

How to track a campaign?

Campaign tracking

The campaign report shows data about online campaigns that you run via newsletters and ads. **Tracking online campaigns requires to tag links with special parameters, by using Piwik Pro URL builder**

For example, if you were running a Winter Promo campaign on Facebook using a sponsored post, you could use the following parameters

- **pk_campaign:** Winter_Promo
- **pk_source:** Facebook
- **pk_medium:** Sponsored_Post

Example: if you used these parameters, the campaign URL would look like:

```
https://clearbank.com?pk_campaign=Winter_Promo&pk_source=Facebook&pk_medium=Sponsored_Post
```



Note that the “pk_” is the Piwik expected nomenclature, but GA UTM can still work if they are reworked in GTM

Six native parameters can be add to the URLs

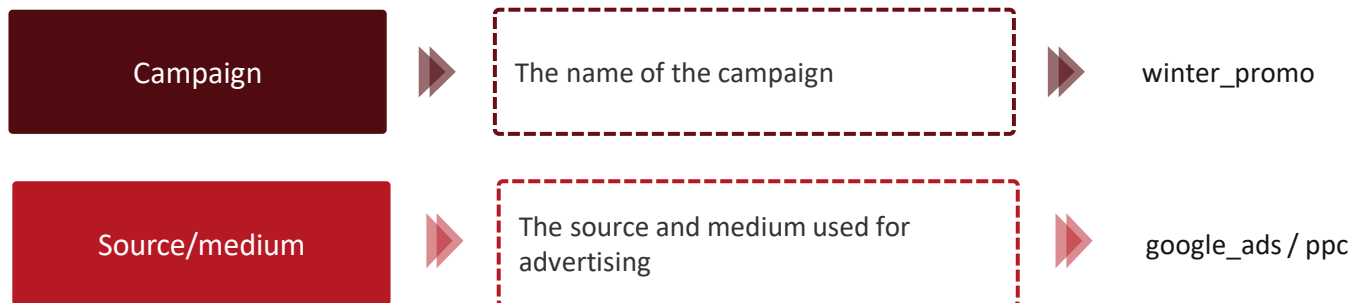
Parameter	Description	Example value
pk_campaign	The name for a campaign	Winter_Promo
pk_source	It helps you identify the advertiser, website, publication, and more	Newsletter, Facebook, Google
pk_medium	It describes the medium used for advertising	CPC, banner, sponsored_post
pk_keyword	It helps you identify paid search keywords	Free_bank_account.
pk_content	It is used to separate similar content within the same ad	Christmas Newsletter <ul style="list-style-type: none">CTA A: pk_content_aCTA B: pk_content_b
pk_cid	It helps you differentiate campaigns using an ID number	Christmas Facebook campaign <ul style="list-style-type: none">Version A: pk_cid_aVersion B: pk_cid_b

Acquisition report: focus on the campaign report

Campaigns are organized in five sections on your campaign report, called labels

These labels make it easy to analyse campaigns by scope.

						All goals		
Campaign name	Source / medium		Sessions	Bounce rate	Goal conversions	Goal conversion rate	Sum of goal re	
			29	51	19.61%	2	3.92%	
<input type="checkbox"/> winter_promo	google_ads / ppc	17 58.62%	29 56.86%	17.24%	1 50%	3.45%		
<input type="checkbox"/> mobile_banking_app_search	google_ads / ppc	7 24.14%	8 15.69%	50%	1 50%	12.5%		



These labels are related to the parameters types

