

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}}`

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	{{handLurl}}

+ 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 Sources"

Analytics | All accounts > Test Website Only | All Web Site Data

Try searching for "acquisition overview"

Home

Customization

REPORTS

Realtime

Overview

Locations

Traffic Sources

Content

Events

Conversions

Audience

Acquisition

Behavior

Conversions

Traffic Sources

1 keywords

Right now

1 active users on site

Per minute

Per second

Viewing: Active Users | Pageviews (Last 30 min)

Metric Total	Medium	Source	Active Users
1	1 medium	testing3	1 100.00%

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