

UTMs rely on two fundamentals:
Structure and **consistency**

Campaign

Medium

Source

The UTM's indicate the **channel**

Medium is the big bucket (paid search, paid social, organic, search, email, etc)

Can be synonymous with Lead Source

Source is the the smaller bucket within that bigger bucket (Twitter, LinkedIn, Facebook, etc)

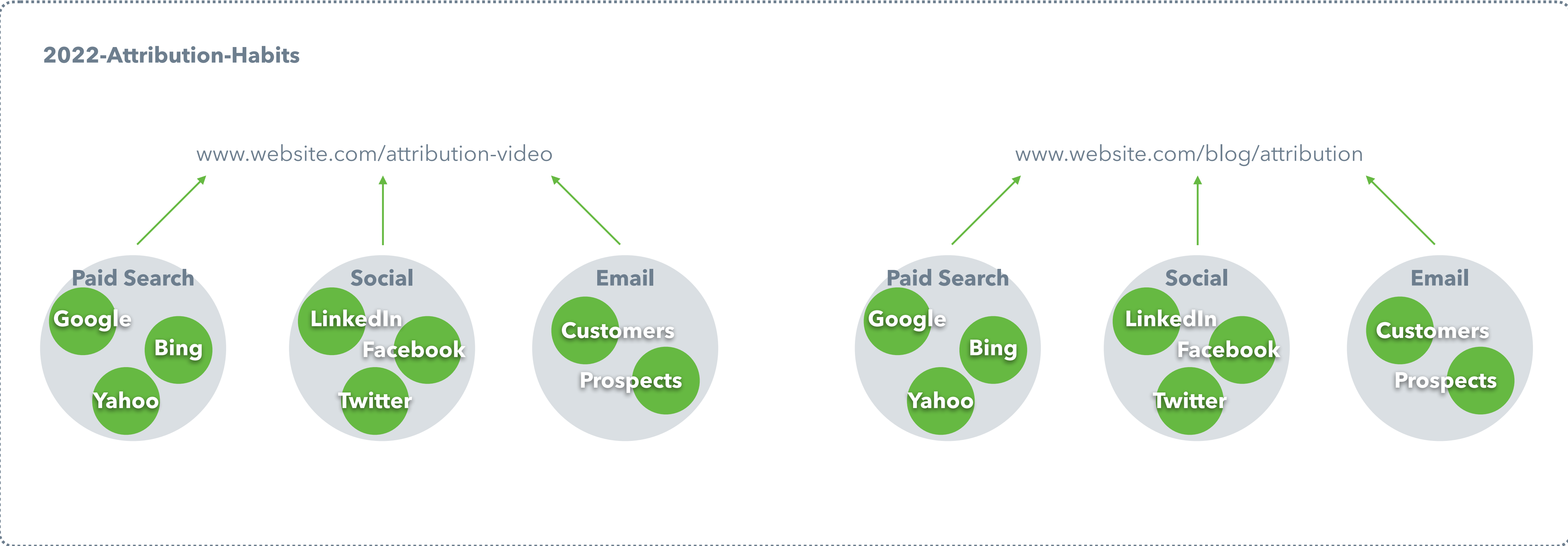
Can be synonymous with Lead Source Detail

Campaign is the theme or initiative that ties them all together

The URL itself is the **offer**

Examples might be your overall website for a branding campaign or a specific URL that hosts a whitepaper or video

This is an example of how it might look for your efforts



UTMs are the **foundation** for almost all of your online attribution efforts.

1. Develop a shared list of channels and related UTM values
2. Add those UTM values to every link you share
3. Remember to regularly review the data they provide

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