

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

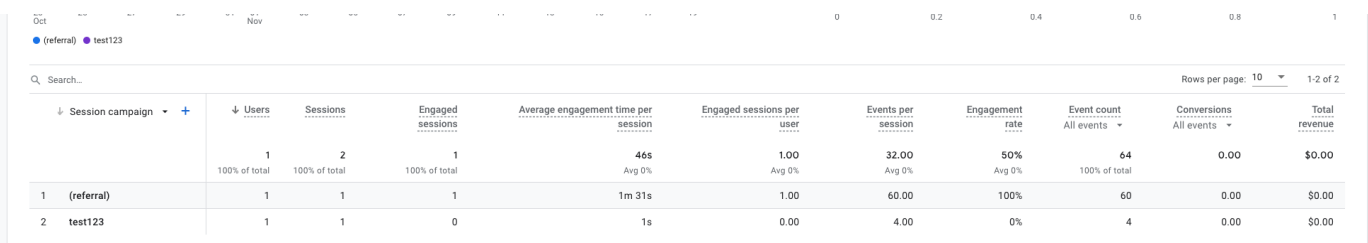
campaign_name  	{{utm_campaign}} 	
campaign_source  	{{utm_source}} 	
campaign_medium  	{{utm_medium}} 	
campaign_content  	{{utm_content}} 	
campaign_term  	{{utm_term}} 	
page_location  	{{handl_url}} 	
send_page_view  	true 	

[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"



The screenshot shows a GA4 Realtime report for the date Oct 23. The report is filtered by 'Session campaign' and shows two rows of data. The first row is for '(referral)' and the second is for 'test123'. The columns include Users, Sessions, Engaged sessions, Average engagement time per session, Engaged sessions per user, Events per session, Engagement rate, Event count, Conversions, and Total revenue.

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
(referral)	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
test123	1	1	0	1s	0.00	4.00	0%	4	0.00	\$0.00

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