



Campaign URL Builder



WEB

PLAY

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

<https://ga-dev-tools.google/campaign-url-builder/>

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, colliquo Anzeige**)

Medium über welches ausgespielt wird
(z.B. **email, Print, Banner etc.**)

Kampagnen-/Maßnahmenname
(z.B. **MammaMatters4; oder eCME xyz**)

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