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.

1 UTM parameter schema by platform

Platform utm_source utm_medium utm_campaign utm_content

Instagram	instagram	social	{{campaign}}	{{post_id}}
TikTok	tiktok	social	{{campaign}}	{{video_id}}
YouTube	youtube	social	{{campaign}}	{{short_id}}
LinkedIn	linkedin	social	{{campaign}}	{{post_id}}
X (Twitter)	Χ	social	{{campaign}}	{{tweet_id}}

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 autotagging IDs like gclid/fbclid to replace UTMs.

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.
 - o 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.

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.

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.

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.

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

Last updated 24 Jul 2025. Clarified GA4/UTM mechanics; added references.