

Tracking Marketing Campaigns

Measure the success of online + offline marketing campaigns



Agenda

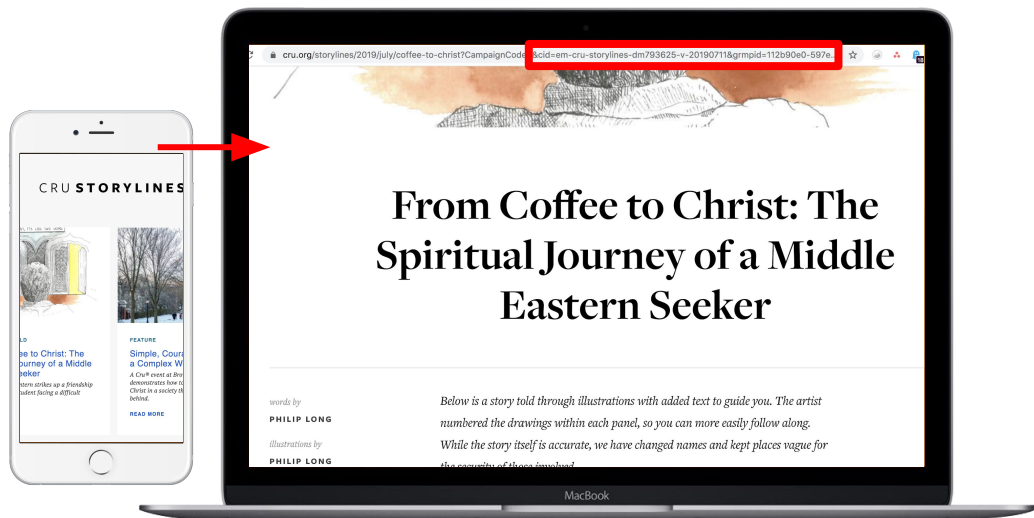
This playbook will help you understand **how to track marketing campaigns in analytics**. Tracking campaign efforts is crucial to learning if it was successful, seeing what's working and making decisions to improve results.

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How campaign tracking works.

To track the success of your marketing campaign, you will need to **add a 'tracking parameter' to the URL** within marketing efforts such as emails, social ads, display ads, etc. This tracking parameter tells analytics to **differentiate campaign traffic from normal traffic** so you can see who's viewed your campaign.



What's a tracking parameter?

www.cru.org/?cid=em-marketing-cru-glb-us-12345

www.cru.org: landing page URL for the campaign

?

cid: tracking parameter that defines the campaign in analytics

=

em-marketing-cru-glb-us-12345: code telling analytics which marketing channel is used (e.g. email) and the campaign name (e.g. glb). You define this code.

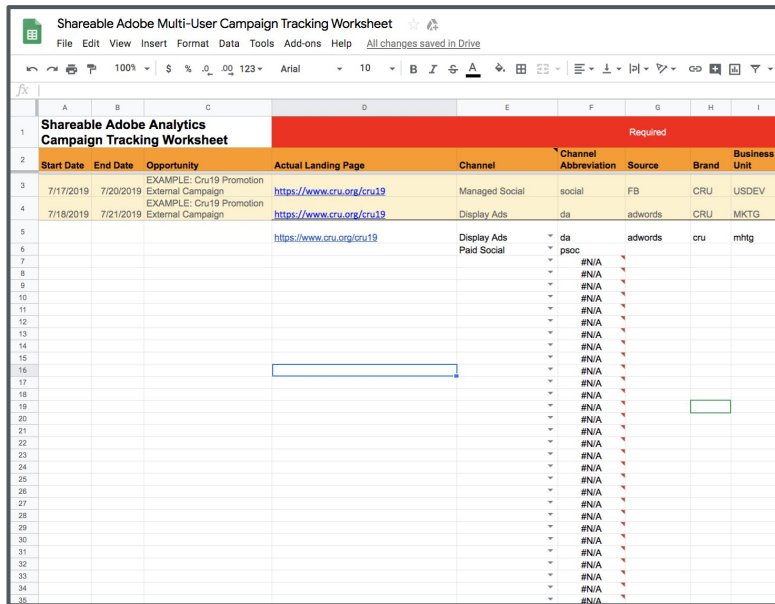
What type of campaigns can we track?

Yes, we can track these!

- ★ Email campaigns (Adobe Campaign is tracked automatically)
- ★ Social (paid/managed) campaigns
- ★ Digital Advertising (Adwords) Ads
- ★ Direct Partnerships (media kits)
- ★ Direct Marketing efforts (printed material)
- ★ Internal Campaigns (ads on internal digital applications)
- ★ SMS (text messages with links to a website)
- ★ Mobile App Push Notifications

Analytics uses tracking parameters to track marketing efforts sending someone to a website url or mobile app.

Create a campaign parameter.



The screenshot shows a Google Sheet titled "Shareable Adobe Multi-User Campaign Tracking Worksheet". The sheet has a menu bar (File, Edit, View, Insert, Format, Data, Tools, Add-ons, Help) and a toolbar with various icons. The spreadsheet is organized into columns A through I. Row 1 is a header row with a red background. Row 2 is a sub-header row with an orange background. Rows 3-5 contain example data. Rows 6-35 are empty rows for data entry. The columns are: A (Start Date), B (End Date), C (Opportunity), D (Actual Landing Page), E (Channel), F (Channel Abbreviation), G (Source), H (Brand), and I (Business Unit). The example data in rows 3-5 shows campaigns for "Cru19 Promotion" and "External Campaign" with various landing pages, channels, and sources.

	A	B	C	D	E	F	G	H	I
1	Shareable Adobe Analytics Campaign Tracking Worksheet			Required					
2	Start Date	End Date	Opportunity	Actual Landing Page	Channel	Channel Abbreviation	Source	Brand	Business Unit
3	7/17/2019	7/20/2019	EXAMPLE: Cru19 Promotion	https://www.cru.org/cru19	Managed Social	social	FB	CRU	USDEV
4	7/18/2019	7/21/2019	EXAMPLE: Cru19 Promotion	https://www.cru.org/cru19	Display Ads	da	adwords	CRU	MKTG
5			External Campaign	https://www.cru.org/cru19	Display Ads	da	adwords	cru	mktg
6					Paid Social	psoc			
7						#N/A			
8						#N/A			
9						#N/A			
10						#N/A			
11						#N/A			
12						#N/A			
13						#N/A			
14						#N/A			
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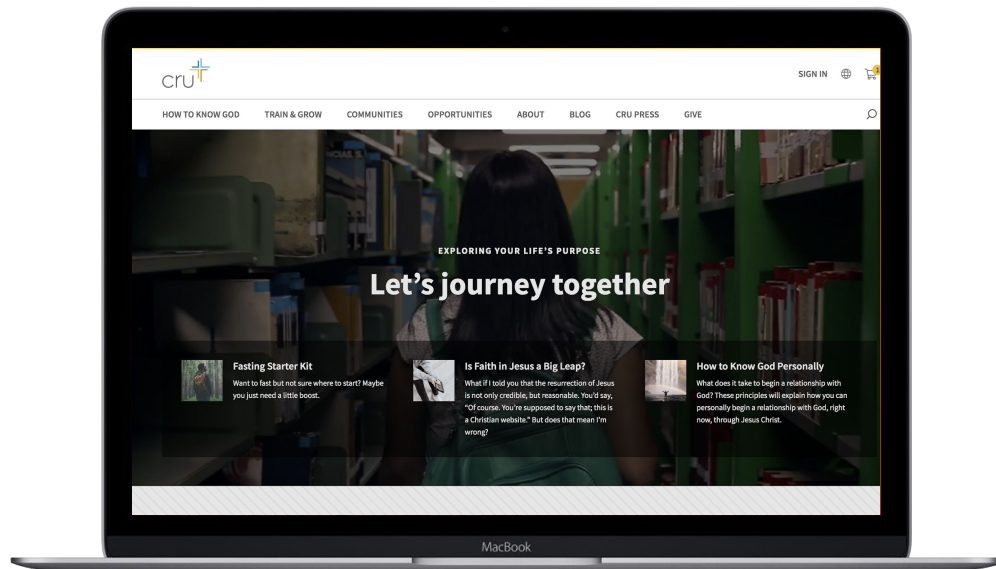
Use this worksheet!

1. **Make a copy** of the above sheet which is a master file to create and track your campaigns for your team.
2. Within the sheet, **fill out** information for each column according to your campaign (channel, source, brand, business unit & country).
3. The last column of the sheet will then **generate a final URL + tracking parameter**.
4. **Use the final URL** in your campaign.
5. URL too long? **Shorten the link** [here](#).

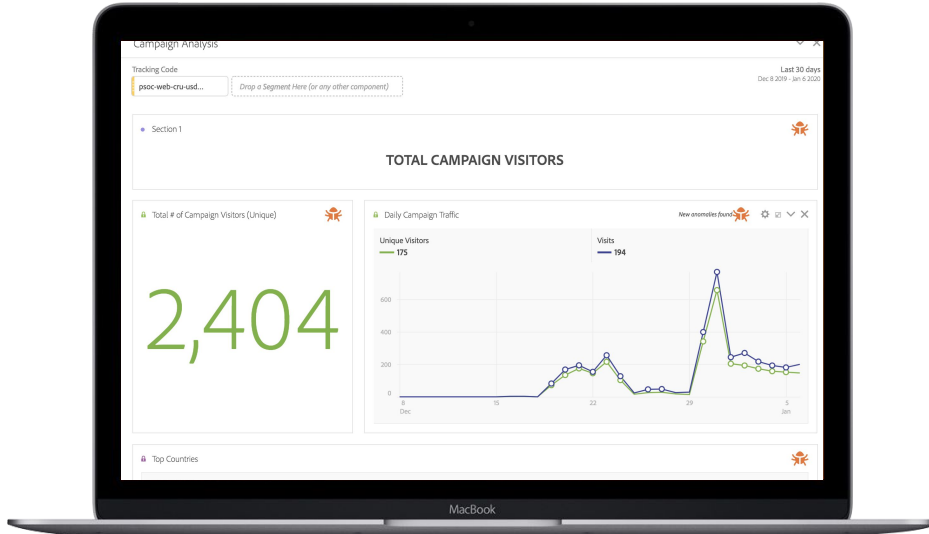
Test a campaign parameter.

Before launching the campaign, you will need to **test the campaign parameter** to ensure it works in analytics. Test by **clicking the final URL** in the spreadsheet. This will bring you to your campaign's landing page. Data for your campaign should appear in analytics within two hours (see next slide for details).

To confirm data is appearing, you can also email cruanalytics@cru.org



View campaign results in analytics.



Report on the ‘Tracking Code’

1. ‘Tracking code’ is the variable for campaigns used in Adobe Analytics.
2. If you have access to Adobe Analytics, use this [template](#) to view results for your campaign.

For more information about reporting, the template or a custom report, email cruanalytics@cru.org.

THANK YOU

Questions? Please contact marketinghelp@cru.org.