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.

In this article:

- Available Parameters
- Add or Edit Tracking Parameters
- Using System Fields as Parameters

Available Parameters

1. **Campaign Source** – we recommend setting this as *Ascent360*.
2. **Campaign Medium** – use this to identify the medium like Cost Per Click (CPC), social media, affiliate or QR code. We would recommend setting this as *Email* (or SMS, for text message marketing).
3. **Campaign Term** – 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** – use this to differentiate links that point to the same URL.
5. **Campaign Name** – this is typically your email or campaign name.

Add or Edit Tracking Parameters

To add tracking parameters, hover over the **Profile icon** in the top-right corner and select **Settings**. Then, go to **Email Settings**.

> *Note: If you don't see the Email Settings option, please contact the Help Desk to request the necessary permissions.*

In the **Tracking Parameters** section, you'll be able to view and edit available parameters. By default, all five parameters should be visible.

To edit a parameter, click **Edit**. For each one, you can set a **Default Value** and toggle the setting **on** (blue) or **off** (grey) as needed.

Once you've saved your settings, the configured tracking parameters will be visible. These default parameters will automatically be applied to all draft emails. As a result, when recipients click any link within your email, the tracking parameters will be appended to the URL, allowing tools like Google Analytics and other site analytics platforms to capture and report the data.

Using System Fields as Parameters

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

- {{[DesignName]}}
- {{[SourceName]}}
- {{[SendDatetime]}}

For the values to work properly, the brackets must be included.

Best Practice:

To avoid issues with the UTM values it is best to use "_" or "-" between values and leave out spaces and certain special characters such as "!"