



# THE GA4 UTM SEPARATOR CHECKLIST

Avoid “Unassigned” traffic by using URL-safe characters in your campaign tags.

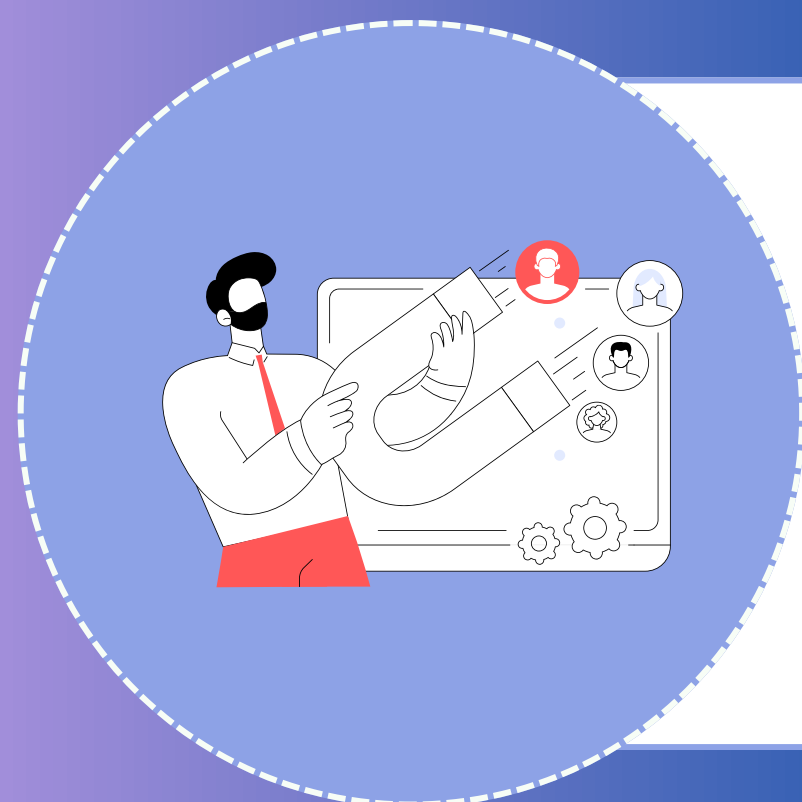
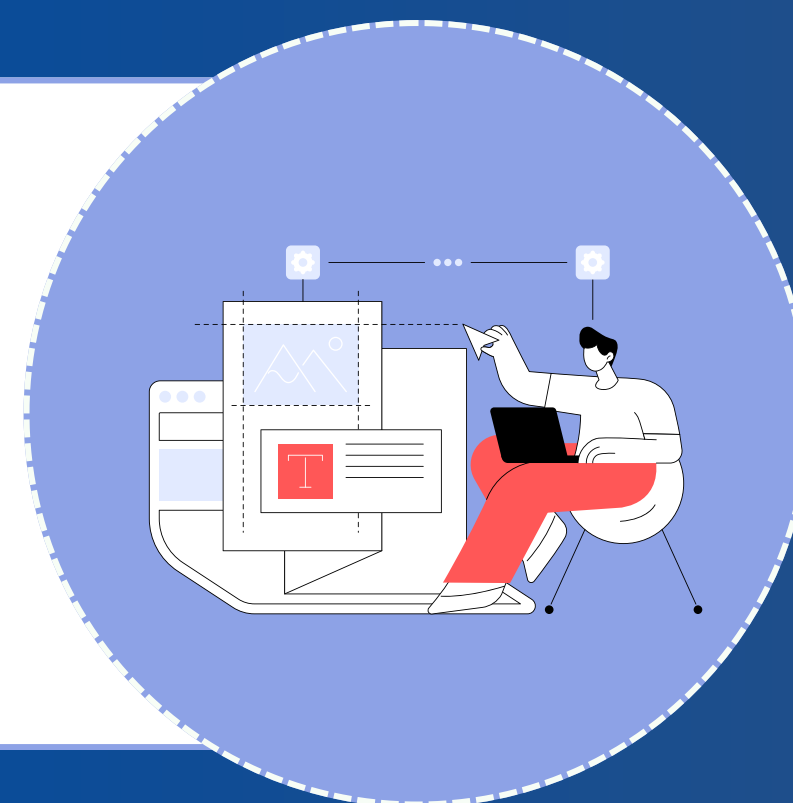


## 01. UNDERSCORES & DASHES: SAFE

- Dashes ( - )
- Underscores ( \_ )
- Example: `utm_campaign=summer-sale`

## 02. SPACES & PLUSES: DANGER

- Spaces & Plus Signs (+) turn into %20 or broken gaps in GA4.



## 03. PARENTHESES & BRACKETS: DANGER

- Parentheses ( ) & Brackets [ ] cause URL encoding errors in GA4 Campaign reports.

## 04. QUESTIONS & AMPERSANDS: CAUTION

- Questions (?) and ampersands (&) should only be used once in a URL



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