A GUIDE TO XPONENTIAL DIGITAL ADVERTISING NAMING CONVENTIONS

Clarity and consistency in using tracking and naming parameters are paramount. This guide answers questions around our approved practices for using UTM parameters and naming conventions in your digital marketing. This will make it possible to monitor and conduct data science initiatives across numerous tagged URLs and advertising across all your marketing campaigns

Facebook & Google L3 Structure

Only one separator should be used to separate all the parameters. And the selected separator should not be used for any other place in the name. We have chosen underscore _ for readability.

- Campaign
- Ad Set / Ad Group
- Ad / Keywords

Google UTM Parameters

UTM parameters should be added to any links to a brand's website or landing page. All parameters should be entered as lowercase and words separated with a _ to maintain link integrity.

- utm_medium for Channel/Medium
- utm_source for Source
- utm_content for Call to Action copy and other CTA data
- utm_term for Keywords in paid search ads
- utm_campaign (everything else)

Other Platforms

Similar to Facebook and Google, please only use a _ separator to separate all the parameters. The selected separator should not be used for any other place in the name. All parameters should be entered as lowercase and words separated with a _ to maintain link integrity.

Campaign Naming Conventions

Campaign = Agency_Brand__Location_Objetive_Type^S{ClubReadyID}
Example: CODEMAY_RowHouse_Tustin_Lead_Sustained^S12345

Ad Set / Ad Group = Brand_Location_Audience
Example: RowHouse_Tustin_Retargeting

Ad = Brand_Location_Format
Example: RowHouse_Tustin_Video

UTM Parameters

Campaign Medium = Medium
Example: paid-social

Campaign Source = Source
Example: facebook

Campaign Name = date(MMYY)_Location_type
Example: 0120_tustin_sustained

Campaign Term = Format
Example: video

Campaign Content = Objective_Agency
Example: conversion_franchiseramp

Naming terms for use:

Objective		Source	Format	Type	Audience	Location Slug
awareness	video-views	facebook	image	presale	interests	Please use the slug on the brand website. E.g, manhattan-beach vs. manhattanbeach
reach	lead	instagram	video	sustained	custom	
traffic	messages	linkedin	carousel	flash-sale	remarketing	
engagement	store-traffic	pinterest	collection	training	lookalike{%}	
app-installs	conversions	google	instant	{custom}	e.g. lookalike3	
		{custom}	stories			