Campaign URLs to promote events

Using campaign URLs in your marketing campaigns

As an organization, you may wish to promote your events by mentioning them in **email** and **social media campaigns.**

We recommend using the Google Analytics Campaign URL Builder to generate a custom URL for each specific campaign. This will allow your organization and Jlive to properly track the success of the campaign.

After you generate a campaign URL, simply copy the URL and paste it into your Mailchimp Email, Facebook Ad Campaign, or any other instance.

Example:
Instead of using **Jlive.app/events/123** in your Newsletter…

Generate a Unique URL and use:
http://www.jlive.app/events123?utm_source=jfmd&utm_medium=email&utm_campaign=zach_test_campaign

Google Analytics Campaign URL Builder

Google Analytics | Demos & Tools

Campaign URL Builder

This tool allows you to easily add campaign parameters to URLs so you can track Custom Campaigns in Google Analytics.

Enter the website URL and campaign information

Fill out the required fields (marked with *) in the form below, and once complete the full campaign URL will be generated for you. *Note: the generated URL is automatically updated as you make changes.*

* **Website URL** http://www.jlife.app/e/detroit/families
The full website URL (e.g. `https://www.example.com`)

* **Campaign Source** jfmd
The referrer: (e.g. `google`, `newsletter`)

* **Campaign Medium** email
Marketing medium: (e.g. `cpc`, `banner`, `email`)

* **Campaign Name** zach_test_campaign
Product, promo code, or slogan (e.g. `spring_sale`)

Campaign Term
Identify the paid keywords

Campaign Content
Use to differentiate ads

Share the generated campaign URL

Use this URL in any promotional channels you want to be associated with this custom campaign

http://www.jlife.app/e/detroit/families?
utm_source=jfmd&utm_medium=email&utm_campaign=zach_test_campaign

☐ Set the campaign parameters in the fragment portion of the URL (not recommended).

Copy URL Convert URL to Short Link (authorization required)

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