

**TL;DR** Standardise UTMs across channels, wire GA4 events to Looker Studio and monitor ROAS/CPL/CAC inside a live dashboard that updates every time your content converts.

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## 1 UTM parameter schema by platform

Platform	utm_source	utm_medium	utm_campaign	utm_content
Instagram	instagram	social	<i>campaign</i>	<i>post_id</i>
TikTok	tiktok	social	<i>campaign</i>	<i>video_id</i>
YouTube	youtube	social	<i>campaign</i>	<i>short_id</i>
LinkedIn	linkedin	social	<i>campaign</i>	<i>post_id</i>
X (Twitter)	x	social	<i>campaign</i>	<i>tweet_id</i>

Use **utm\_term** for paid keywords. Use **utm\_id** as a stable campaign ID you define (recognized by GA4 for campaign mapping); don't rely on platform auto-tagging IDs like `gclid/fbclid` to replace UTMs.

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## 2 GA4 and Looker Studio setup

### 2.1 GA4 events

1. Enable **Enhanced Measurement** for scroll, outbound and site search.
2. Create custom events:
  - `dm_start` triggered by click on DM link.
  - `dm_click` (or similar) for outbound DM link clicks.
  - Avoid emitting "assisted purchase" as a GA4 event - assisted revenue should be modeled in reporting, not captured as a site event.
3. Mark applicable on-site actions (e.g., `dm_click`) as **Conversions**.

### 2.2 Looker Studio dashboard

1. Connect GA4 property as data source.
2. Add charts:
  - **Retention cohort table** using `first_user_source`.
  - **DM conversion funnel** with `dm_start` → `dm_complete`.

- **Assisted revenue bar** using a Looker Studio/BigQuery model that applies your attribution window (e.g., 7 days) to social touchpoints.
3. Apply filter control for source / medium to drill down by platform.
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## 3 ROI formulas and benchmarks

### 3.1 Formulas

$$ROAS = \frac{\text{Revenue}}{\text{Ad Spend}}$$

$$CPL = \frac{\text{Total Spend}}{\text{Leads}}$$

$$CAC = \frac{\text{Total Spend}}{\text{New Customers}}$$

### 3.2 Benchmarks (how to set them)

- Start with your trailing 90-day averages for ROAS, CPL and CAC.
  - Define “maintain”, “improve” and “stretch” bands relative to those baselines.
  - Update targets quarterly as campaigns, seasonality and pricing change.
  - When benchmarking externally, favour first-party partner data or paid research; public blog round-ups often lag reality.
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## 4 Build a real-time content performance dashboard

### 1. Data ingestion

- Send UTM-tagged link clicks to Google Sheets via Zapier or n8n.
- Enable the GA4 → BigQuery export link (daily + intraday export for standard; streaming for 360).

### 2. Model layer

- Join Sheets UTM logs with BigQuery events/sessions on utm\_source and utm\_campaign.
- Calculate ROAS, CPL and CAC using the formulas above.

### 3. Visualization

- Connect Looker Studio to the model.
- Create scorecards for ROAS/CPL/CAC and a table showing content pieces ranked by assisted revenue.

#### 4. Automation

- Refresh data every 15 minutes for near real-time reporting.
  - Email a PDF snapshot to stakeholders every Monday.
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## 5 Call-to-action

Want to explore how to instrument this? DM us “**ATTRIBUTION**” on LinkedIn for a walkthrough of the dashboard stack we use for clients.

### Related Instavar guides

- [https://instavar.com/blog/paid-analytics/True\\_ROAS\\_Incrementality\\_First\\_Paid\\_Social\\_Measurement](https://instavar.com/blog/paid-analytics/True_ROAS_Incrementality_First_Paid_Social_Measurement)
- [https://instavar.com/blog/paid-analytics/Server\\_Side\\_Tracking\\_Playbook\\_for\\_Paid\\_Social\\_iOS14\\_and\\_Beyond](https://instavar.com/blog/paid-analytics/Server_Side_Tracking_Playbook_for_Paid_Social_iOS14_and_Beyond)
- [https://instavar.com/blog/funnel-tactics/Short\\_Form\\_Funnel\\_Blueprint\\_From\\_Hook\\_to\\_Checkout](https://instavar.com/blog/funnel-tactics/Short_Form_Funnel_Blueprint_From_Hook_to_Checkout)

### References

- Google Analytics 4 BigQuery Export:  
<https://support.google.com/analytics/answer/9358801>
- GA4 Campaign parameters (utm\_id supported):  
<https://support.google.com/analytics/answer/10917952>
- GA4 Attribution overview (assisted conversions via attribution):  
<https://support.google.com/analytics/answer/12153618>

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