

If you utilize Google Analytics UTM tracking, Ascent360 can automatically append a tracking string to each of the links in your emails. Setting this up in Email Settings allows you to set *default* Tracking Parameters for all your emails. With a default value, you can still customize each parameter for a specific email sent from Ascent360.

Available Parameters

1. **Campaign Source** – The platform (or vendor) where the traffic originates, like Facebook or your email newsletter.
2. **Campaign Medium** – You can use this to identify the medium like Cost Per Click (CPC), social media, affiliate or QR code.
3. **Campaign Term** – You'll use this mainly for tracking your keywords during a paid AdWords campaign. You can also use it in your display ad campaigns to identify aspects of your audience.
4. **Campaign Content** – If you're A/B testing ads, then this is a useful metric that passes details about your ad. You can also use it to differentiate links that point to the same URL.
5. **Campaign Name** – This is just to identify your campaign. Like your website or a specific product promotion. Here's an example screenshot with the campaign names you might see when you navigate to Traffic Sources >> Sources >> Campaigns.

Configure Parameters

To add Tracking Parameters, hover over the blue **Person Icon** in the top right and select **Settings**. On the resulting page, select **Email Settings**.

If you don't see **Email Settings** available to you, please send a request to support@ascent360.net for the appropriate account permissions or to have our Support Team configure parameters on your behalf.

Click on the blue "Add" button on the right side of the row labeled Tracking Parameters.

Email Settings

Domain

Add

Reply-To Info

Add

From Email Info

Add

Tracking Parameters

Add

Test List

Select...

Add List

Seed List

Select...

Add List

Select a parameter from the drop-down. Click **Add** next to the parameter.

Tracking Parameter

utm_source

Add

Append Tracking Parameter

Name	Default Value	Action

Cancel

For each parameter, identify a **Default Value** and toggle **Action** to on (blue).

Tracking Parameter

utm_medium

Add

Append Tracking Parameter

Name	Default Value	Action
utm_source		<input checked="" type="checkbox"/>
utm_medium		<input checked="" type="checkbox"/>

Save

Cancel

Select **Append Tracking Parameter** at the top to append your parameters by default to every link in each email.

After saving, you will be brought back to the **settings page** and you will see the parameters you have added:

Tracking Parameters

utm_source

utm_content

utm_medium

utm_campaign

utm_term

Edit

Using System Fields as Parameters

You can use the following fields to dynamically insert values as UTM parameters:

- DesignName
- SourceName
- SendDatetime

For these system fields to work properly, place the following brackets on either side of the field name.

Example:

```
{{[DesignName]}}
```