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 deployig 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"

	Session campaign	Users	Sessions	Engaged sessions	Average engagement time per session	Engaged sessions per user	Events per session	Engagement rate	Event count All events	Conversions All events	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