

## TL;DR

Google Analytics is case sensitive (so `utm_source=google`  $\neq$  `utm_source=Google`). Always include `utm_source`, `utm_medium`, and `utm_campaign`, then standardise naming so reporting stays clean.

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# 1 The only three UTMs you must always ship

Per Google Analytics Help:

- `utm_source` identifies *who* is sending traffic (advertiser/site/publication).
- `utm_medium` identifies the *marketing medium* (e.g. `cpc`, `email`).
- `utm_campaign` identifies the *campaign name* (name/slogan/promo code).

Google also explicitly notes you should always use `utm_source`, `utm_medium`, and `utm_campaign` when you add parameters.

# 2 A convention that won't break your reporting

Use a simple schema you can scale:

```
utm_source=<platform>
utm_medium=<channel>
utm_campaign=<offer_or_launch>
utm_content=<creative_variant>    (optional)
utm_term=<keyword_or_audience>    (optional)
```

## Instavar defaults (recommended)

- **Lowercase everything** (case sensitivity is a real footgun).
- **Hyphenate**, don't space: `black-friday` not `Black Friday`.
- **Keep `utm_medium` stable** and consistent across channels.
- **Put the "why" in `utm_campaign`**, not in `utm_source`.

## 2.1 Suggested values (copy/paste)

### `utm_source`

- `instagram`, `tiktok`, `youtube`, `linkedin`, `facebook`, `newsletter`

### `utm_medium`

- `paid-social`, `organic-social`, `email`, `creator`

### `utm_campaign`

- `lead-magnet`, `book-call`, `launch-2025q4`, `bfc-2025`

## utm\_content (optional)

- hook-01, ugc-creator-a, thumbnail-b

## 3 Examples you can ship today

### Paid Instagram

`https://instavar.com/?utm_source=instagram&utm_medium=paid-social&utm_campaign=book-call&utm_content=hook-01`

### Organic YouTube (profile link)

`https://instavar.com/?utm_source=youtube&utm_medium=organic-social&utm_campaign=lead-magnet&utm_content=shorts-profile`

## 4 QA checklist (prevents “GA4 soup”)

- **All links include:** utm\_source, utm\_medium, utm\_campaign.
- **All values are lowercase** (no accidental duplicates).
- **One campaign name per launch** (don't fork bfcM-2025 vs bfcM2025).
- **Creative variants go in utm\_content**, not in utm\_campaign.
- **Landing page is canonical** (avoid multiple URLs for the same offer).

## 5 Official references

- Google Analytics Help - campaign parameters and case sensitivity:  
`https://support.google.com/analytics/answer/1033863?hl=en`
- GA4 Campaign URL Builder (Google dev tools): `https://ga-dev-tools.google/ga4/campaign-url-builder/`

## 6 Related Instavar guides

- <https://instavar.com/tools/utm-builder>
- [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/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/funnel-tactics/Short Form Funnel Blueprint From Hook to Checkout](https://instavar.com/blog/funnel-tactics/Short-Form-Funnel-Blueprint-From-Hook-to-Checkout)