



ensana

UTM BUILDER USER GUIDE

2020



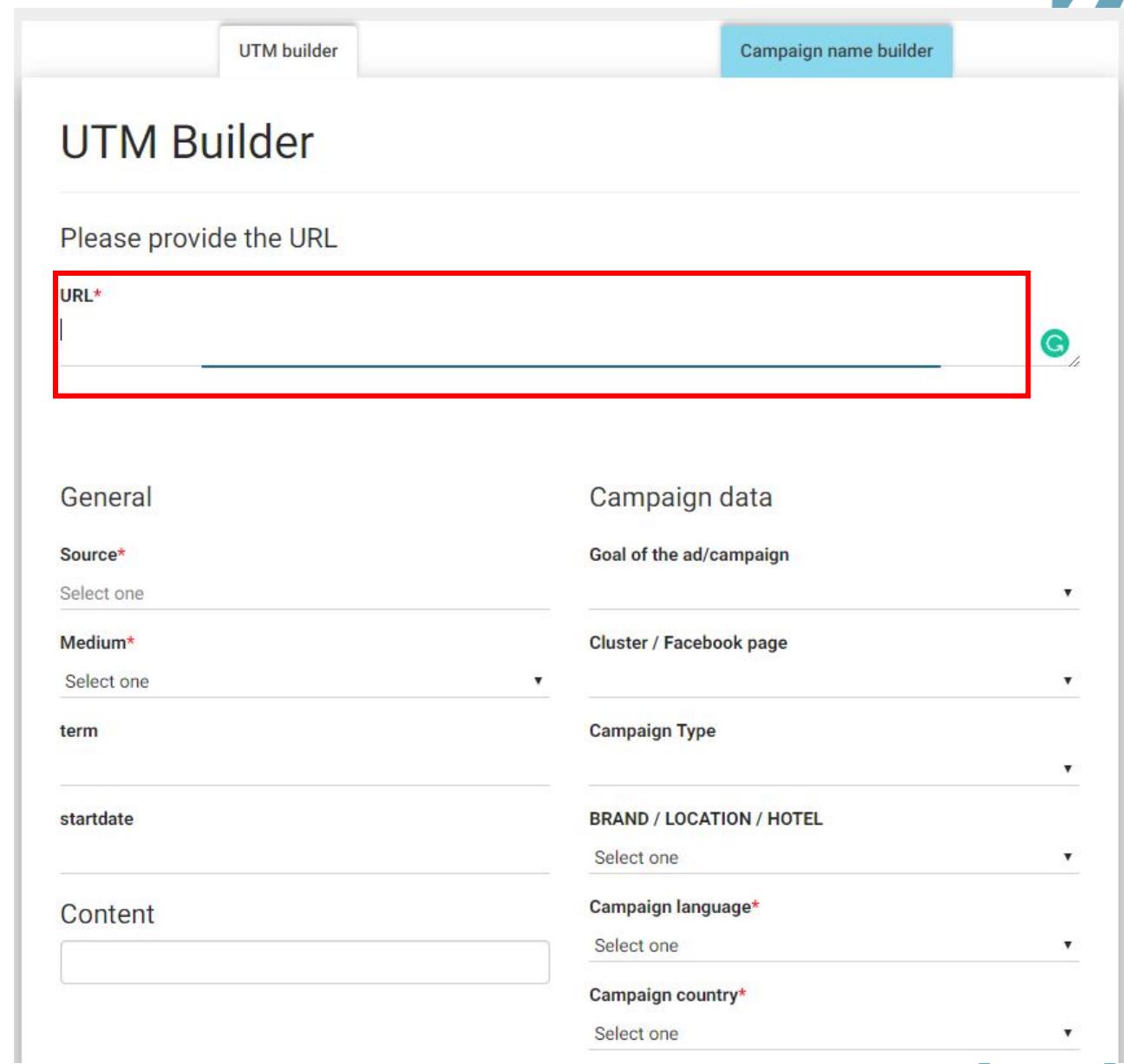
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HOW TO USE THE BUILDER

UTM BUILDER – Source of the URL

The URLs that will be used in the campaign have to be entered in the designated empty field.

It is possible to enter multiple URLs at once, but they have to be separated by pressing the enter button.



The screenshot shows the 'UTM builder' tab selected in the top navigation bar, with a 'Campaign name builder' tab also present. The main title is 'UTM Builder' with the sub-instruction 'Please provide the URL'. A large input field for URLs is highlighted with a red border. Below this, the form is divided into two columns: 'General' and 'Campaign data'. The 'General' column contains fields for 'Source*', 'Medium*', 'term', 'startdate', and 'Content'. The 'Campaign data' column contains fields for 'Goal of the ad/campaign', 'Cluster / Facebook page', 'Campaign Type', 'BRAND / LOCATION / HOTEL', 'Campaign language*', 'Select one', and 'Campaign country*'. Each field is accompanied by a dropdown arrow.

UTM builder

Campaign name builder

UTM Builder

Please provide the URL

URL*

General

Source*

Select one

Medium*

Select one

term

startdate

Content

Campaign data

Goal of the ad/campaign

Cluster / Facebook page

Campaign Type

BRAND / LOCATION / HOTEL

Campaign language*

Select one

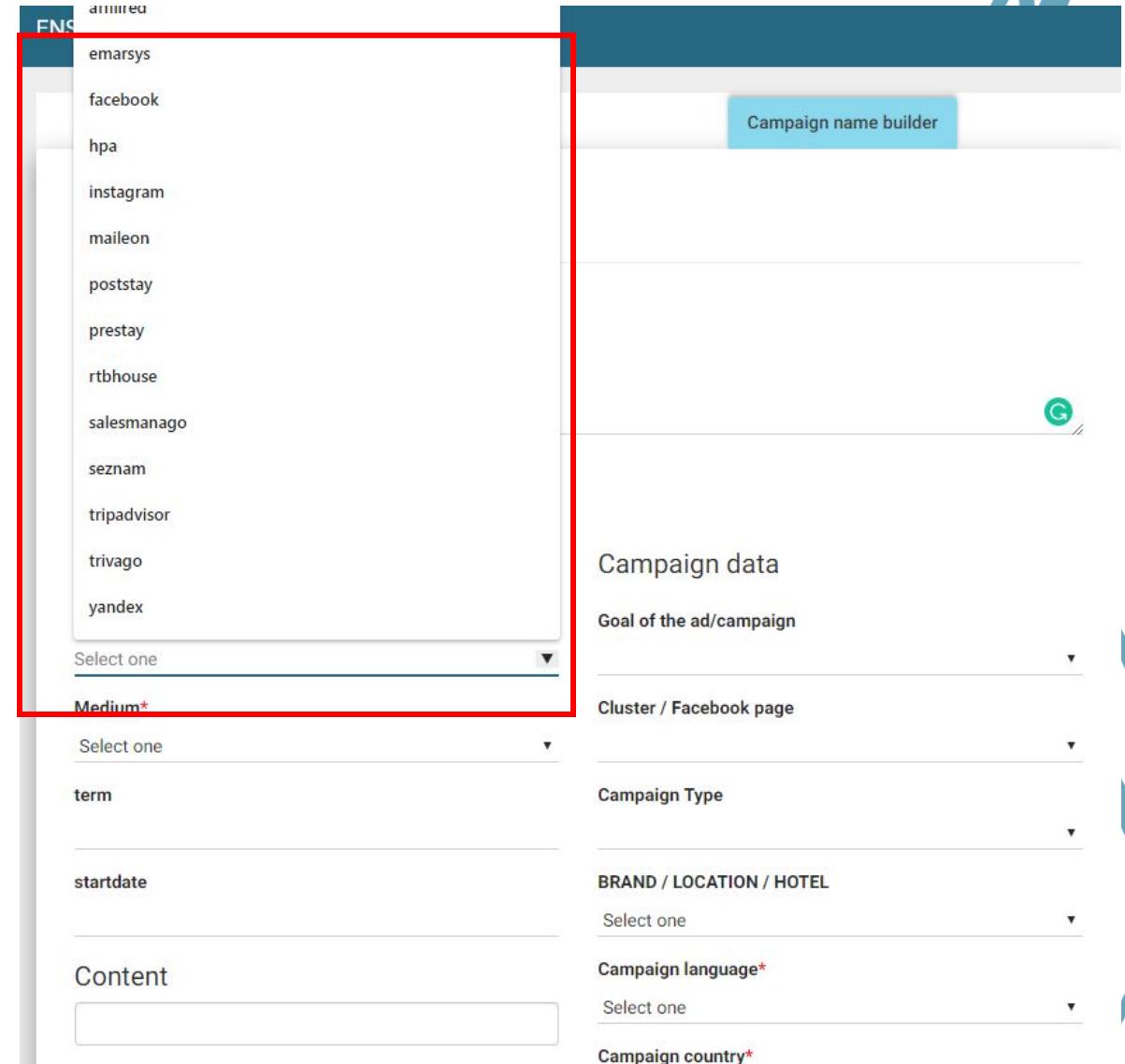
Campaign country*

Select one

UTM BUILDER – Source of the campaign

Selecting the source of the campaign

Click on the dropdown menu, and select the appropriate platform of advertising.



The screenshot shows a user interface for a 'Campaign name builder' tool. On the left, a vertical list of advertising platforms is displayed in a dropdown menu, with 'Medium*' highlighted in red. To the right of this menu are several input fields for campaign data, each with a dropdown arrow. The fields include: 'Goal of the ad/campaign', 'Cluster / Facebook page', 'Campaign Type', 'BRAND / LOCATION / HOTEL', 'Campaign language*', and 'Campaign country*'. The 'Medium*' field is the primary focus, with a red box and arrow pointing to it from the left.

Campaign name builder

FNS

amara
emarsys
facebook
hpa
instagram
maileon
poststay
prestay
rtbhouse
salesmanago
seznam
tripadvisor
trivago
yandex

Select one

Medium*

Select one

term

startdate

Content

Campaign data

Goal of the ad/campaign

Cluster / Facebook page

Campaign Type

BRAND / LOCATION / HOTEL

Select one

Campaign language*

Select one

Campaign country*

UTM BUILDER – Medium of the campaign

Selecting the medium of the campaign

Click on the dropdown menu, and select the appropriate medium of advertising.

UTM builder Campaign name builder

UTM Builder

Please provide the URL

URL*

G

General

Source*

Select one

Medium*

Select one

- Select one
- banner
- cpc
- cpm
- email
- meta
- paid
- post

Campaign data

Goal of the ad/campaign

Cluster / Facebook page

Campaign Type

BRAND / LOCATION / HOTEL

Select one

Campaign language*

Select one

Campaign country*

Select one

UTM BUILDER – Goal of the campaign

Selecting the goal of the campaign

Click on the dropdown menu, and select the appropriate goal of the campaign

UTM Builder

Please provide the URL

URL*



General

Source*

Select one

Medium*

Select one

term

startdate

Content

Campaign data

Goal of the ad/campaign

- conversion
- engagement
- event
- lead**
- reach
- traffic
- video

BRAND / LOCATION / HOTEL

Select one

Campaign language*

Select one

Campaign country*

Select one

SUBMIT

UTM BUILDER – Cluster / Facebook page

Selecting the Cluster / Facebook page for the campaign

Click on the dropdown menu, and select the Facebook page / Cluster the campaign is advertising

UTM Builder

Please provide the URL

URL*



General

Source*

Select one

Medium*

Select one

term

startdate

Content

Campaign data

Goal of the ad/campaign

Cluster / Facebook page

CZ-HOTELS
ENSANA
GLOBAL
HU-HOTELS
RO-HOTELS
SK-HOTELS

Campaign language*

Select one

Campaign country*

Select one

SUBMIT

UTM BUILDER – Campaign type

Selecting the type of the campaign

According to what the campaign is promoting, choose the appropriate type from the dropdown menu.

UTM Builder

Please provide the URL

URL*



General

Source*

Select one

Medium*

Select one

term

startdate

Content

Campaign data

Goal of the ad/campaign

Cluster / Facebook page

Campaign Type

BRAND
HOTEL
LOC
MEDICAL
PACKAGE
SERVICE

Campaign country*

Select one

SUBMIT

UTM BUILDER – Campaign language

Selecting the language of the campaign

Pick the correct language from the dropdown menu.

UTM Builder

Please provide the URL

URL*



General

Source*

Select one

Medium*

Select one

term

startdate

Content

Campaign data

Goal of the ad/campaign

Cluster / Facebook page

Campaign Type

BRAND / LOCATION / HOTEL

Select one

Campaign language*

Select one

Select one

CZ

DE

EN

HU

RO

RU

SK

UTM BUILDER – Campaign country



Selecting the country of the campaign

Select the country the campaign is going to run in.

UTM Builder

Please provide the URL

URL*



General

Source*

Select one

Medium*

Select one

term

startdate

Content

Campaign data

Select one

AUT
BEL
CAN
CZE
DNK
DACH
ESP
FIN
FRA
GBR
GER
HUN
IND
IRL
ISR
ITA
MDA
NLD
NOR

Select one

SUBMIT

UTM BUILDER – Starting date



Selecting the start date of the campaign

Set the starting date of the campaign from the calendar, or enter the correct date.

UTM Builder

Please provide the URL

URL*



General						
< February 2020 >						
Su	Mo	Tu	We	Th	Fr	Sa
26	27	28	29	30	31	1
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29
1	2	3	4	5	6	7

Content

Campaign data

Goal of the ad/campaign

Cluster / Facebook page

Campaign Type

BRAND / LOCATION / HOTEL

Select one

Campaign language*

Select one

Campaign country*

Select one

SUBMIT

UTM BUILDER – Term

Entering the term

Enter a term, to specify the post / ad that belongs to the URL.

UTM Builder

Please provide the URL

URL*



General

Source*

Select one

Medium*

Select one

term

test

startdate

Content

Campaign data

Goal of the ad/campaign

Cluster / Facebook page

Campaign Type

BRAND / LOCATION / HOTEL

Select one

Campaign language*

Select one

Campaign country*

Select one

SUBMIT

UTM BUILDER – Content



Specifying the content type

Select the type of content that you're about to advertise.

UTM Builder

Please provide the URL

URL*



General

Source*

Select one

Medium*

Select one

canvas

carousel

details_button

details_link

footer

header

Campaign data

Goal of the ad/campaign

Cluster / Facebook page

Campaign Type

BRAND / LOCATION / HOTEL

Select one

Campaign language*

Select one

Campaign country*

Select one

SUBMIT

UTM BUILDER – Submit

Submitting your values

Click on the Submit button, to generate the final link with the correct UTM parameters. Press the copy to clipboard button to copy it.

UTM Builder

OK! The URL generation was successful!

```
https://www.ensanahotels.com/?  
utm_source=facebook&utm_medium=cpc&utm_campaign=engagement_GLOBAL_BRAND_HU_HUN&utm_content=pic+link&utm_termin=13-02-2020_test
```

[Copy to clipboard](#)

BACK

Thank you for your attention!

If any questions should arise,
please contact HQ!

