

FULL CIRCLE INSIGHTS

# UTM Parameters Cheat Sheet

In this 1-page cheat sheet, Full Circle Insights summarizes the basics and naming conventions for tracking leads through UTM parameters.

Learn more from our lead lifecycle analytics and attribution resources at [www.fullcircleinsights.com](http://www.fullcircleinsights.com)

UTM PARAMETER	Definition	Naming Convention
<b>UTM_SOURCE</b>	Answers the question, "Where is my traffic coming from specifically?" (i.e., What property specifically?)	Can be the name of the website, newsletter name, or social media outlet  An example for a "Lead Lifecycle Whitepaper" ad on LinkedIn would be: "linkedin"
<b>UTM_MEDIUM</b>	Answers the question, "How is my traffic coming to me?" (i.e., What is the channel of the traffic? What is the category of the source?)	Examples include cpc, email, banner, social, etc.  An example for a "Lead Lifecycle Whitepaper" ad on on LinkedIn would be: "social"
<b>UTM_CAMPAIGN</b>	Used to describe the overall campaign you are running	An example for a "Lead Lifecycle Whitepaper" ad on LinkedIn would be: "lead-lifecycle-whitepaper"
<b>UTM_TERM</b>	Used to tag paid keywords	For an ad for "Campaign Attribution products", this might be: "campaign-attribution"
<b>UTM_CONTENT</b>	Used for a/b testing calls to action (CTAs)	For a newsletter with a link to your whitepaper in the footer and the sidebar, you would have "utm_content=footer-link" and "utm_content=sidebar-link" to differentiate between the two links

For more on lead lifecycle analytics and attribution, visit [www.fullcircleinsights.com](http://www.fullcircleinsights.com)