

UTM Link Generator

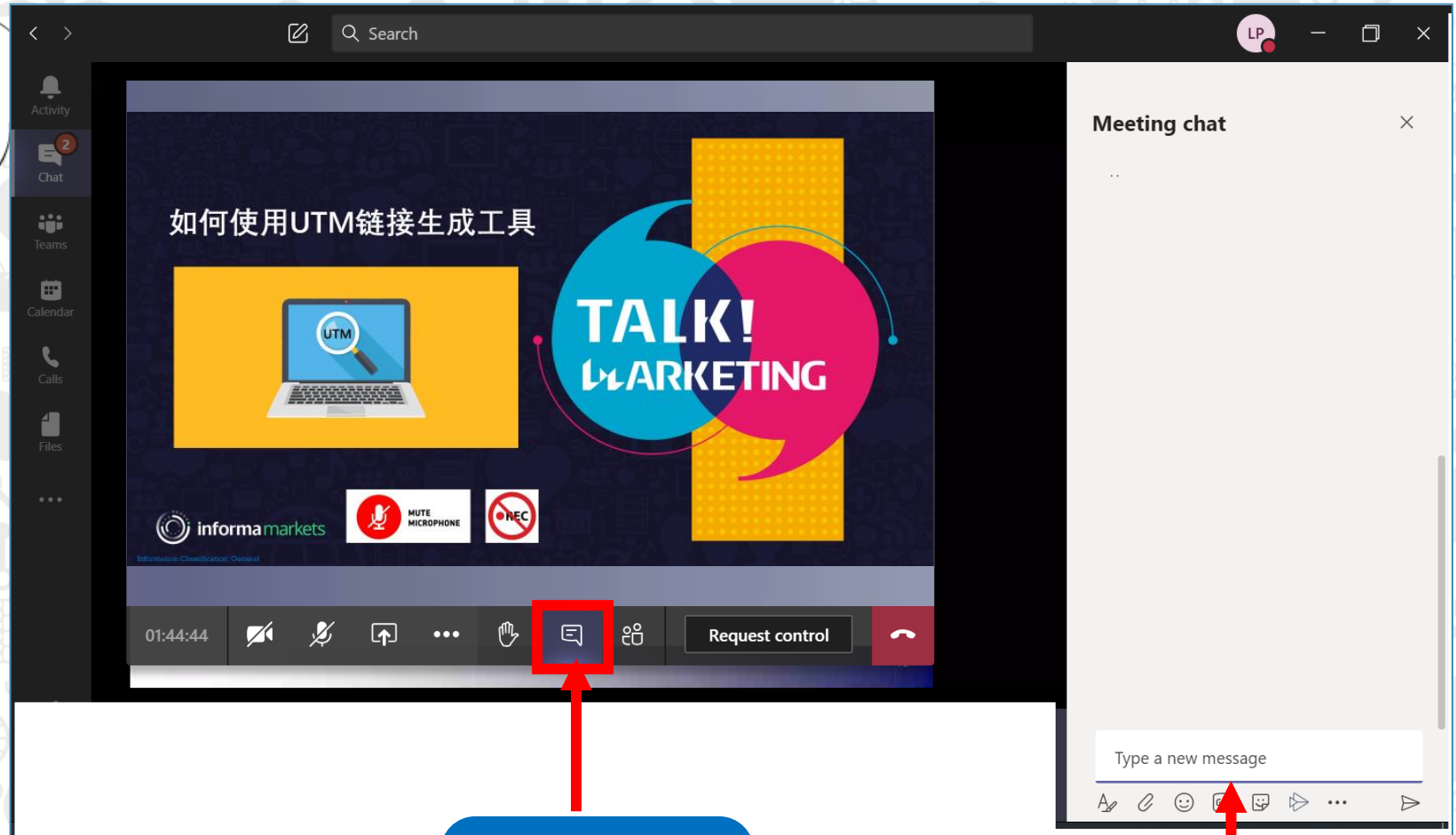


TALK!
MARKETING



AGENDA

- UTM追踪码
- IM UTM Generator
- Q&A



Step 1:
点击此处打开
对话框

Step 2:
输入您的问题

一个重要的跟踪代码：UTM

什么是UTM

UTM是一种用于跟踪网站流量来源的标记系统，添加到URL的末尾以收集广告或内容的数据

UTM代码的作用

可以通过UTM参数收集流量来源、流量类型、广告名称等数据类型

Why?

- 有追踪才能评估每个渠道、每个市场活动的表现
- 同一个渠道，可以评估不同内容的表现；例如微信，你可以看到哪些推预登记的posts得到更多预登记，而不仅仅是追求推送的数量；

UTM参数

- **utm_medium** 为指定流量来源的媒介类型，例如电子邮件、社交媒体、广告等，比campaign source更宽泛
- **utm_source** 为流量的实际来源。例如Baidu, Google, WeChat, Facebook
- **utm_campaign** 为流量来源的活动名称，比如广告系列名称、电子邮件主题，或其他活动名称，VIPcampaign, Conference, Earlybirdpush
- **utm_content** 用于区分广告系列中不同的广告或链接。例如按产品分类、按活动类别（contest, awards等）或者网站中的特定位置，例如pop up banner, side bar banner等；如果是ads或者partner marketing，可以在这里标注媒体、合作伙伴的名称

Website URL+**campaign medium**+**campaign source**+**campaign name**+**campaign content**

Example:

https://www.fhafnb.com/visitor-registration/?utm_medium=AD&utm_source=Digital_barter &utm_content=FHC_Topbanner &utm_campaign=VIPCampaign1

目前参数的标注

id	所属项目	活动名称	编号	utm_medium	utm_source	utm_campaign	utm_content	url
652	项目组	达人招募- hicb- [redacted]	达人招募- hicb- [redacted]	social	dy	hicb-0012	4	https://[redacted]? utm_medium=social&utm_sou 0012&utm_content=4
651	项目组	达人招募- hicb- 0012-江 [redacted]	达人招募- hicb- 0012-江 [redacted]	social	dy	hicb-0012	16	https://[redacted]? utm_medium=social&utm_sou 0012&utm_content=16
650	项目组	达人招募- hicb- 0012-沐 [redacted]	达人招募- hicb- 0012-沐 [redacted]	social	dy	hicb-0012	15	https://[redacted]/? utm_medium=social&utm_sou 0012&utm_content=15

目前参数的标注

id	所属项目	活动名称	编号	utm_medium	utm_source	utm_campaign	utm_content	url	描述
671		网站-短信	Website-SMS	sms	yxt	1	1	https://.imconlinereg.com/? utm_medium=sms&utm_source=yxt&utm_campaign=1&utm_content=1	通过优讯通发送短信预登记
578		微信公众号	Wechataccount	printingAds	suzhoumetro	1	1	https://.imconlinereg.com/? utm_medium=printingAds&utm_source=suzhoumetro&utm_campaign=1&utm_content=1	
569		网站-VIP提名	WebsiteVIPnomination	direct	VIPnomination	1	1	https://.imconlinereg.com/? utm_medium=direct&utm_source=VIPnomination&utm_campaign=1&utm_content=1	展商的VIP提名
556		网站-呼叫中心	Website-callcenter	direct	callcenter	1	1	https://.imconlinereg.com/? utm_medium=direct&utm_source=callcenter&utm_campaign=1&utm_content=1	呼叫中心上传数据
536		网站-合作媒体	Website-mediapartner	mediapartner	china-cmd	1	1	https://.imconlinereg.com/?utm_medium=mediapartner&utm_source=china-cmd&utm_campaign=1&utm_content=1	
535		网站-合作媒体	Website-mediapartner	mediapartner	gaofenzixiehui	1	1	https://.imconlinereg.com/? utm_medium=mediapartner&utm_source=gaofenzixiehui&utm_campaign=1&utm_content=1	-

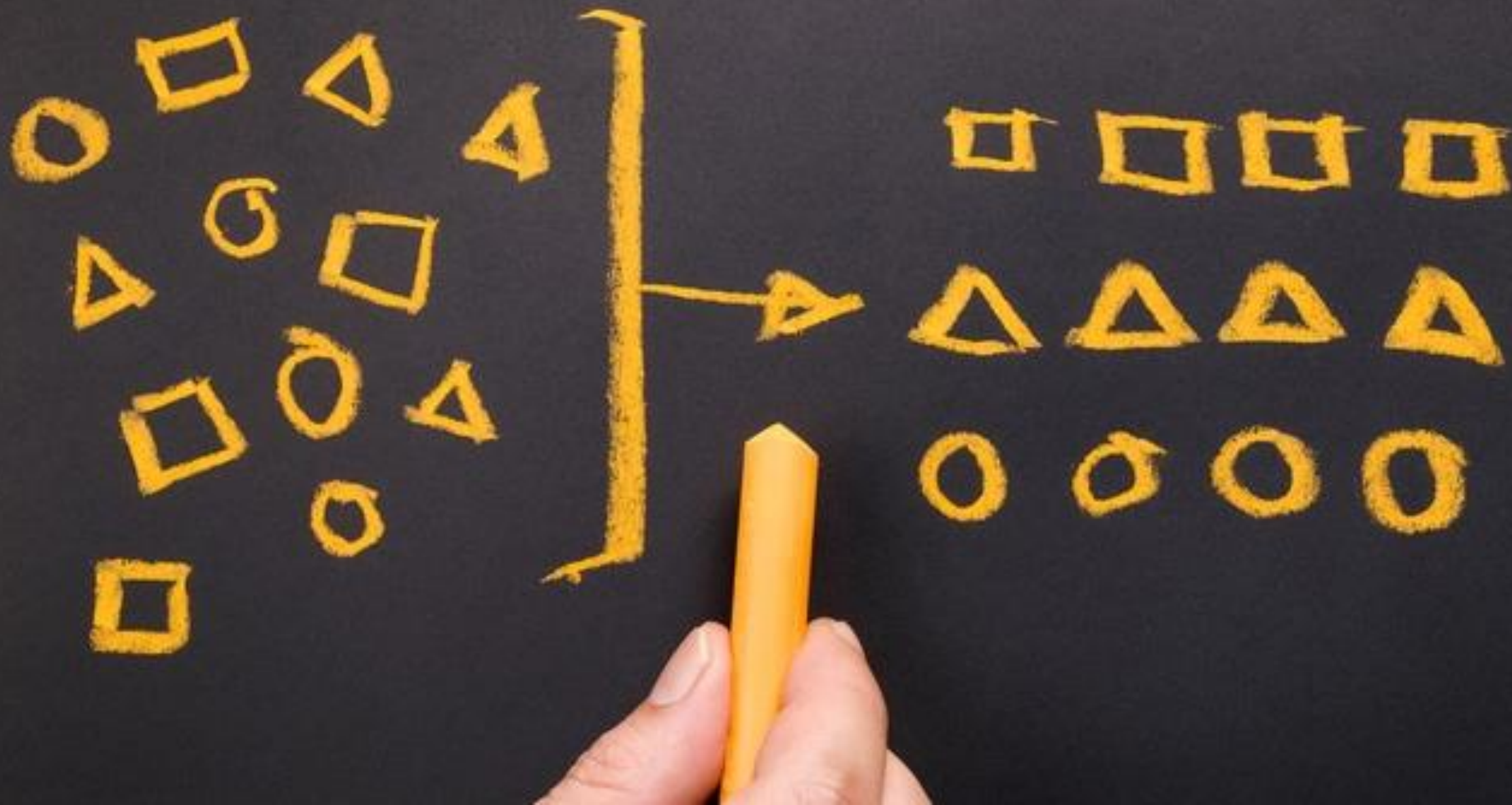
目前的后台追踪

按渠道统计:

[导出](#)

渠道	数量	占比	渠道	数量	占比
mobile		32.94%	call-center		24.71%
douyin-xxl		9.80%	网站报名		7.33%
official-account		7.32%	pyq-xxl		6.13%
shequn		3.11%	duanxin-Y		2.86%
official account		2.21%	baidu-sem		1.27%
pc		1.11%	zhandaren		0.45%

统一标准——IM UTM Link Generator



Campaign Medium & Source 下拉菜单

L1	Campaign Medium	Ads	EDM	Display	Direct_Mail	Hosted_Buyer	Paid Search	Partner_Mktg	Press Release	Remarketing	Social_Paid	Social_Organic	SMS	Telemarketing	Tradeshaw	Website	Others
L2	Campaign Source	Digital_Paid		Google			GoogleAdwords	Association	InformaMarket s	Adroll	Douyin_Tiktok	Douyin_Tiktok					
		Digital_Barter		Baidu			Bing	Buyer	PRN	Adsplay	Facebook	Facebook					
		Print_Paid					Baidu	Exhibitor	Media	AdWords	Instagram	Instagram					
		Print_Barter					Naver	Media		Feathr	Kakao Talk	Kakao Talk					
		Outdoor					Yahoo	Speaker		Instagram	Line	Line					
										Linkedin	Linkedin	Linkedin					
										Twitter	Twitter	Twitter					
										Website	Youtube	Youtube					
										Youtube	Baidu	Baidu					
											Bilibili	Bilibili					
											Douban	Douban					
											Redbook	Redbook					
											Toutiao	Toutiao					
											WeChat	WeChat					
											WeChat moments	Wechat miniprogram					
											Weibo	Weibo					
											Zhihu	Zhihu					



EXAMPLE 食品展的微信公众号3/8日推出一篇VIP买家的邀约的推文

URL	Campaign Medium	Campaign Source	Campaign Content	Campaign name
https://www.fhafnb.com/visitor-registration/	Social_Organic	WeChat	0308post	VIP1

https://www.fhafnb.com/visitor-registration/?utm_medium=Social_Organic&utm_source=WeChat&utm_campaign=VIP1&utm_content=0308post

EXAMPLE 食品展3/15发送一篇VIP买家邀约的eDM给到2021年的展会观众

URL	Campaign Medium	Campaign Source	Campaign Content	Campaign name
https://www.fhafnb.com/visitor-registration/	edm	0315	2021visitor	VIP1

https://www.fhafnb.com/visitor-registration/?utm_medium=edm&utm_source=0315&utm_campaign=VIP1&utm_content=2021visitor



EXAMPLE 4月，食品展在合作伙伴X的网站投放关于会议内容的top banner

URL	Campaign Medium	Campaign Source	Campaign Content	Campaign name
https://fhafnb.com/conference	Ads	Digital_paid	X_Topbanner_April	Conference

https://www.fhafnb.com/conference?utm_medium=ads&utm_source=digital_paid&utm_campaign=conference&utm_content=X_topbanner_april

EXAMPLE 食品展2月拨打老观众的数据，邀约作为VIP参观，发送SMS

URL	Campaign Medium	Campaign Source	Campaign Content	Campaign name
https://www.fhafnb.com/visitor-registration	Telemarketing	202302	2019visitor_SMS	VIP

https://www.fhafnb.com/conference?utm_medium=ads&utm_source=digital_paid&utm_campaign=conference&utm_content=X_topbanner_april



THANK YOU

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