Behavior Flow

Site Content

Site Speed

Site Search

Events

Overview

Top Events

Pages

Events Flow

Publisher

Experiments

Conversions

Top Events

All Users

100.00% Unique Events

+ Add Segment

Explorer

Event Site Usage Ecommerce

Total Events VS. Select a metric

Total Events

1

0.5

Wednesday, January 12, 2022

Primary Dimension: Event Category Event Action Event Label

Plot Rows

Secondary dimension: Campaign

Sort Type: Default

	Event Category	Campaign	Total Events	Unique Events	Event Value
			1	1	
			% of Total: 100.00% (1)	% of Total: 100.00% (1)	%
	1. testcat2	campaign	1(100.00%)	1(100.00%)	

This is

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Send form data with UTMs to a webhook (e.g. Zapier)

You can send form data with all the UTMs to a webhook in GTM.

Create a trigger


This is a trigger for your tag. It can be as simple as button click or form submitted.

×

Choose trigger type

🔍

Page View

 Consent Initialization

 Initialization

 Page View

 DOM Ready


 Window Loaded


Click


 All Elements


 Just Links

User Engagement


 Element Visibility

 Form Submission


 Scroll Depth

 YouTube Video

Other

 Custom Event


 History Change

 JavaScript Error

 Timer

Create a variables that will capture your form object

Based on the trigger selected, this will change. Basically, you want to capture the form object using `gtm.element`. If your trigger is a form submit button, then your variable may look like this



The screenshot shows the Google Tag Manager 'Variable Configuration' window. At the top, there's a tab labeled 'formObject' with a close button (X) and a folder icon. The main area is titled 'Variable Configuration'. Under 'Variable Type', 'Data Layer Variable' is selected, indicated by a blue icon and text. Below this, 'Data Layer Variable Name' is set to 'gtm.element.parentElement.parentElement.parentElement.parentElement'. At the bottom, 'Data Layer Version' is set to 'Version 2'.

Here, we are navigating to the parents until we get the all form objects. The number of `parentElement` may vary based on your implementation.

```
//Data Layer Variable Name
gtm.element.parentElement.parentElement.parentElement
```

Create a tag

Finally create CustomHTML tag to send the collected data to your webhook (e.g. Zapier)

```
<script>
setTimeout(function(){

    var form_obj = jQuery({{formObject}})
    var emailFilled = $('#default_email',form_obj).val() != ''

    if (emailFilled){
        var data = handl.j.param(HandL.getAll())
        var form_data = form_obj.serialize()
        var xmlhttp = new XMLHttpRequest();
        xmlhttp.open( "GET",
' https://hooks.zapier.com/hooks/catch/1234567/abcdefg/?'+data+"&"+form_data, false ); //
false for synchronous request
        xmlhttp.send( null );
        console.log(form_data)
    }
});
```

```
    }else{  
        console.log("Not triggered")  
    }  
  
}, 100);  
  
</script>
```

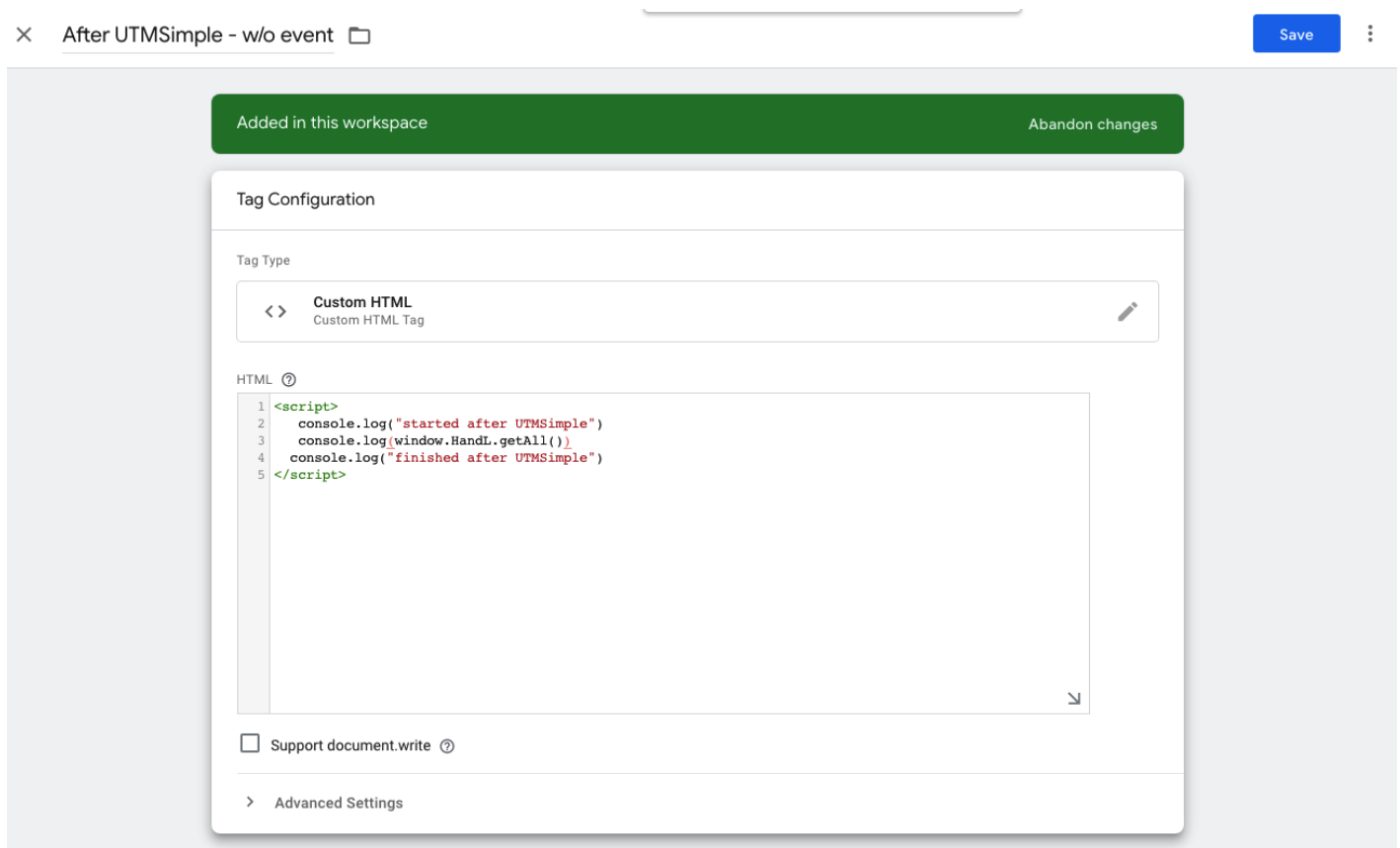
Trigger Custom Code (Javascript) After UTMSimple Loaded

In some cases, you may want to trigger a custom JavaScript / code after collecting all the UTM data.

In order to accomplish this, you can leverage sequence feature in GTM

Simply create your custom tag (it could be any type of tag but here we are giving example as HTML/JS)


like shown here...





After that, go to UTM Simple Template Tag, Click Tag Sequencing and Select "Fire a tag after UTM Simple From Template fires" And select your custom tag that you created from step 1.

It will look like this...


Tag Type


 **UTM Simple v2**
Custom Template



 **Tag permissions**

3 permissions >

License Key 




Custom Parameters

Action


Add Row

Advanced Settings

Tag firing priority 


999

☐ Enable custom tag firing schedule

☐ Only fire this tag in published containers. 

Tag firing options

Once per event

Tag Sequencing 


☐ Fire a tag before **UTM Simple From Template** fires


☒ Fire a tag after **UTM Simple From Template** fires

Cleanup Tag

After UTMSimple - w/o event >

☐ Don't fire **After UTMSimple - w/o event** if **UTM Simple From Template** fails or is paused

> Additional Tag Metadata 

> Consent Settings ^(BETA) 

Voila! you are all set!

4 Google containers found

GTM-W328D6V

G-F8XX7LSDR2

GTM-PPRPX8

G-CML5H85QT0

Summary

Summary

Test HandL UTM Grabber

9 Window Loaded

8 Scrolls

7 Scroll Depth

6 UTMSimpleLoaded

5 Message

4 DOM Ready

3 Container Loaded

2 Initialization

1 Consent Initialization

Output of GTM-W328D6V

Previewing: env-6

Tags

Variables

Data Layer

Consent

Errors

Tags Fired

UTM Simple From Template

GA

Conversion via Event

GA4

UTM Simple v2 - Fired 1 time(s)

Google Analytics: Universal Analytics - Fired 1 time(s)

Google Analytics: Universal Analytics - Fired 1 time(s)

Google Analytics: GA4 Configuration - Fired 1 time(s)

Postback

After UTMSimple - w/o event

Custom HTML - Fired 1 time(s)

Custom HTML - Fired 1 time(s)

Tags Not Fired

UTM Simple

Conversion

Facebook Pixel

Cookiebot

Decorate Link

Custom HTML - Paused

Google Analytics: Universal Analytics - Paused

Unknown Tag Type - Paused

Unknown Tag Type - Paused

Google Analytics: Universal Analytics - Paused

Form Submitted

After UTMSimple - w/ event

Append UTMs

Google Analytics: Universal Analytics

Custom HTML - Paused

Custom HTML

Track UTMs in GA4 using GTM

Before you continue make sure you

you set it up UTM Simple template in GTM [Basic UTM tracker setup in Google GTM](#)

And also you created variables [Creating Variables in GTM for UTM Tracking](#)

Add Google Analytics (GA4) tag and set it up

After you add the Google Analytics 4 tag

Set Configuration Parameter as follows

Field Name: `campaign_name` and Value: `{{utm_campaign}}`

Field Name: `campaign_source` and Value: `{{utm_source}}`

Field Name: `campaign_medium` and Value: `{{utm_medium}}`

Field Name: `campaign_content` and Value: `{{utm_content}}`

Field Name: `campaign_term` and Value: `{{utm_term}}`

Field Name: `page_location` and Value: `{{handl_url}}`

Field Name: `send_page_view` and Value: `true`

Tag Configuration

Tag Type



Google Tag
Google



Tag ID

G-F8XX7LSDR2



Configuration settings

Set configuration parameters that update your tag's behavior. [Learn more](#)

Configuration Settings Variable

None

Configuration Parameter

Value

campaign_name



{{utm_campaign}}



campaign_source



{{utm_source}}



campaign_medium



{{utm_medium}}



campaign_content



{{utm_content}}



campaign_term



{{utm_term}}



page_location



{{handl_url}}



send_page_view



true



[Add parameter](#)

> Shared event settings

> Advanced Settings

After deploying the new container, refresh your site (make sure UTMs are appended to the URL) and confirm in realtime GA4. Your traffic should be tagged with proper UTM under "Traffic acquisition". Make sure you are searching by "Session campaign"

Oct Nov 0 0.2 0.4 0.6 0.8 1											
● (referral) ● test123											
Search...											
Rows per page: 10 1-2 of 2											
Session campaign	Users	Sessions	Engaged sessions	Average engagement time per session	Engaged sessions per user	Events per session	Engagement rate	Event count	Conversions	Total revenue	
	1	2	1	46s	1.00	32.00	50%	64	0.00	\$0.00	
	100% of total	100% of total	100% of total	Avg 0%	Avg 0%	Avg 0%	Avg 0%	100% of total			
1 (referral)	1	1	1	1m 31s	1.00	60.00	100%	60	0.00	\$0.00	
2 test123	1	1	0	1s	0.00	4.00	0%	4	0.00	\$0.00	