

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}}`

GA

Save

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

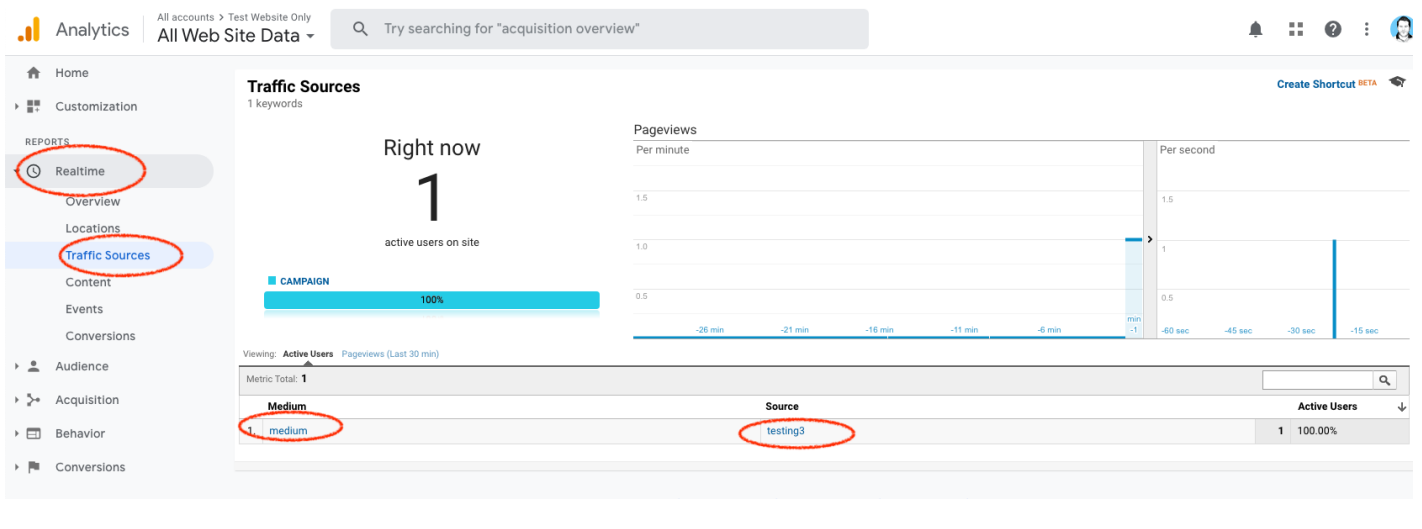
| Field Name | Value |
|-----------------|------------------|
| campaignName | {{utm_campaign}} |
| campaignSource | {{utm_source}} |
| campaignMedium | {{utm_medium}} |
| campaignContent | {{utm_content}} |
| campaignKeyword | {{utm_term}} |
| location | {{hand_url}} |

+ 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 Sourcescs"



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