



ensana

UTM BUILDER USER GUIDE

2020



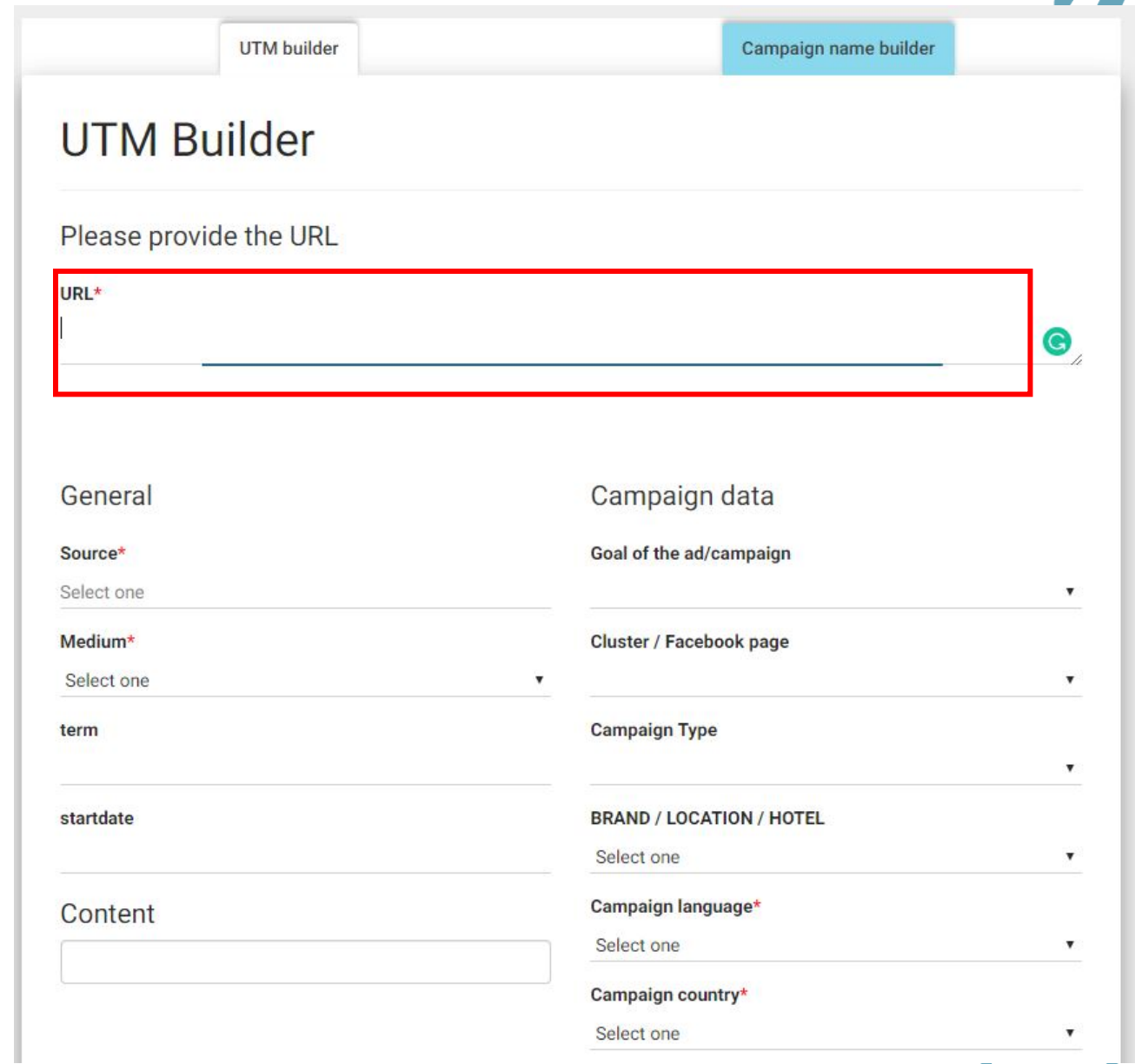
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HOW TO USE THE BUILDER

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.

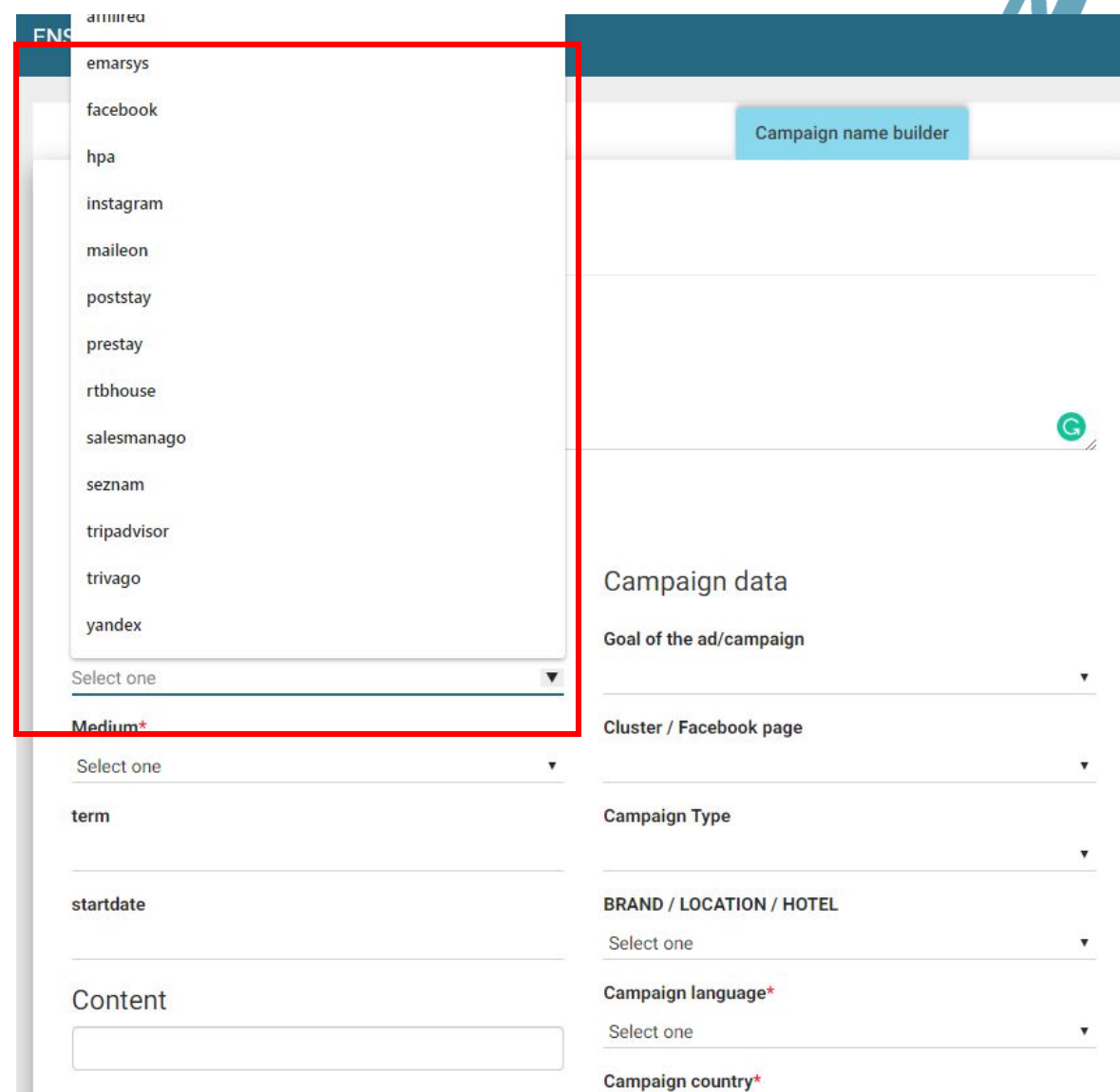


The screenshot displays the 'UTM Builder' interface. At the top, there are two tabs: 'UTM builder' (active) and 'Campaign name builder'. The main heading is 'UTM Builder'. Below it, a prompt says 'Please provide the URL'. A large text input field for 'URL*' is highlighted with a red rectangular border. To the right of this field is a green circular icon with a white 'G' and a double-slash symbol. Below the URL field, the interface is divided into two columns. The left column is titled 'General' and contains fields for 'Source*' (a dropdown menu with 'Select one' selected), 'Medium*' (a dropdown menu with 'Select one' selected), 'term' (a text input field), and 'startdate' (a text input field). The right column is titled 'Campaign data' and contains fields for 'Goal of the ad/campaign' (a dropdown menu with a downward arrow), 'Cluster / Facebook page' (a dropdown menu with a downward arrow), 'Campaign Type' (a dropdown menu with a downward arrow), 'BRAND / LOCATION / HOTEL' (a dropdown menu with 'Select one' selected), 'Campaign language*' (a dropdown menu with 'Select one' selected), and 'Campaign country*' (a dropdown menu with 'Select one' selected). At the bottom of the 'General' column, there is a 'Content' section with an empty text input field.

UTM BUILDER – Source of the campaign

Selecting the source of the campaign

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

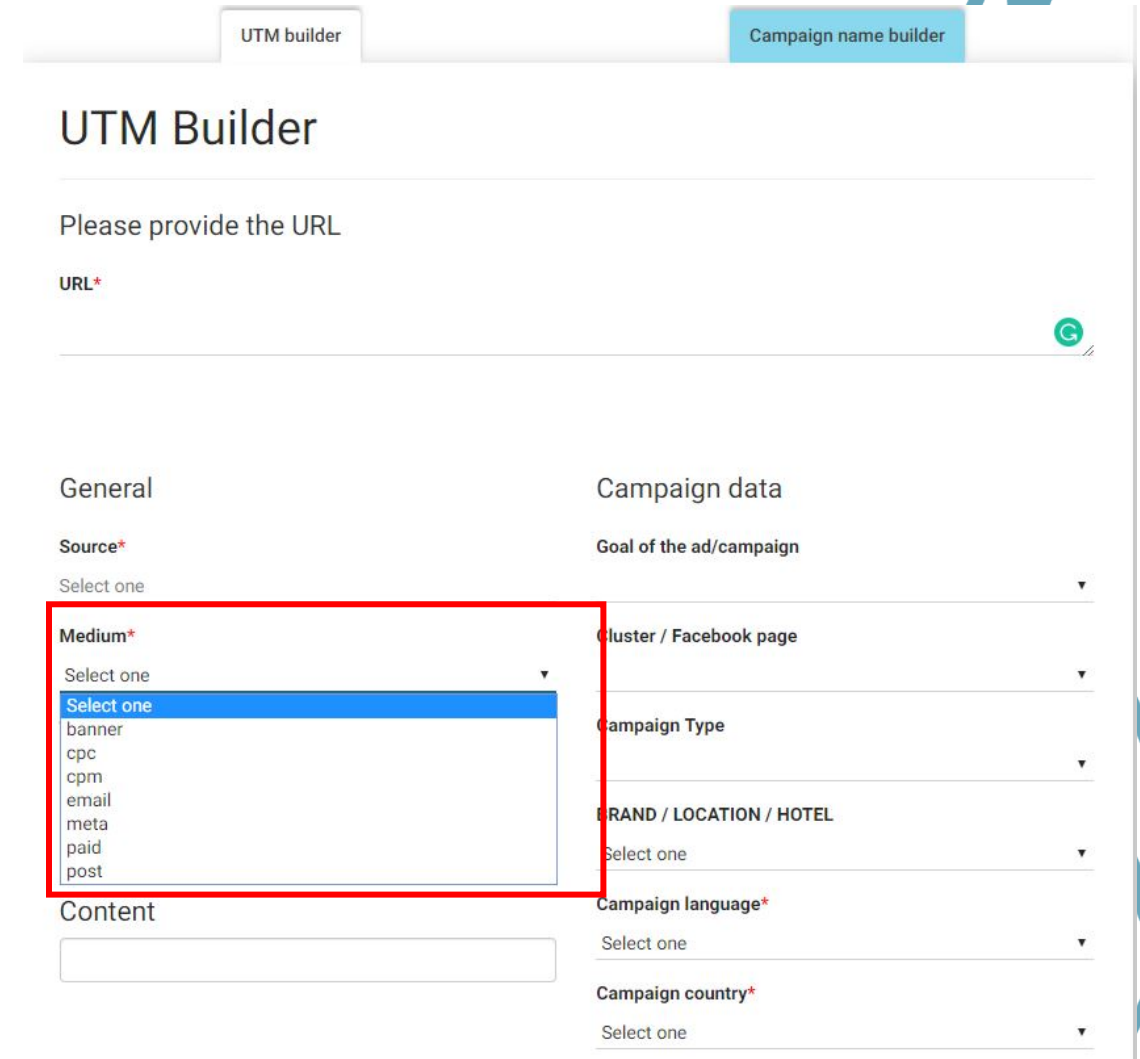


The screenshot displays the UTM Builder interface. A red rectangular box highlights the 'Source of the campaign' dropdown menu, which is currently open. The menu lists the following advertising platforms: amurea, emarsys, facebook, hpa, instagram, mailleon, poststay, prestay, rtbhouse, salesmanago, seznam, tripadvisor, travago, and yandex. Below the list is a 'Select one' dropdown arrow. The main form area to the right includes a 'Campaign name builder' button, a 'Goal of the ad/campaign' dropdown, a 'Cluster / Facebook page' dropdown, a 'Campaign Type' dropdown, a 'BRAND / LOCATION / HOTEL' dropdown, a 'Campaign language*' dropdown, and a 'Campaign country*' dropdown. The 'Content' section at the bottom has a text input field.

UTM BUILDER – Medium of the campaign

Selecting the medium of the campaign

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



The screenshot shows the 'UTM Builder' interface. At the top, there are two tabs: 'UTM builder' and 'Campaign name builder'. The 'UTM builder' tab is active. Below the tabs, the title 'UTM Builder' is displayed. A text input field labeled 'Please provide the URL' is present, with a 'URL*' label and a green circular icon with a 'G' on the right. Below the URL field, there are two columns of form fields. The left column is titled 'General' and contains 'Source*' (with a 'Select one' dropdown) and 'Medium*' (with a 'Select one' dropdown). The 'Medium*' dropdown is open, showing a list of options: 'banner', 'cpc', 'cpm', 'email', 'meta', 'paid', and 'post'. The right column is titled 'Campaign data' and contains 'Goal of the ad/campaign' (with a 'Select one' dropdown), 'Cluster / Facebook page' (with a 'Select one' dropdown), 'Campaign Type' (with a 'Select one' dropdown), 'BRAND / LOCATION / HOTEL' (with a 'Select one' dropdown), 'Campaign language*' (with a 'Select one' dropdown), and 'Campaign country*' (with a 'Select one' dropdown'). A red rectangular box highlights the 'Medium*' dropdown menu and its list of options.

UTM builder Campaign name builder

UTM Builder

Please provide the URL

URL*

General Campaign data

Source* Select one

Medium* Select one

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

Goal of the ad/campaign Select one

Cluster / Facebook page Select one

Campaign Type Select one

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_term=13-02-2020_test

Copy to clipboard

BACK

Thank you for your attention!

If any questions should arise,
please contact HQ!

