



UTM NAMING SHEET

Tag the links in your bio, stories, DMs and WhatsApp messages with clean UTM parameters, so you can see in analytics which one sold.

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HOW DO I TRACK WHICH INSTAGRAM LINK BROUGHT A SALE?

Add UTM parameters to each link: `utm_source` for where it lives, `utm_medium` for the kind of channel and `utm_campaign` for the offer. Google Analytics and most shop analytics then show visits and sales per link. The builder adds them cleanly, lowercased and without spaces, and keeps the rest of your address as it is.

THE FIVE PARAMETERS

utm_source

Where the link lives: instagram, whatsapp, tiktok.

utm_medium

The kind of channel: social, dm, chat.

utm_campaign

The offer or the launch: summer-sale.

utm_content

Optional: tells links in the same place apart, such as bio and story.

utm_term

Optional: a keyword, mostly for paid search.

READY VALUES

Where	utm_source	utm_medium	utm_content
Instagram bio	instagram	social	bio
Instagram story	instagram	social	story
Instagram DM	instagram	dm	automation
Whats App message	whatsapp	chat	message
TikTok bio	tiktok	social	bio
Facebook post	facebook	social	post

NAMING RULES

- ☐ Lowercase only.
- ☐ Dashes instead of spaces.
- ☐ One campaign name, the same everywhere.
- ☐ Write every campaign name down before you use it.

YOUR CAMPAIGN NAMES

Campaign name	Where it runs	Starts	Ends

USE THE FREE UTM LINK BUILDER

- 1 Paste the page address.** The product, the offer or the booking page people should land on.
- 2 Pick where it goes.** Bio, story, DM, WhatsApp, TikTok or Facebook fill the source and medium for you.
- 3 Name the campaign and copy.** Use the same campaign name everywhere, and each place shows up on its own in your analytics.

QUESTIONS PEOPLE ASK

What do utm_source, utm_medium and utm_campaign mean?

Source is where the link lives, such as instagram. Medium is the kind of channel, such as social or dm. Campaign is the offer or the launch. Content and term are optional and tell links in the same place apart.

Why are the values lowercased?

Analytics treats Instagram and instagram as two different sources. One way of writing keeps the numbers in one row.

Can I use UTM links in my Instagram bio?

Yes. The link works like any other, and the parameters only tell your analytics where the visit came from.

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