

# Campaign URL Builder

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This tool allows you to easily add campaign parameters to URLs so you can measure [Custom Campaigns](#) in Google Analytics.

## Enter the website URL and campaign information

Fill out all fields marked with an asterisk (\*), and the campaign URL will be generated for you.

The full website URL (e.g. <https://www.example.com>)

The ads campaign id.

The referrer (e.g. google, newsletter)

Marketing medium (e.g. cpc, banner, email)

Product, promo code, or slogan (e.g. [spring\\_sale](#)) One of campaign name or campaign id are required.

Identify the paid keywords

Use to differentiate ads

Link zur Registrierungs-Kursseite  
(z.B. <https://cmeducation.de/live-webinar/mammamatters-4/>)

Kunde+Indikation+Jahr (z.B. [Novartis Gynaekologie 2025](#))

Kanal über den ausgespielt wird  
(z.B. [Novartis FTE, Print-Flyer xy, esanum mail, colliqio Anzeige](#))

Medium über welches ausgespielt wir  
(z.B. [email, Print, Banner etc.](#))

Kampagnen-/Maßnahmenname  
(z.B. [MammaMatters4; oder eCME xyz](#))

Weitere Parameter  
(wo sinnvoll, Z.B Cleverreach; email Datum)