The Simplest UTM Codes Checklist for GA4

Required UTM Tracking Codes

- ☐ UTM_Campaign
- ☐ UTM_Source
- ☐ UTM_Medium
- ☐ UTM_ID (if importing data into GA4)

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Reporting Dimensions in GA4

Campaign | First User Campaign | Session Campaign
Source | First user source | Session source
Medium | First user medium | Session medium
Campaign ID | Session Campaign ID | First User Campaign ID

Additional UTM Tracking Codes

- ☐ UTM_Content
- ☐ UTM_Term
- ☐ UTM_Source_Platform
- ☐ UTM_Creative_Format
- ☐ UTM_Marketing_Tactic

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Session manual ad content | First user manual ad content
Session manual ad term | First user manual ad term
Session source platform | First user source platform
Session creative format | First user creative format
Session marketing tactic | First user marketing tactic

Custom Tracking Codes

- ☐ Region
- ☐ Business Unit
- ☐ Category
- ☐ Brand
- ☐ Product/Brand Child/Indication
- ☐ Customer
- ☐ Campaign Type
- ☐ Media Type
- ☐ Year

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Landing Page
Landing Page
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Tracking Link Examples

https://yourdomain.com?
utm_source=yahoo.com&**utm_medium**=publisher&**utm_source_platform**=email_feed&
utm_content=banner&
utm_creative_format=skyscraper&
utm_marketing_tactic=acquisition&
region=nam&**business_unit**=checking&
category=online_banking&**brand**=XYZ&
customer=consumer&
campaign_type=branded&**media_type**=display&
year=2022&
utm_campaign=2022-new-service-checking

https://yourdomain.com?
utm_source=facebook&**utm_medium**=social-paid&**utm_source_platform**=newsfeed&
utm_content=social-post&
utm_creative_format=text-image&
utm_marketing_tactic=retargeting&
region=nam&**business_unit**=pharma&
category=OTC&**brand**=ABC&**indication**=gel
customer=HCP&
campaign_type=unbranded&**media_type**=display&
year=2022&
utm_campaign=2022-ABC-gel-2g