



# UTM Codes and Tracking Search/Social Clicks in TTD

Guide & Use Cases

# UTM Parameter Overview

- UTM codes give you a way to tag inbound traffic by originating source
- UTM parameters are variables that get passed via the URL for inbound links to your website and tell you about the origin of the traffic
- UTM codes must be manually setup and are what TTD thinks of at the click through URL

Some trivia here: UTM, the name came from “*Urchin Tracking Module.*” This was a piece of software Google acquired that later became Google Analytics.

Google UTM Builder: <https://ga-dev-tools.appspot.com/campaign-url-builder/>

The screenshot shows the Google UTM Builder interface. It features several input fields with labels and examples:

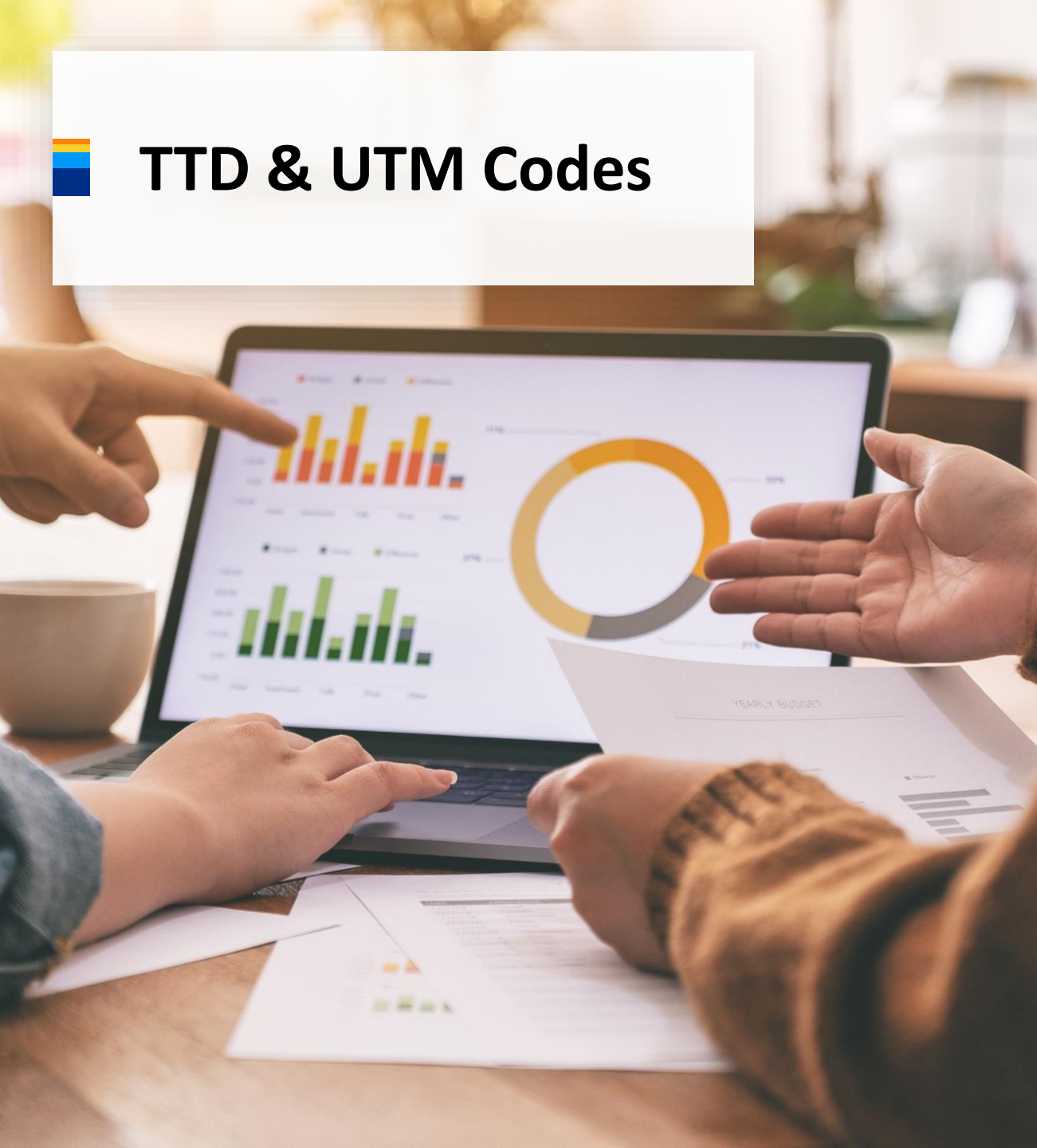
- \* Website URL:** Input field contains "nike.com". Below it, a note says "The full website URL (e.g. `https://www.example.com`)".
- \* Campaign Source:** Input field contains "TTD". Below it, a note says "The referrer: (e.g. `google`, `newsletter`)".
- \* Campaign Medium:** Input field contains "Display". Below it, a note says "Marketing medium: (e.g. `cpc`, `banner`, `email`)".
- \* Campaign Name:** Input field contains "Q3". Below it, a note says "Product, promo code, or slogan (e.g. `spring_sale`)".
- Campaign Term:** Empty input field. Below it, a note says "Identify the paid keywords".
- Campaign Content:** Input field contains "Evergreen Messaging or Holiday Messaging". Below it, a note says "Use to differentiate ads".

Below the form fields, there is a section titled "Share the generated campaign URL". It includes the text "Use this URL in any promotional channels you want to be associated with this custom campaign". A text box displays the generated URL: "nike.com?utm\_source=TTD&utm\_medium=Display&utm\_campaign=Q3&utm\_content=Evergreen%20Messagin%20or%20Holiday%20Messaging". Below the text box, there is a checkbox labeled "Set the campaign parameters in the fragment portion of the URL (not recommended)". At the bottom, there are two buttons: "Copy URL" and "Convert URL to Short Link (authorization required)".





# TTD & UTM Codes



## Background

- The industry is always looking to understand how all media channels work together in order to gather the most insights and improve the customer experience.
- TTD does not have direct access to data from online search or social campaigns running on other platforms.
- However by using a Universal Pixel, we can segment out users who visit a pixelated site after clicking on a search or social ad

## Requirements

- Have a universal pixel on the brand site
- Actively run search/social campaigns
- Know the UTM parameters of the search campaign(s) to segment users out further

# Setup & How it works

## How it works

- Search/social clicks have an ID in the URL indicating that a user got there from a search/social ad
- For example, clicking on a Nike search ad brings you to a URL containing “gclid”
- If we have a universal pixel placed, we can then create the wildcard mapping **\*gclid\*** in TTD
- This segments users who go to Nike’s site via clicking on a search ad

*\*Work with your search team to understand the campaign UTM parameters so you can segment users out even more\**

Ad · www.nike.com/official ▾  
**Shop Nike.com | Nike® Official Site**  
Shop Nike.com for the Ultimate Selection of Nike Shoes & Clothing. Free Shipping For Members. Free 60-Day Returns. Member Exclusive Products. 3% Back With Apple Card. Live Support Available. Medical Workers Save 20% Styles: New Releases, Men's, Women's, Kid's.

https://www.nike.com/?cp=99736393091\_search\_.....&gclid=EAlaIQobChM

## Mapping in TTD

Name\*

Mapping Information

Type\*

URL Pattern\*

## Example Mappings

Google clicks

- \*gclid\*

Facebook clicks

- \*fbclid\*

Example UTM mapping

- \*utm\_source=Facebook\*

# Use Cases



## Insights

- Run planner to understand what these users look like across the web and find relevant geos, inventory, PMPs, and other attributes
- Track ebbs and flows of search or social click activity



## Audiences

- Retargeting
  - Manually retarget or use Koa Retargeting
- Exclusions
  - Manually exclude or use Audience Excluder
- Lookalike Modeling
  - Find users like these clickers with Audience Predictor
- Overlap users with other data
  - Users who clicked on search/social ad AND are xyz



## Attribution

- Track if someone sees an ad then clicks on a search/social ad
- Compare attribution to tracked conversions for further insights