UTMs (Urchin Tracking Modules)

UTM's are one of the most helpful tools used today to track marketing efforts and leads. In this document, you'll learn how to use Ivanti's UTM's to create new leads for your business

What is a UTM?

A UTM is a small piece of code that you can to specific URL's allowing you to track a source, medium and campaign type. In other words, it allows you to capture lead info from the customers who fill out forms on Ivanti webpages.

How do I to generate a UTM?

UTMs can be created by using a UTM generator like the one below. To duplicate Ivanti's UTM naming convention, please abide by the following parameters:

https://ga-dev-tools.web.app/campaign-url-builder/

- Website URL: The destination URL where your link leads
- Campaign ID: Leave Blank
- Campaign Source: "partner_" followed by activity type – ("webinar", "download", etc.)
- Campaign Medium: Marketing medium where link lives ("landing page", "email", etc.)
- Campaign Name: Leave Blank
- Campaign Term: Leave Blank
- Campaign Content: Name of Partner (lowercase)

How do I implement a UTM?

UTM's are implemented by placing Ivanti's UTM code at the end of a URL that you share in a link that you want to capture the lead info from. When using UTM codes, remember that you should always be pushing to a page with a form to fill in if you are wanting to capture lead data. For example, a webinar registration!

UTMs can also lead to pages without forms, however website data such as traffic and time on site will be the only metrics we can track

How do I categorize UTM's?

UTM's should be categorized by the activity that the UTM is inviting customers to attend/download and by the partner name. Activity types can be a webinar, a white paper, a case study, etc.

What code does Ivanti use for their partners?

Ivanti's UTM code is the following :

?utm_source=partner_webinar&utm_medium=landingpage& utm_content=nameofpartner

▪ In the UTM script, you will replace your partner name where nameofpartner is listed in the source code

Where do I define the activity type?

Following "source=partner" in the UTM, you will hyphenate the activity type you are promoting – per the example below, this shows the defined example of webinar. The activity type is defined in the highlighted area:

?utm_source=partner_webinar&utm_medium=landingpage& utm_content=nameofpartner

Here are other examples of activity types

• =partner_case-study

• =partner_white-paper

• =partner_datasheet

Similarly, you will place the type of asset where the link lives following "medum="

?utm_source=partner_webinar&utm_medium=landingpage& utm_content=nameofpartner

Here are other examples of mediums

• medium=email

• medium=pdf

• medium=landingpage

How do we benefit from using UTM's?

UTM's benefit the partner by allowing Ivanti to capture the lead data of customers who fill in a form or reach a page, which then Ivanti shares with partners to help gather insight and drive campaign performance.

Are the lead captured through the use of UTM's by partners by Ivanti?

Yes, these are captured by Ivanti. All leads captured via usage of UTMs will be "ring-fenced" and not touched by Ivanti for a full 90 days. On day 91, the leads captured will be added to Ivanti's marketing database, at which time, Ivanti may be marketing to these leads.

How do I request or access reporting against UTM's that the partner has used in a campaign?

Visualiations will be created for Partners to see website data and conversions from their UTM'd links. Partners will only have visibility into Ivanti website data associated with those particular UTMs. No data collected without the UTM link wil be shared. Please make a request for reporting via IPN@ivanti.com, when making your request, please provide your UTM string/values as part of your request.

Who do I contact if I need help?

Please send an email to IPN@ivanti.com and someone from the Ivanti Partner Marketing team will be in touch!