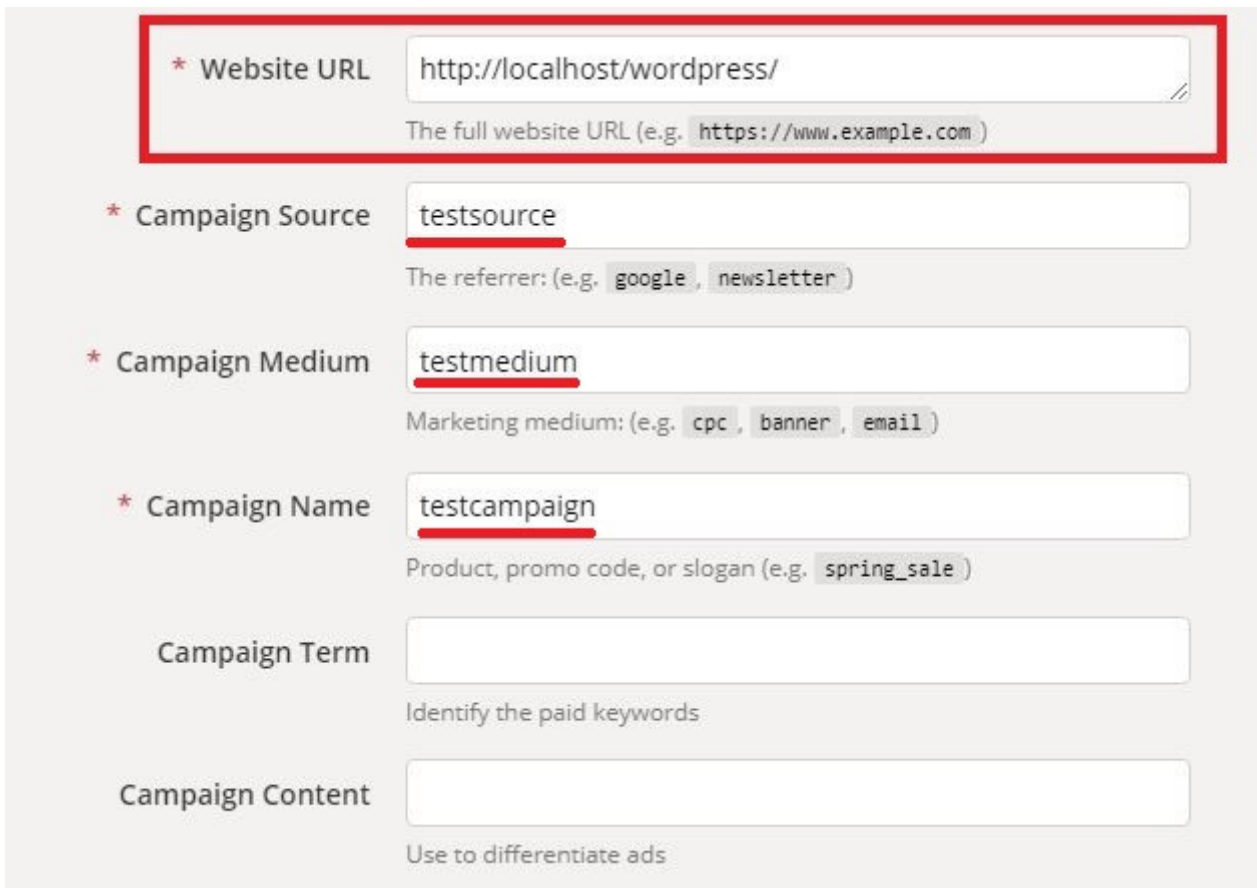


# First Touch

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



The screenshot shows a campaign URL builder interface with the following fields and values:

- \* Website URL**: . Below the input is the text: "The full website URL (e.g. `https://www.example.com`)". This entire field is highlighted with a red border.
- \* Campaign Source**: . Below the input is the text: "The referrer: (e.g. `google`, `newsletter`)". The input value is underlined in red.
- \* Campaign Medium**: . Below the input is the text: "Marketing medium: (e.g. `cpc`, `banner`, `email`)". The input value is underlined in red.
- \* Campaign Name**: . Below the input is the text: "Product, promo code, or slogan (e.g. `spring_sale`)". The input value is underlined in red.
- Campaign Term**: . Below the input is the text: "Identify the paid keywords".
- Campaign Content**: . Below the input is the text: "Use to differentiate ads".

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

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

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

② Convert URL to Short Link (authorization required)

A screenshot of a web browser displaying a WordPress site. The address bar shows the URL: localhost/wordpress/?utm\_source=testsource&utm\_medium=testmedium&utm\_campaign=testcampaign. The page content includes a navigation menu with links for Home, About, Blog, and Contact, and a sidebar with social media icons. The browser's developer tools are open, showing the 'Application' tab. This tab displays a list of cookies, with 'utm\_campaign' and 'first\_utm\_campaign' highlighted by a red box. The 'utm\_campaign' cookie has a value of 'testcampaign' and an expiration date of 2020-11-30T15:16:00.000Z. The 'first\_utm\_campaign' cookie has a value of 'testcampaign' and an expiration date of 2020-11-24T07:29:08.321Z. Other cookies visible include 'utm\_medium', 'is-logged-in', 'first\_utm\_source', 'wordpress\_bbfa5b72...', 'gdprConsent', 'handl\_ip', 'first\_utm\_medium', 'handl\_original\_ref', 'utm\_source', 'handl\_landing\_page', 'wordpress\_logged\_in...', 'handl\_ref', and 'organic\_source'.

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