

UTM Parameter Architecture + Marketo

www.condurrio.com/?utm_medium=social&utm_source=facebook&utm_content=blog

URL Address

'?' is used to append the parameters to the URL

'=' goes between each parameter name and value

Multiple parameters can be joined with a '&'

Parameter name

Value

This is what gets captured by your analytics platform or form

Make sure your Form has hidden fields

Field Details

First Name: *

Last Name: *

Business Email: *

Phone Number:

Job Title: *

Company Name: *

Most Recent UTM Medium: Hidden: URL Parameter: utm_medium

Most Recent UTM Campaign: Hidden: URL Parameter: utm_campaign

Most Recent UTM Source: Hidden: URL Parameter: utm_source

Most Recent UTM Content: Hidden: URL Parameter: utm_content

Submit

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Autofill: Most Recent UTM Medium: ✕

Default Value:

Get value from: * URL Parameter

Parameter Name: * utm_medium

CANCEL SAVE

Leave blank or put NULL to write over Previous values

Marketo will automatically populate the field with the value after the = sign

In this example, the value would be 'social'