
— UTM CONVENTION

Tracking you will **still understand in two years.**

Our best-practice guideline for clean, logical and traceable marketing tracking – with fixed rules for every UTM parameter and examples for email, social media, video and Meta Ads.

— WHY WE DELIBERATELY SET UP TRACKING DIFFERENTLY

Don't just count clicks – understand contacts.

When people talk about tracking, they usually mean anonymous numbers: clicks, page views, conversion rates. These numbers matter – they show trends and give hints about performance. For RedFoX Business Solutions, though, they are only the surface.

We aim deeper: we want to understand how a specific person came into contact with a marketing activity – through which channel, which platform, in which campaign context and through which specific element.

That is why we rely on **contact-based internet campaign contact tracking** that connects marketing data directly with the CRM. It follows proven best practices as recommended by Google, HubSpot and other leading marketing and CRM systems.

LEVEL 01

UTM parameters

Describe the **context of a click**: channel, source, campaign, content.

LEVEL 02

Fields in the CRM

Always show a contact's **most recent known touchpoint** – they are overwritten with every new entry.

LEVEL 03

Notes & timeline

Record the **chronological history**: a note with date and tracking context for every entry.

One link – two goals: analytics **and** CRM.

Most people only use UTM parameters for their analytics tool. We go one step further: the same values travel through hidden form fields straight into the contact record in the CRM. So you don't just see how many visits a campaign brought – you see **who** came through it.

1

The link

Every link in an email, post, video or ad carries UTM parameters according to this convention.

2

The analytics

Google Analytics, Matomo or RedFoX Analytics show channel, source, campaign and content – anonymous and aggregated.

3

The form

When someone signs up, hidden fields read the parameters from the address and send them along.

4

The contact in the CRM

Fields show the most recent touchpoint, a dated note keeps the full history.

FEW PEOPLE DO THIS

For every sign-up and every purchase you know which channel, which campaign and which button triggered it. Not estimated, not extrapolated – per contact.

— THE CENTRAL IDEA

Three logics – cleanly separated.

The most important rule: marketing, platform and click are never mixed. That prevents confusion of meaning and keeps data readable even years later.

MARKETING LOGIC

What kind of activity?

`utm_medium` – the channel, never a platform.

PLATFORM LOGIC

Where was it shown?

`utm_source` – the specific origin.

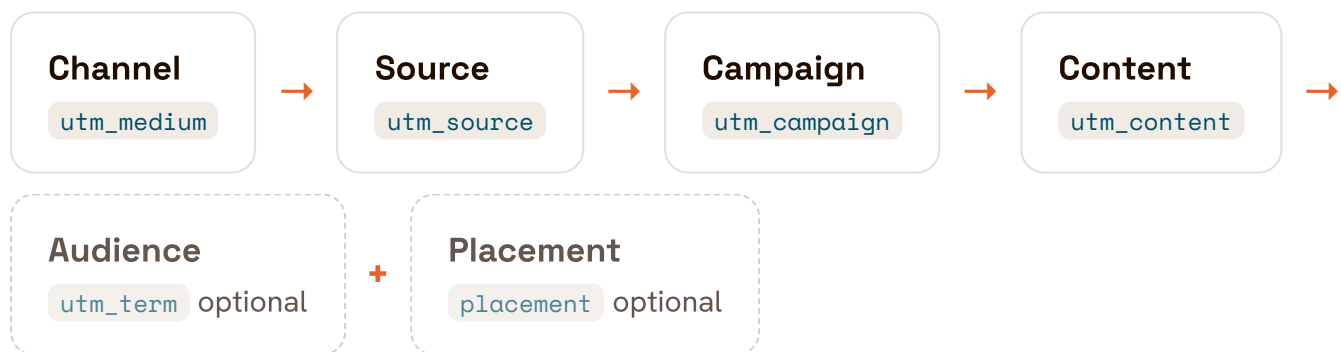
CLICK LOGIC

What exactly was clicked?

`utm_content` – the specific click object.

— THE FIXED HIERARCHY

Channel → Source → Campaign → Content.



— THE PARAMETERS IN DETAIL

Which value goes where?

UTM_MEDIUM

The channel

Through which marketing channel did the contact come?

The overarching marketing category. Deliberately **not a platform** – otherwise campaigns can no longer be compared.

`email``organic_social``paid_social``organic_video``paid_search`

These values match the default channel groups of Google Analytics 4.

UTM_SOURCE

The source

Where exactly did the click come from?

Always specific – never generic. For emails that means never `utm_source=email` and no doubled “email / email” in channel and source.

CHANNEL	TYPICAL SOURCES
Email	<code>newsletter</code> one-off send · <code>automation</code> email in an automation · <code>drip</code> email series · <code>customer_mailing</code> email to customers
Organic social media	<code>instagram</code> · <code>facebook</code> · <code>linkedin</code> · <code>tiktok</code> · <code>pinterest</code> · <code>youtube</code>
Meta Ads	<code>fb</code> · <code>ig</code> · <code>msg</code> · <code>an</code> – set by Meta itself via <code>{{site_source_name}}</code>
Video	<code>youtube</code> · <code>vimeo</code> · <code>tiktok</code>
Search ads	<code>google</code> · <code>bing</code>

NEW IN V3

Facebook & Instagram – which spelling? For organic links we write them out: `facebook` , `instagram` . In Meta ads we keep the short codes Meta inserts itself: `fb` , `ig` . Never hard-code `facebook` into an ad – with automatic placements the same ad runs on both platforms, and only the placeholder knows where the click really happened. Paid and organic are separated by `utm_medium` anyway.

UTM_CAMPAIGN

The campaign

Why does this activity exist?

The strategic frame. All emails, posts and links of one initiative get **the same** campaign name – that is the only way to analyse them together later.

advent_calendar

freebie_onboarding

kurs_launch_q1

community_invite

Proven for time-limited initiatives: `phase_offer_year_month`, e.g. `invite_webinar_2026_10`.

UTM_CONTENT

The content

What exactly was clicked?

Always the **specific click object** – with descriptive names, never technical IDs. That keeps CRM entries and reports readable for humans.

CHANNEL	STRUCTURE	EXAMPLE
Email	email + click purpose	<code>email_welcome_cta_view_course</code>
Social media	the post	<code>reel_morning_routine</code>
Video	the video	<code>onboarding_tips_01</code>
Ad	name of the ad	<code>{{ad.name}}</code> in Meta
Bio link	may stay empty	or e.g. <code>profile</code>

NEW IN V3

A link that sits permanently in a bio or profile does not belong to a single post. There, `utm_content` may stay empty – `placement=bio` already says it all.

UTM_TERM

Audience / keyword

Is there real targeting?

Only use it when there really is targeting: keywords in Google Ads or ad sets in social ads. For organic activities the field stays empty.

PLACEMENT

The placement

Where exactly was the link?

Our additional parameter – not an official UTM standard, but a useful addition. Analytics tools ignore it or keep it in the address, so it never does any harm.

CHANNEL	VALUES
Email	<code>email_button</code> default · <code>email_link</code> text link · <code>email_button_top</code> / <code>email_button_bottom</code> only if the same button appears twice in the email · <code>email_link_ps</code> text link in the P.S.
Social media	<code>bio</code> · <code>feed</code> · <code>reels</code> · <code>story</code> · <code>comment</code>
Video	<code>description</code> · <code>endcard</code> · <code>pinned_comment</code> · <code>channel_description</code>
Meta Ads	<code>{{placement}}</code> , e.g. <code>Facebook_Mobile_Feed</code>

SPELLING

Five rules for stable reports.

✓ Everything lowercase. Analytics tools treat `Newsletter` and `newsletter` differently – or lowercase everything anyway and mix up data in the process.

✓ Underscore instead of spaces. `course_launch_q1`, not “Course Launch Q1”.

✓ No accents or special characters. Write `ae`, `oe`, `ue`, `ss` instead of umlauts – and never `+` `%` `&` `#` `?` in names that end up in links.

✓ Descriptive, not technical. `email_welcome_cta_view_course` instead of `m_1503_a`.

✓ Consistent across all channels. Values you have defined are reused, not reinvented.

— EXAMPLES

What it looks like in practice.

Email marketing

Channel `email`
Source `automation`
Campaign `freebie_onboarding`
Content `email_welcome_cta_view_course`
Placement `email_button`

```
https://example.com/course/?utm_medium=email&utm_source=automation&utm_campaign=freebie_onboarding&utm_content=email_welcome_cta_view_course&placement=email_button
```

Meta Ads DYNAMIC

Source `{{site_source_name}}` → fb / ig
Channel `paid_social`
Campaign `{{campaign.name}}`
Audience `{{adset.name}}`
Content `{{ad.name}}`
Placement `{{placement}}`

Two traps: the “URL parameters” field must **not start with** `?`, otherwise the first parameter silently gets lost. And campaign, ad set and ad names **without** `+` `%` `&` `#` `?` – Meta puts them into the link raw and freezes them on publishing.

LinkedIn advent calendar

Channel `organic_social`
Source `linkedin`
Campaign `advent_calendar`
Content `day_01` ... `day_24`

Every single day can be analysed cleanly.

YouTube video

Channel `organic_video`
Source `youtube`
Campaign `tips_basics`
Content the specific video, e.g. `onboarding_tips_01`
Placement `description` or `endcard`

Link in the Instagram bio

NEW IN V3

Channel `organic_social`
Source `instagram`
Campaign `profile` or the current initiative
Content empty
Placement `bio`

What gets *no* UTMs

NEW IN V3

✕ **Internal links** from one of your pages to another – UTMs would overwrite the original source. Measure those clicks as events instead.

✕ **Short links in emails** – email links go straight to the target page; redirects don't always pass parameters on.

— IN FORMS AND IN THE CRM

How the values reach the contact.

A few hidden fields in the sign-up form are enough. They read the parameters from the address and pass them to your CRM on submit.

`utm_medium` Channel

`utm_source` Source

`utm_campaign` Campaign

`utm_content` Content

`utm_term` Audience

`placement` Placement

FIELDS = LATEST TOUCHPOINT

Overwrite with every entry

The CRM fields always show what the contact came through **last**. In most form tools a placeholder reads the value from the address, e.g. `{get.utm_source}` in Fluent Forms.

NOTE = HISTORY

Append with every entry

In addition, a note with the date and the same values. Without it, a contact who comes back loses their original source.

Optional: contact ID in emails. Email systems can insert an ID of the recipient into links when sending – for one-click sign-ups or a live chat that recognises visitors, for example. It belongs in emails only, never in public channels, and never in analytics services that don't allow personal data.

— THE TOOL FOR IT

RedFoX UTM Link Builder for WordPress

Our plugin applies this convention automatically – no typos, no looking things up.

- Pick the target from your pages, channel and source from fixed lists
- Create and manage campaigns, every link is saved to the history
- Lowercase, underscores, no special characters – automatically
- Link checker finds mistakes in existing links
- Channels and values can be adapted to your own convention

Measuring is good. Understanding is better.

✓ We consistently separate marketing, platform and click logic.

✓ We use specific, descriptive values.

✓ We write everything lowercase and consistently.

✓ We track at contact level, not just anonymously.

✓ We build systems that stay understandable in the long run.