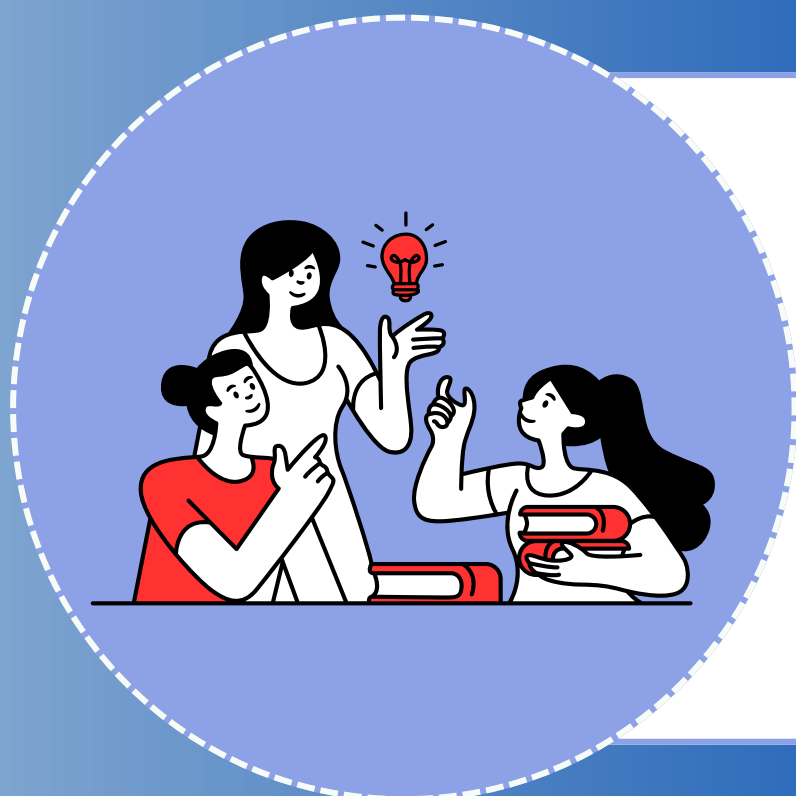




# 3-MINUTE CAMPAIGN TRACKING QA CHECKLIST



## 01. THE BIG THREE

- utm\_medium present in URL
- utm\_source present in URL
- utm\_campaign present in URL

## 02. THE LINK RULES

- consistent case (lower case recommended)
- no empty spaces (use separators: \_ or -)
- consistent campaign name taxonomy



## 03. THE CLICK TEST

- Does the page load (No 404s)?
- Do redirects strip UTM parameters?

## 04. THE GA4 CHANNEL MATCH

- Does your utm\_medium match GA4 Channel Rules? (e.g., cpc, email, paid\_social)



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