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

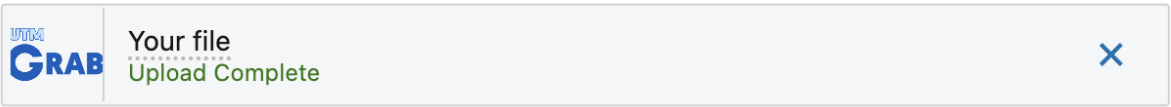
https://utmgrabber.com/?utm_source=LinkedIn&utm_medium=cpc&utm_ Scrape

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.

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