

# 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	{{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 Sources"

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

Try searching for "acquisition overview"

**Realtime**

**Traffic Sources**

1 keywords

**Right now**

**1** active users on site

**Pageviews**

Per minute

Per second

Viewing: **Active Users** Pageviews (Last 30 min)

Metric Total	Source	Active Users
1	medium	100.00%
	testing3	

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