

# 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\_Objective\_Type^S{ClubReadyID}**

Example: FranchiseRamp\_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(MMY)\_Location\_type**

Example: 0120\_tustin\_sustained

**Campaign Term = Format**

Example: video

**Campaign Content = Objective\_Agency**

Example: conversion\_franchiseramp

Naming terms for use:

### Objective

awareness  
reach  
traffic  
engagement  
app-installs

video-views  
lead  
messages  
store-traffic  
conversions

### Source

facebook  
instagram  
linkedin  
pinterest  
google  
{custom}

### Format

image  
video  
carousel  
collection  
instant  
stories

### Type

presale  
sustained  
flash-sale  
training  
{custom}

### Audience

interests  
custom  
remarketing  
lookalike{%}  
e.g. lookalike3

### Location Slug

Please use the slug on the brand website. E.g, manhattan-beach vs. manhattanbeach