Intigress UTM Parameters Cheat Sheet

Name	UTM Parameter	Required?	GA4 Dimension	Sample Values	Example
Source	utm_source	**Yes**	Source First user source Session source	newsletter google facebook billboard	utm_source=newsletter
Use utm_source to identify a search engine, newsletter name, or other source of the traffic.					
Medium	utm_medium	**Yes**	Medium First user medium Session medium	email cpc organic banner	utm_medium=email
Use utm_medium to identify a medium such as email or cpc. Typically, Medium is more general than Source.					
Campaign Name	utm_campaign	No	Campaign First user campaign Session campaign	january+2023 spring_sale	utm_campaign=january+2023
Use utm_campaign to identify the email campaign or ad campaign. **Recommended**.					
Campaign Term	utm_term	No	Manual term Session manual term First user manual term	contact+us running+shoes	utm_term=contact+us
Use utm_term to note the **keyword or anchor text** that was clicked on.					
Campaign Content	utm_content	No	Manual ad content Session manual ad content First user manual ad content	blog+article logolink	utm_content=blog+article
Use utm_content to **differentiate ads or links** that point to the same URL. For example, when A/B testing two call-to-action links within the same email message, you can use utm_content and set different values for each so you can tell which version is more effective.					
Source Platform	utm_source_platform	No	Source platform Session source platform First user source platform	Mailchimp Constant+Contact Manual Google Ads	utm_source_platform=Mailchimp
Use utm_source_platform to indicate the platform or program (such as the buying platform that sets budgets and targeting criteria or a platform that manages email marketing) responsible for directing traffic to your Google Analytics property. This is usually a pronoun so it's **usually capitalized**, like ActiveCampaign or Facebook.					
Creative Format	utm_creative_format	No	Creative format Session creative format First user creative format	automated+email display native video search	utm_creative_format=automated+email
Use utm_creative_format to specify the **type of creative** used. **Not currently reported in GA4.**					
Marketing Tactic	utm_marketing_tactic	No	Marketing tactic Session marketing tactic First user marketing tactic	cart+abandonment remarketing prospecting conquesting	utm_marketing_format=cart+abandonment
Use utm_marketing_tactic to describe the targeting criteria or **specific tactic** that was used. **Not currently reported in GA4.**					
Campaign ID	utm_id	No	Campaign ID	abc.123	utm_id=abc.123
Use utm_id to identify which ad campaign this referral references. Use utm_id to identify a specific ads campaign. Required for GA4 data import, such as cost data. Universal Analytics also used utm_id for importing data.					