

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}}`

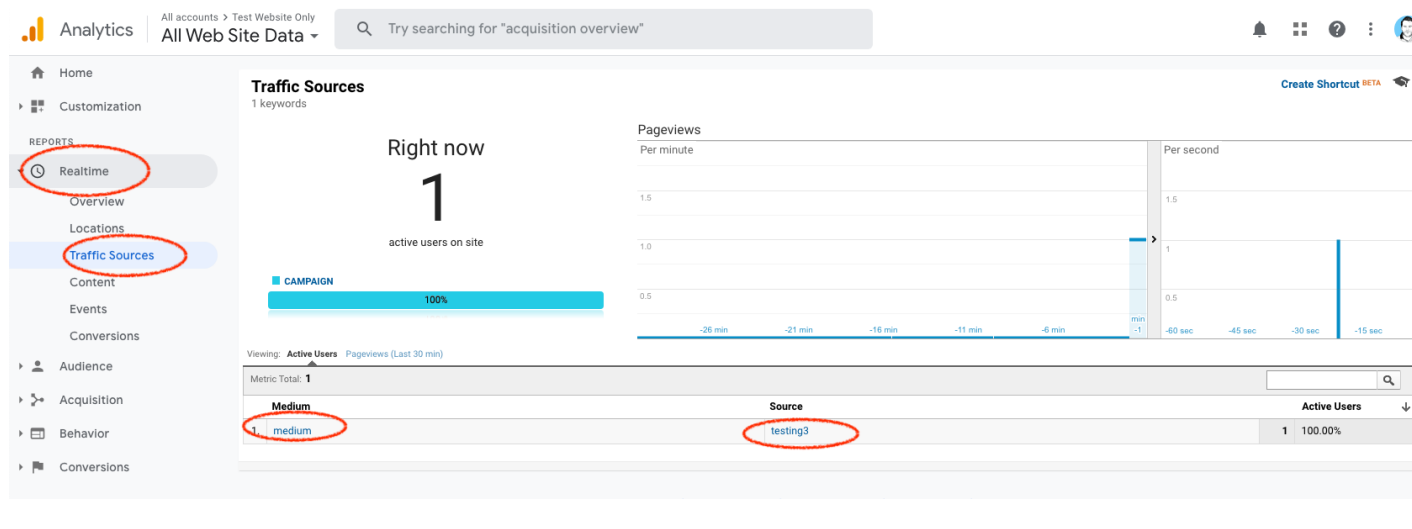
Field Name: `location` and Value: `{{handl_url}}`

Fields to Set

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

+ Add Field

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



Created 13 January 2022 02:30:29 by UTMSimple
Updated 13 January 2022 02:50:10 by UTMSimple