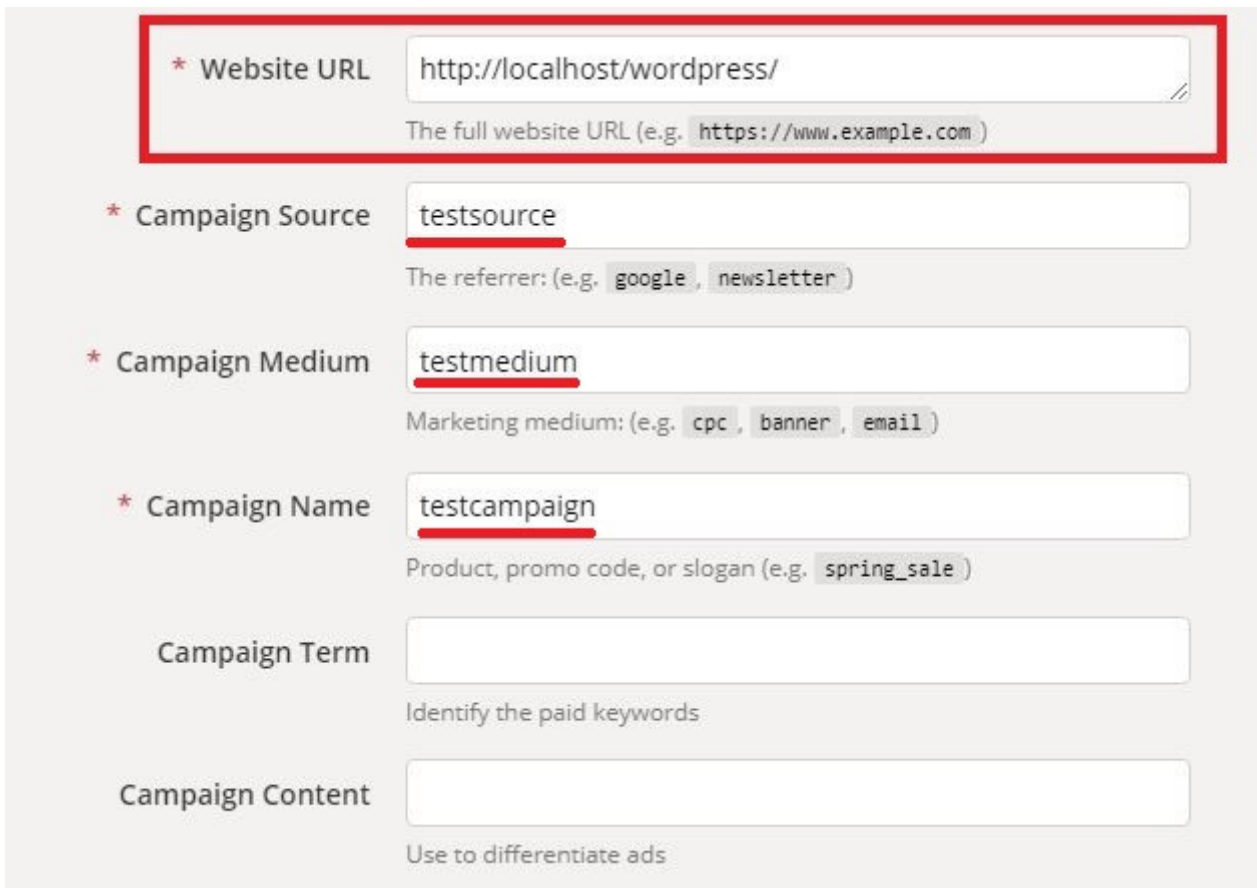


# First Touch

**1. Paste the link in the campaign url builder and fill the required fields.**



\* Website URL

The full website URL (e.g. `https://www.example.com`)

\* Campaign Source

The referrer: (e.g. `google`, `newsletter`)

\* Campaign Medium

Marketing medium: (e.g. `cpc`, `banner`, `email`)

\* Campaign Name

Product, promo code, or slogan (e.g. `spring_sale`)

Campaign Term

Identify the paid keywords

Campaign Content

Use to differentiate ads


**2. Copy the link below and search it**

Share the generated campaign URL

Use this URL in any promotional channels you want to be associated with this custom campaign

`http://localhost/wordpress/?  
utm_source=testsource&utm_medium=testmedium&utm_campaign=testcampaign`

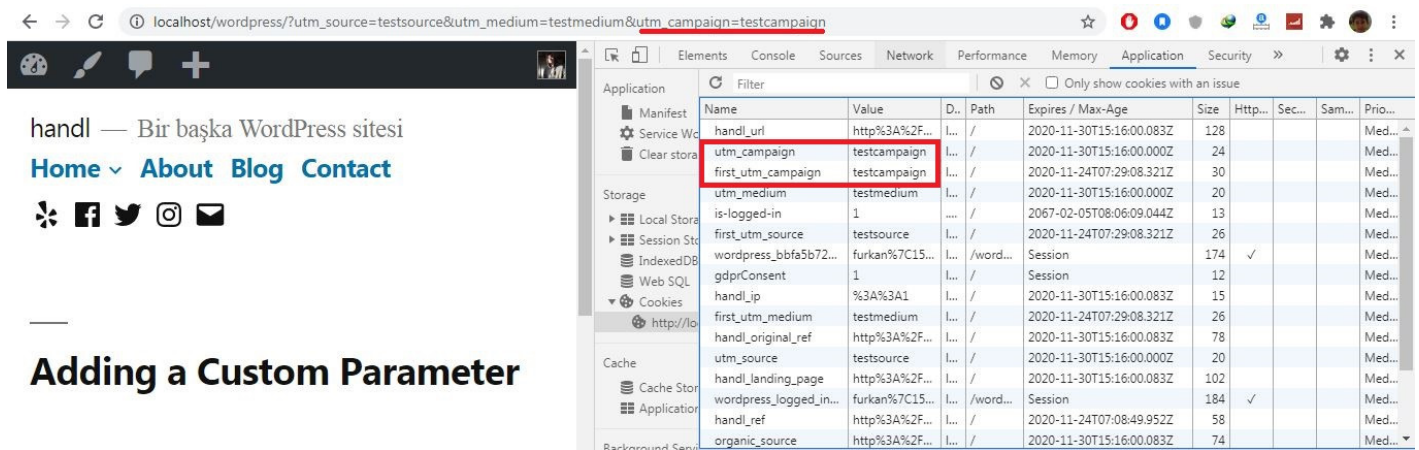
☐ Set the campaign parameters in the fragment portion of the URL (not recommended).

 Copy URL



Convert URL to Short Link (authorization required)

### 3. Open developer console



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### Adding a Custom Parameter

Name	Value	D.	Path	Expires / Max-Age	Size	Http...	Sec...	Sam...	Pri...
handl_url	http%3A%2F...	L...	/	2020-11-30T15:16:00.083Z	128				Med...
utm_campaign	testcampaign	L...	/	2020-11-30T15:16:00.000Z	24				Med...
first_utm_campaign	testcampaign	L...	/	2020-11-24T07:29:08.321Z	30				Med...
utm_medium	testmedium	L...	/	2020-11-30T15:16:00.000Z	20				Med...
is-logged-in	1	...	/	2067-02-05T08:06:09.044Z	13				Med...
first_utm_source	testsource	L...	/	2020-11-24T07:29:08.321Z	26				Med...
wordpress_bbfa5b72...	furkan%7C15...	L...	/word...	Session	174	✓			Med...
gdprConsent	1	L...	/	Session	12				Med...
handl_ip	%3A%3A1	L...	/	2020-11-30T15:16:00.083Z	15				Med...
first_utm_medium	testmedium	L...	/	2020-11-24T07:29:08.321Z	26				Med...
handl_original_ref	http%3A%2F...	L...	/	2020-11-30T15:16:00.083Z	78				Med...
utm_source	testsource	L...	/	2020-11-30T15:16:00.000Z	20				Med...
handl_landing_page	http%3A%2F...	L...	/	2020-11-30T15:16:00.083Z	102				Med...
wordpress_logged_in...	furkan%7C15...	L...	/word...	Session	184	✓			Med...
handl_ref	http%3A%2F...	L...	/	2020-11-24T07:08:49.952Z	58				Med...
organic_source	http%3A%2F...	L...	/	2020-11-30T15:16:00.083Z	74				Med...

Revision #3

Created Tue, Sep 1, 2020 4:38 PM

Updated Tue, Sep 22, 2020 2:05 AM