

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 |
| | 1 100% of total | 2 100% of total | 1 100% of total | 46s Avg 0% | 1.00 Avg 0% | 32.00 Avg 0% | 50% Avg 0% | 64 100% of total | 0.00 | \$0.00 |
| 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 |

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