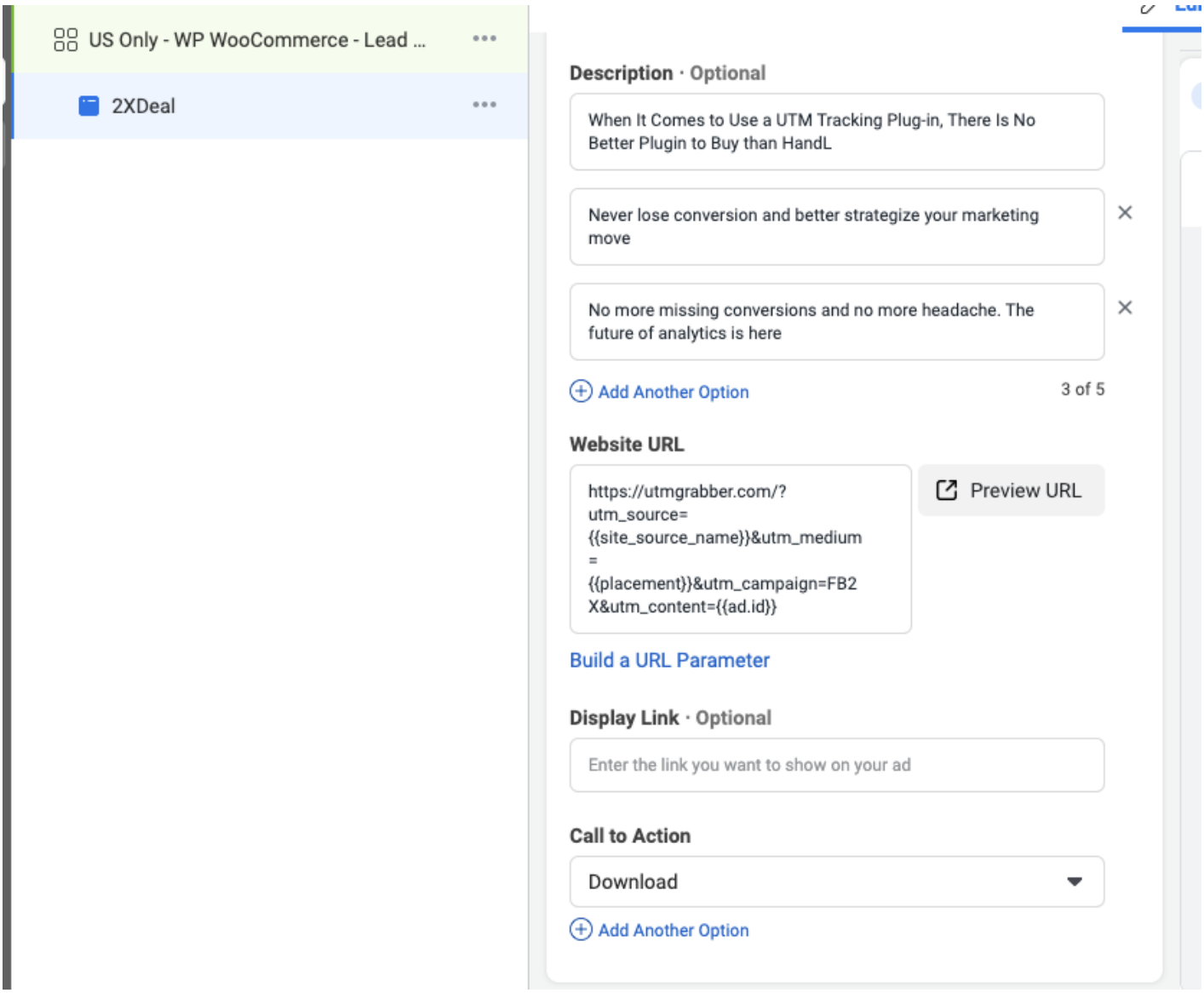
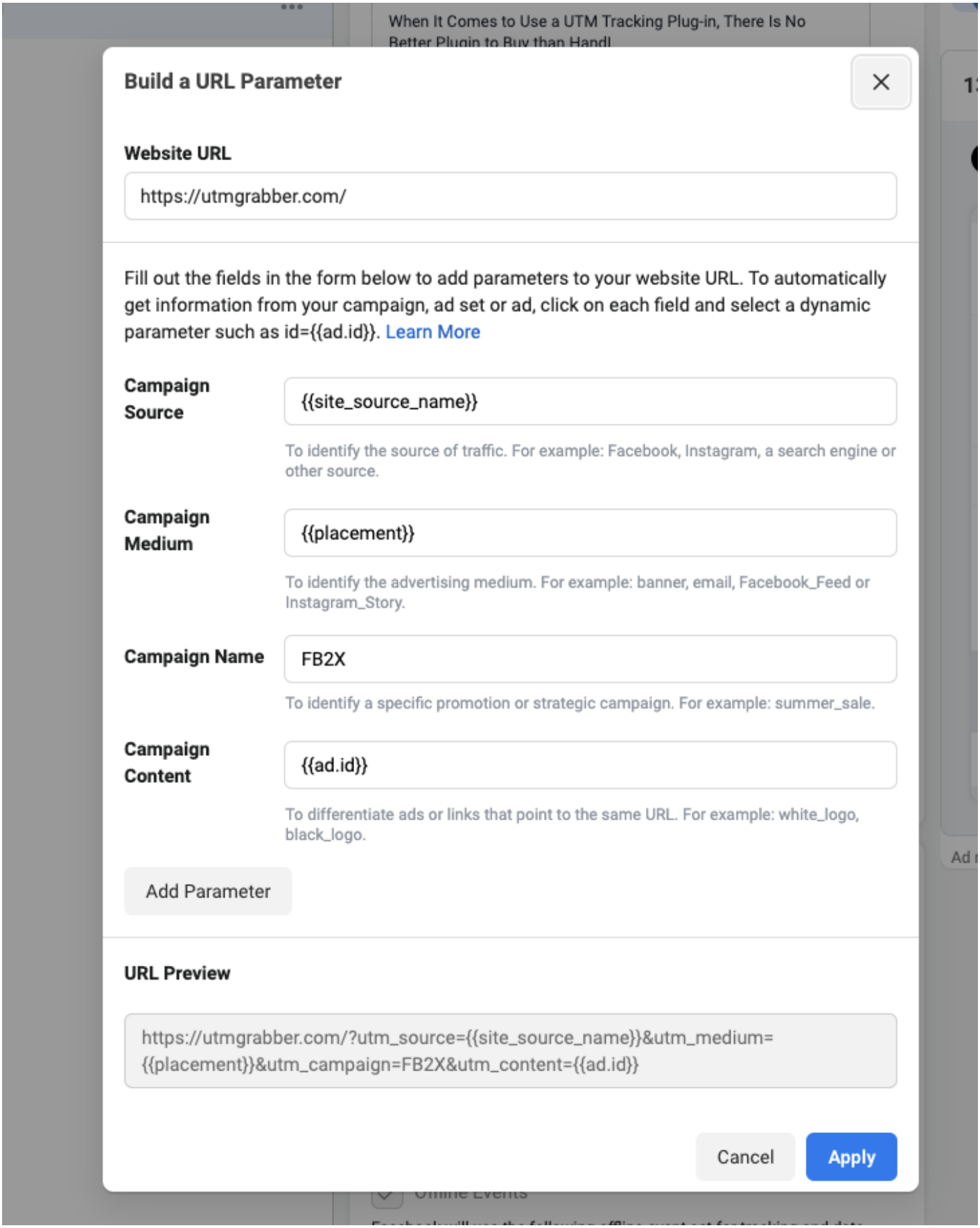
How to track Paid Ads?

- Facebook Ads Tracking
- Google Ads Tracking
- LinkedIn Ads Tracking

Facebook Ads Tracking

In order to track your ads on Facebook Ads, make sure you included UTMs to your final destination URL (landing URLs) as shown below





if you happen to append any other parameters (other than UTMs) to your final URL, make sure you also add them into custom parameters section in the plugin settings in WordPress dashboard so

you can track them just like any other UTM parameters.

Facebook Ads Related Parameters Facebook Ads Dynamic Parameters

```
[ad_id] - Facebook Ad Id
[adset_id] - Facebook Ads Id
[ad_name] - Facebook Ads Name
[adset_name] - Facebook Adset Name
[placement] - Facebook Placement
//you can add many more using custom paramaters.
```

Google Ads Tracking

In order to track UTMs from your Google Ads, make sure you created tracking templates at the campaign level and parameters of interest are added to oyur final URL (landing page URL)

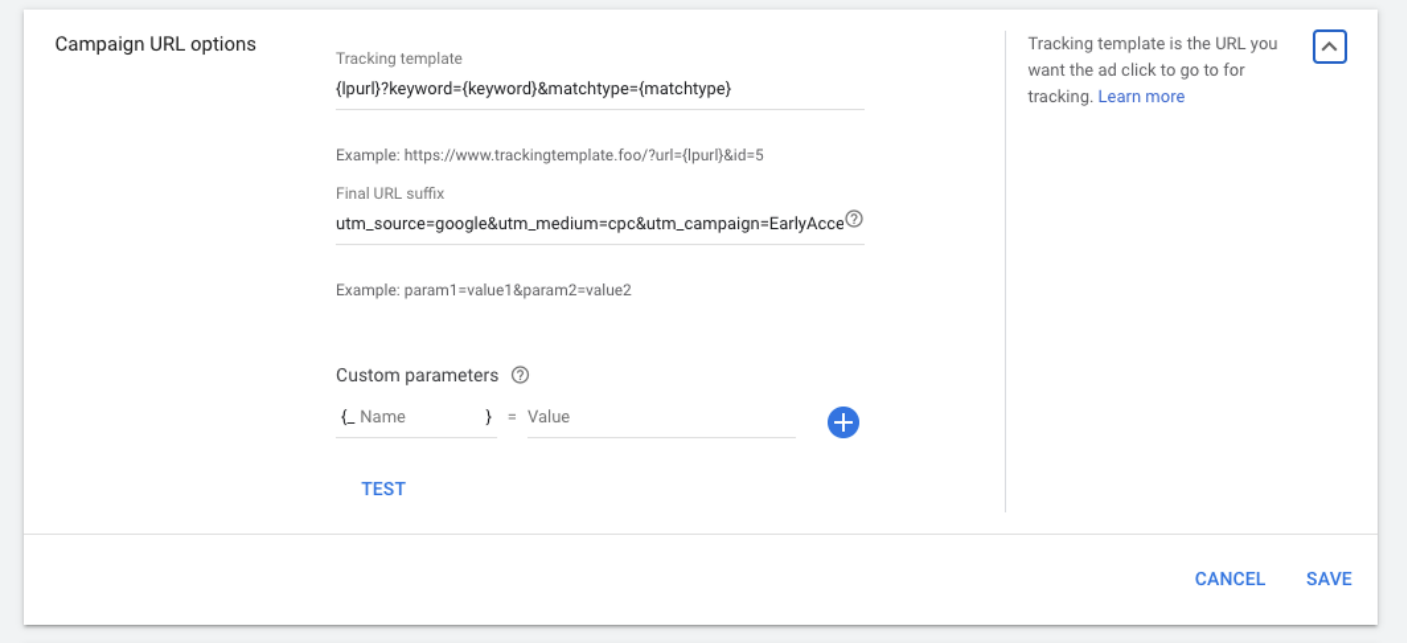
See the list of the parameters you can use in Google Ads Google Ads ValueTrack Parameters

if you happen to append any other value track parameters (other than UTMs) to your final URL, make sure you also add them into custom parameters section in the plugin settings in WordPress dashboard so you can track them just like any other UTM parameters.

```
[campaignid] - Google Ads ValueTrack Campaign Id[adgroupid] - Google Ads ValueTrack Ads Group Id
[keyword] - Google Ads ValueTrack Keyword
[placement] - Google Ads ValueTrack Placement
//you can add many more using custom paramaters.
```

Tracking Template `{lpurl}?utm_term={keyword}`

Final URL Suffix: `utm_source=google&utm_medium=cpc&utm_campaign=EarlyAccessLaunchAds`



Setting up a campaign-level tracking template in Google Ads is a process that involves several steps. Here's a step-by-step guide on how to go about it:

1. **Log Into Your Google Ads Account:** Visit ads.google.com and sign in with your Google account.
2. **Navigate to the Campaigns Tab:** Once you're logged in, click on "Campaigns" on the left-hand side of the page.
3. **Choose a Campaign:** Look at the list of your campaigns and choose the one that you want to set up a tracking template for. Click on the name of that campaign.
4. **Go to Settings:** Once you're in the specific campaign, click on the "Settings" tab.
5. **Scroll Down to Campaign URL Options:** Scroll down until you see an option that says "Campaign URL options (advanced)". Click on it to expand the option.
6. **Enter Your Tracking Template:** In the field that says "Tracking template", enter your tracking template. This should be a URL that includes any tracking parameters you want to use. A common example is {lpurl}?utm_campaign={your campaign name}&utm_source=google&utm_medium=cpc.
7. **Test the Tracking Template:** To make sure your tracking template works properly, click on the "Test" button next to it. If it works, Google Ads will tell you "Landing page found". If there's a problem, it will give you an error message.
8. **Save Your Changes:** Once you're happy with your tracking template and you've tested it, click on the "Save" button at the bottom of the page to save your changes.

Remember that the tracking template you use will depend on what specific data you want to track. The example given is quite common, but it may not be exactly what you need. Always make sure to tailor your tracking templates to your specific needs.

Also, be aware that tracking templates at the campaign level will apply to all ads in that campaign. If you want to use different tracking templates for different ads, you would need to set them at the ad level instead.

LinkedIn Ads Tracking

Steps to Append UTM Parameters to LinkedIn Ads landing page

Identify the base URL of the landing page you want to track.

Decide on the parameters that you want to track. The possible parameters include:

```
utm_source:  Identify the source such as LinkedIn
utm_medium: Highlight the type of linkedin ad, like a paid ad.
utm_campaign: Specify the name of your LinkedIn ad campaign.
utm_content: Differentiate ads that share the same utm_campaign and utm_term.
utm_term:  Identify keywords for this specific ad (optional).
```

Let us assume you would like to track UTM parameters for your "summer sale campaign", using the medium "sponsored_ad" on the platform "linkedin".

The URL with parameters will look like:

https://www.yourwebsite.com/?utm_source=linkedin&utm_medium=sponsored_ad&utm_campaign=

N.B: Don't forget to use '%20' instead of 'space' if you have multi words for UTM parameters.

Use this formed URL with attached UTM parameters as your landing page in the LinkedIn ad creation process.

Please review the updated Ads Agreement. By continuing to use these services, you agree to the u

Create new image ads for this campaign

0/255

Introductory text *

This is your introductory text

URLs in this field are automatically shortened. 0/600

Introductory text is required.

Destination URL

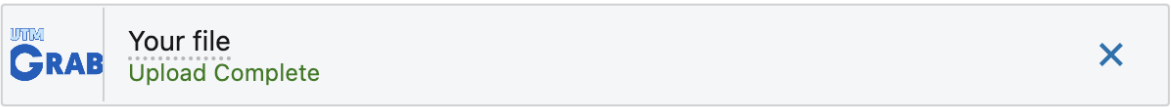
https://utmgrabber.com/?utm_source=LinkedIn&utm_medium=cpc&utm_ Scrape

Scraping will transfer the image and text from this URL to your ad. You can also manually adjust the image or text. Using an **AMP URL** can improve your loading time significantly.

Article share

Ad image(s)

Create up to 5 ads by selecting multiple images from the library or by uploading directly.



Ad Image Alt Text (Optional)

This is your image alt text.

0/300

Headline

HandL UTM Grabber v3 ::: HandL Digital LLC

42/200

Description

Grow your business - The Absolute Best Digital Marketing Ever

61/300

Call-to-action

Select Option

By appending UTMs to your LinkedIn Ad landing pages, you will have a valuable insight into which ads drive more traffic and generate leads or conversions, allowing you to refine your marketing strategy more efficiently.

Remember, consistency is key when creating UTM parameters. Establish a naming convention for your UTMs to ensure reliable data. Don’t worry about the extra steps involved in this process; the valuable data you gather will significantly increase your Return On Advertising Spend (ROAS) and overall marketing insights.