Landing page tagging specification

Version 3.8

Qubit.

Contents

Introduction

This document outlines Qubit's specification for tagging landing pages. If you adopt this scheme we guarantee that traffic sources will be assigned accurately in Qubit's platform. This guide describes both the required and the recommended parameters that should be included in landing URLs for the main traffic sources.

1.1 Utm parameters

These parameters are commonly used to tag landing pages and are the recommended parameters from Google for doing this. We support overlap with these parameters and encourage their use as they are often convenient and familiar.

We **require** the use of **utm_medium** to identify the broad referrer type for each traffic source. Getting the referrer type right is essential if you are to use the Qubit platform; the correct utm_medium is the absolute minimum requirement. Without it, we will need to set up alternative processing which will entail chargeable custom development work.

We do not encourage the use of **utm_source** as it is often used in misleading ways. The exception is for display traffic where the display **network** can be identified with **utm_source.** If you wish to use GA's breakdown of source and medium for your traffic you should retain **utm_source** parameters alongside the recommended ones.

All other parameters are optional but are highly encouraged. As much information as possible should be provided about traffic sources. Providing more details creates the potential for far deeper analysis in Qubit's platform.

1.2 General structure

After the URL, add ? before the first parameter and its value, eg

www.qubit.com/?utm_medium=paid_search

Add the & symbol before each further parameter, eg

www.qubit.com/?utm_medium=paid_search&network=bing&utm_campaign=good_tagging

The order of the parameters is unimportant. They can be added before or after any others you use, as long as each new one is prefixed by an &

1.3 URL builder

You can automatically generate landing URLs for your campaigns with Qubit's URL builder: http://tools.qubitproducts.com/url-builder

2. Summary of referrer types

These are the referrer types that we use to categorise referral traffic.
They are described in detail in section 3. All of these referrer types
should be set with the **utm_medium** parameter as shown.

The use of **utm_medium** is critical, as explained in section 1.1.

Referrer type	Required Parameter
Paid Search	utm_medium=paid_search
Vertical Search	utm_medium=vertical_search
Email	utm_medium=email
Affiliate	utm_medium=affiliate
Social	utm_medium=social
Display	utm_medium=display
Offline	utm_medium=offline

There are also two referrer types which are detected automatically
and do not need to be manually tagged: **Organic Search** and **Referral**.
Organic Search traffic is traffic from search engines that is not paid for.
A Referral describes traffic that does not fall into any of the other types.
An example is an independent website linking to a page without any
payment for the traffic.

Direct traffic has no immediate source with a URL. It typically
comes from the user entering the URL directly or using a bookmark.

3. Parameter specification

3.1 Paid search

Paid search traffic is that which is driven from a search engine's results page and has been paid for. Specifically, paid search traffic comes from sponsored search results. Google Adwords is the largest provider of this service. We recommend the use of the following descriptive parameters rather than using only gclid to identify a paid search referral.

Example: http://www.qubit.com/support?utm_medium=cpc&network=google&utm_campaign=tagging_spec&utm_content=v3&adgroup=void&matchtype=broad&keywords=tag&gclid=CPzB25zw6bACFVMdtAodWjUnIQ

Required parameter

Referral detail	Parameter and description	Example
Referrer type	Use **utm_medium=paid_search** or **utm_medium=sem** or **utm_medium=cpc** or **utm_medium=ppc** to identify the referrer type as paid search.	utm_medium=paid_search or the rather less descriptive utm_medium=cpc to retain full compatibility with GA's Adwords features

Highly encouraged parameters

Referral detail	Parameter and description	Example
Network	Use **network** to identify a network such as bing or google	network=bing
Campaign	Use **utm_campaign** to identify a specific product promotion or strategic campaign.	utm_campaign=spring_sale
Content	Use **utm_content** to identify ads or links that point to the same url.	utm_content=textlink
Ad Group	Use **adgroup** to identify the specific ad group to which a given referring ad belongs.	adgroup=brand1
Match Type	Use **matchtype** to identify whether the impression was triggered by a broad, exact or phrase match.	matchtype=broad
Keywords	Use **keywords** or **search_keywords** or **utm_term** to identify the keywords that were responsible for the match. This is not the search query itself but the matching keywords.	utm_term=hats
Autotagging	Use **gclid** to capture the gclid associated with this click through	gclid=CPzB25zw6bACFVMdtAodWjUnIQ

3.2 Vertical search

Vertical search traffic is traffic from a sector-specific search engine. Broadly speaking, vertical search engines are search engines that perform a specific type of search - such as 'google shopping' which searches products and serves product listing adverts or 'travelsupermarket' which searches for flights and holidays. This separates vertical search traffic from paid or organic search traffic, in that paid and organic searches are considered to operate over web pages whereas vertical search operates over products and services.

Example: http://www.qubit.com/support?utm_medium=vertical_search&network=bing&utm_campaign=black_shoes&adgroup=SS15&keywords=black%20shoos

Required parameter

Referrer detail	Parameter and description	Example
Referrer type	Use **utm_medium=vertical_search** or **utm_medium=cse** or **utm_medium=comparateurs** or **utm_medium=comparatori** to identify the referrer type as vertical search	utm_medium=vertical_search

Highly encouraged parameters

Referrer detail	Parameter and description	Example
Network	Use **network** to identify a network such as bing or google	network=bing
Campaign	Use **utm_campaign** to identify a specific product group when organising uploads to vertical search sites	utm_campaign=black_shoes
Content	Use **utm_content** to identify ads or links that point to the same url.	utm_content=textlink
Ad group	Use **adgroup** to identify the specific ad group to which a given referring ad belongs.	adgroup=brand1
Match Type	Use **matchtype** to identify whether the impression was triggered by a broad, exact or phrase match.	matchtype=broad
Keywords	Use **keywords** or **search_keywords** or **utm_term** to identify the keywords that were responsible for the match. This is not the search query itself but the matching keywords.	utm_term=hats

3.3 Email

Email traffic represents any traffic that comes from
an email. This email may be opened in a browser
based email client or a specific email application.

The media type is used to understand what kind of
email this is. Owned email traffic is from a mailout
sent out to customers. Bought email traffic comes
from an advert in an email sent by another organisation.
Earned email traffic is generated spontaneously
from communication between customers,
perhaps recommending a product to a friend.

Example: http://www.qubit.com/support?utm_medium=email&utm_campaign=june2016&media_
type=earned&network=mailmonkey&utm_content=bananas

Required parameter

Referrer detail	Parameter and description	Example
Referrer type	Use **utm_medium=email** to identify the referrer type as email	utm_medium=email

Highly encouraged parameters

Referrer detail	Parameter and description	Example
Campaign	Use **utm_campaign** to identify a specific product promotion or strategic campaign.	utm_campaign=august_mailshot
Media Type	Use **media_type** to identify whether the traffic is 'owned', 'bought' or 'earned'.	media_type=earned
Network	Use network to identify a network such as mailmonkey or pure36	network=pure36
Content	Use utm_content to identify ads or links that point to the same url	utm_content=textlink

3.4 Affiliate

Affiliate traffic is traffic that comes
specifically from a marketing affiliate.

Example: http://www.qubit.com/support?utm_medium=affiliate&network=link_junction&affiliate_id=mse1&utm_
content=textlink&publisher=mse

Required parameter

Referrer detail	Parameter and description	Example
Referrer type	Use **utm_medium=affiliate** to identify the referrer type as an affiliate.	utm_medium=affiliate

Highly encouraged parameters

Referrer detail	Parameter and description	Example
Network	Use **network** to identify a network such as Commission Junction or LinkShare.	network=commission_junction
Affiliate ID	Use **affiliate_id** to identify a specific affiliate as specified by the affiliate network's setup.	affiliate_id=mse1
Content	Use **utm_content** to identify ads or links that point to the same url.	utm_content=textlink
Publisher	Use **publisher** to identify the publisher of the affiliate link - ie the affiliate itself.	publisher=mse
Campaign	Use **utm_campaign** to identify a specific promotion or campaign	utm_campaign=white_summer

3.5 Social

Social traffic is traffic from sites that are considered
to be social networking sites. Examples are Facebook,
Twitter and Pinterest. We consider all traffic from these
sites to be social traffic - even if it comes from advertising
on a social site. The media type describes the different
kinds of traffic that can be expected from social media.

Bought social traffic is traffic from social media
advertising. Earned social traffic is traffic from the
usual exchanges of customers between themselves.
Owned social traffic is driven from a corporate social
media profile like facebook page or twitter feed which
serves as an advertising platform.

Example: http://www.qubit.com/support?utm_medium=social&utm_campaign=june_sale&media_
type=bought&network=facebook&utm_content=best_service

Required parameter

Referrer detail	Parameter and description	Example
Referrer type	Use **utm_medium=social** to identify the referrer type as coming from a social networking site.	utm_medium=social

Highly encouraged parameters

Referrer detail	Parameter and description	Example
Network	Use **network** to identify a social network such as facebook or twitter	network=facebook
Media Type	Use **media_type** to identify whether the traffic is 'bought', 'owned' or 'earned'.	media_type=earned
Campaign	Use **utm_campaign** to identify a specific product promotion or strategic campaign.	utm_campaign=facebook_ad_5
Content	Use **utm_content** to identify ads or links that point to the same url	utm_content=textlink

3.6 Display

Display traffic is traffic from display advertising.
Display advertising can be either graphical or
text based and includes Google's adsense platform.
Display advertising includes placement advertising
as well as retargeting advertisements.

Example: http://www.qubit.com/support?utm_medium=display&utm_
campaign=june16&network=criteo&retargeting_or_placement=retargeting&utm_content=textlink

Required parameter

Referrer detail	Parameter and description	Example
Referrer type	Use **utm_medium=display** to identify the referrer type as a display advertisement.	utm_medium=display

Highly encouraged parameters

Referrer detail	Parameter and description	Example
Network	Use **network** or **utm_source** to identify the ad network.	network=criteo
Retargeting or placement	Use **retargeting_or_placement** to identify whether the display advert was from a retargeting network	retargeting_or_placement=retargeting
Campaign	Use **utm_campaign** to identify a specific product promotion or strategic campaign.	utm_campaign=display1
Content	Use **utm_content** to identify ads or links that point to the same url.	utm_content=textlink

3.7 Offline

Offline traffic is traffic driven by offline advertising campaigns such as catalogues, billboards or postal campaigns. The parameters could be included in a QR code.

Example: http://www.qubit.com/support?utm_medium=offline&utm_content=best_service

Required parameter

Referrer detail	Parameter and description	Example
Referrer type	Use **utm_medium=offline** to identify the referrer type as offline	utm_medium=offline

Highly encouraged parameters

Referrer detail	Parameter and description	Example
Channel	Use **channel** to identify the specific medium through which the campaign was run.	channel=magazine
Campaign	Use **utm_campaign** to identify a specific product promotion or strategic campaign	utm_campaign=tube1 &utm_content=best_service
Content	Use **utm_content** to identify ads or links that point to the same url	utm_content=textlink

Please direct any questions to categorization@qubit.com