Webforms and campaigns tracking

Guide for the countries

17th of August 2020

ARVAL
BNP PARIBAS GROUP

For the many journeys in life

Purpose of this document

The purpose of this document is to support you in tracking your webforms and campaigns.

It will allow you to have a easier monitoring of your campaigns!

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On the 31st of August 2020, an improvement has been delivered on all Drupal 8 websites to keep all the UTM and adwords tags through the user journey. So even if a user decides to fulfill an offer webform instead of your webform landing page, you will be able to know that he comes from the campaign.

Campaign tracking

Objective
Collect campaign data with customizing the destination URLs you use in your ad campaigns.

Example
Your campaign may be generating lots of leads, but the goal is to be able to analyze which type of marketing is the most effective, if you're running different versions of the campaign via email, video ads, banners, etc.

How?
Adding parameters to URLs to identify the campaigns that refer traffic.
When a user clicks a referral link, the parameters you add are sent to Analytics, and the related data is available in the Campaigns reports.

Campaign tracking

UTM Parameters:

There are 5 parameters you can add to your URLs:

•utm_source : Identify the advertiser, site, publication, etc. that is sending traffic to your property, for example: google, newsletter4, billboard.

•utm_medium : The advertising or marketing medium, for example: cpc, banner, email newsletter.

•utm_campaign : The individual campaign name, slogan, promo code, etc. for a product.

•utm_term : Identify paid search keywords. If you're manually tagging paid keyword campaigns, you should also use utm_term to specify the keyword.

•utm_content : Used to differentiate similar content, or links within the same ad. For example, if you have two call-to-action links within the same email message, you can use utm_content and set different values for each so you can tell which version is more effective.

Campaign tracking

UTM Parameters:

➢ When you add parameters to a URL, you should always use utm_source, utm_medium, and utm_campaign.

➢ utm_term and utm_content are optional.

➢ utm_ is simply the required prefix for these parameters.

➢ You can add parameters to a URL in any order. Note that Analytics is case sensitive, so utm_source=google is different from utm_source=Google. Case sensitivity applies for each value you define.
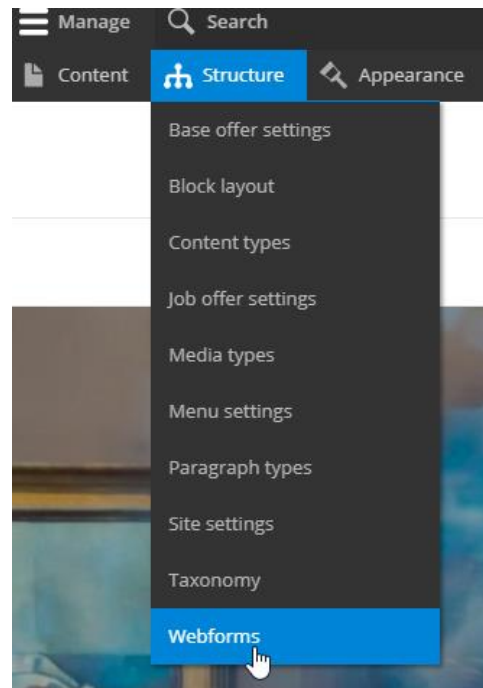
Example of URL:

https://www.example.com/?utm_source=leasing-blog&utm_medium=banner&utm_campaign=winter-sale

Webform tracking

Edit your webform

Step 1 :
Connect on the CMS of your website

Step 2 :
Go on Structure > Webforms

Step 3 :
Find the webform you want to set and click on Build (we advise you to set your main webform for your offers (LTR, MTR, microsite) plus your campaign webforms)

Webform tracking

Step 4 : Add hidden fields

Clic on Add element and create 6 hidden fields as down below:

Add element   Add page   Add layout

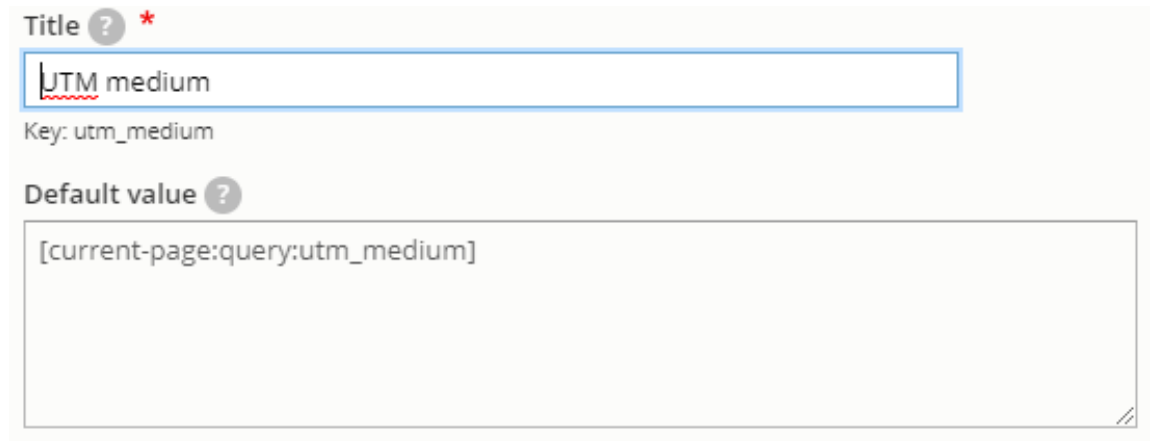Title = UTM medium
Default value = [current-page:query:utm_medium]

Title = UTM campaign
Default value = [current-page:query:utm_campaign]

Title = UTM content
Default value = [current-page:query:utm_content]

Title = UTM source
Default value = [current-page:query:utm_source]

Title = UTM term
Default value = [current-page:query:utm_term]

Title = Gclid
Default value = [current-page:query:gclid]

Title ❓ *

UTM medium

Key: utm_medium

Default value ❓

[current-page:query:utm_medium]

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You need to reproduce this step for all the webforms you want to track (offers webforms and marketing landing page webforms at least)

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Salesforce mapping

Step 5 :

Check your Salesforce mapping by going in Configuration > System > Salesforce settings

utm_medium

00Nw00000060gah

utm_campaign

E_Marketing_campaign__c

utm_content

UTM_content__c

utm_source

00N20000001GUEp

utm_term

UTM_term__c

gclid

Web_ID_Transaction__c

utm_medium = 00Nw00000060gah

utm_campaign = E_Marketing_campaign__c

utm_term = UTM_term__c

utm_source = 00N20000001GUEp

utm_content = UTM_content__c

gclid = Web_ID_Transaction__c

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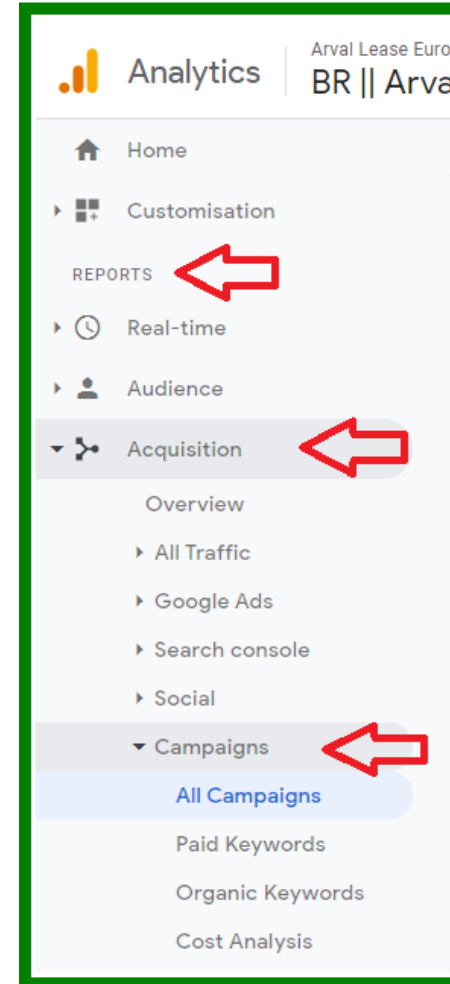BNP PARIBAS GROUP

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Analytics campaigns reports

- Sign in to Google Analytics
- Navigate to your view
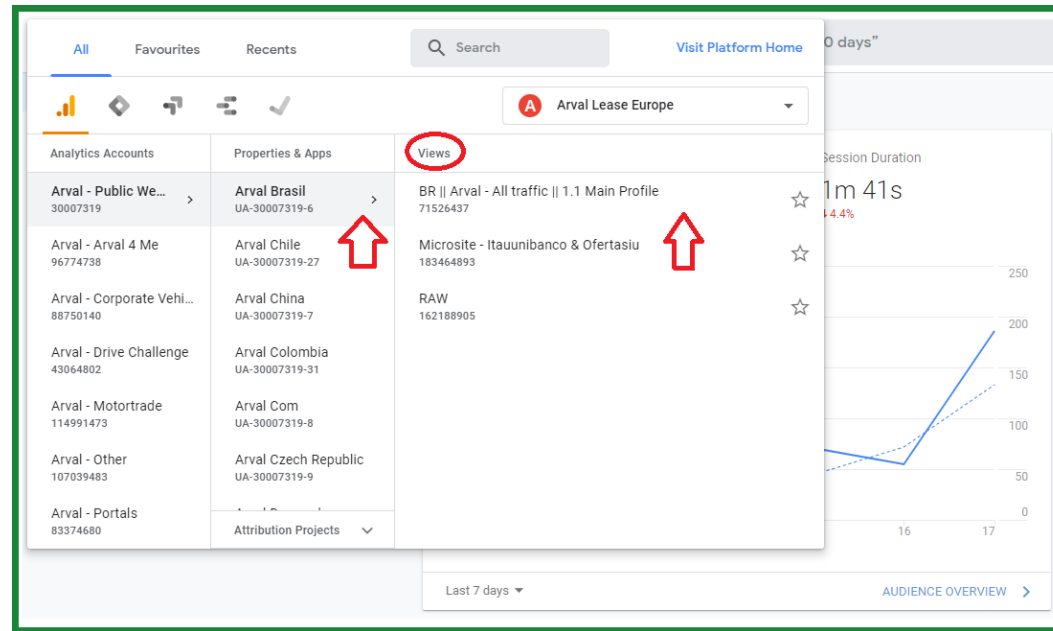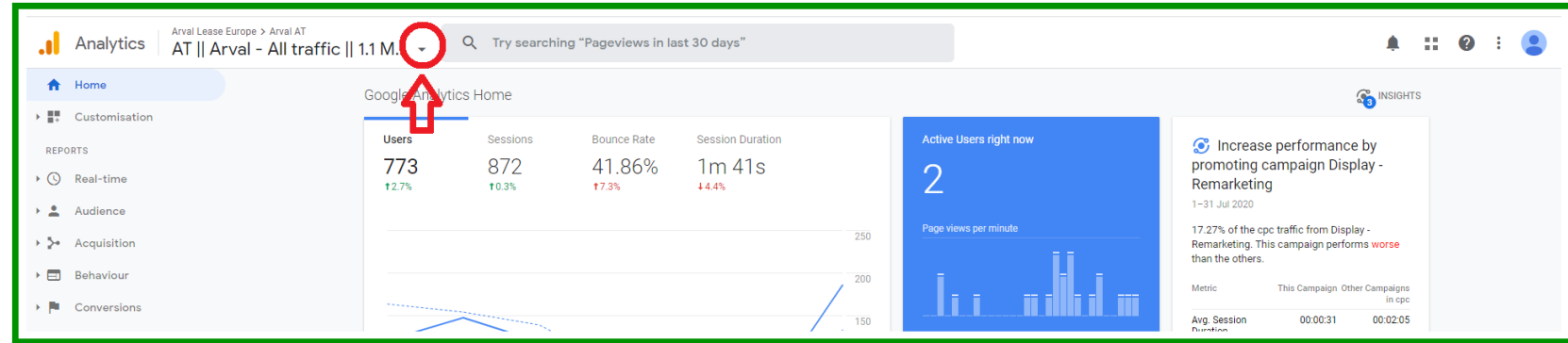
Analytics campaigns reports

- Open Reports and select Acquisition > Campaigns

Analytics campaigns reports

- You will then be able to see your campaigns reports and filter them by the differents UTM parameters « campaign » « source » « medium », etc.