

CloudAmp Campaign Tracker for Salesforce

Version 3.4 Documentation

Last Updated: December 13, 2023

Table of Contents

1. [About the App](#)
2. [Technical Support](#)
3. [Requirements](#)
4. [Installation](#)
 - a. [Install the App into your Salesforce org.](#)
 - b. [Add the code below to your web site.](#)
 - c. [Add a Hidden Field to your Forms.](#)
 - d. [Testing](#)
 - e. [Update Your Page Layouts](#)
 - f. [Optional Final Steps](#)
5. [Troubleshooting](#)
6. [First and Last Touch](#)
7. [Visitor Sessions](#)
8. [Google Ads Tracking](#)
9. [Implementing Custom Forms](#)
 - a. [Gravity Forms](#)
 - b. [Marketing Automation Systems](#)
 - c. [Programmatic \(Javascript\) Form Population](#)
10. [Limitations](#)
11. [Custom Lead Field Definitions](#)
12. [Google Analytics Custom Campaign Parameter Definitions](#)
13. [Google Analytics Campaign Resources](#)
14. [CloudAmp Blog Resources](#)

About the App

CloudAmp's Campaign Tracker lets you know where your best leads come from. Capture Google Ads, Google Analytics Campaign tags, Bing, Facebook and other ads, Organic search and Referrer data into your Salesforce leads when they submit a form. Get complete source data and keywords, as well as what pages a lead visited on your web site, right in each Salesforce lead.

- Know which ads produce your best leads
- Get the data you need to drive more pipeline & won opps

- Prove marketing ROI, cut ads that don't drive revenue
- Works with any online advertising via UTM tags
- See the pages leads visited on your website

If you tag banners, search engine campaigns, Google Ads ads, and links on external websites with Google Analytics Campaign URLs, when visitors click on those tracked items they arrive on your web site with a referral URL that contains those parameters (utm_campaign=etc.). Now with the Campaign Tracker for Google Analytics, you can capture those values into Salesforce when that visitor submits a lead form, and forever know how you got that lead. For non-tagged visitors, the application captures other information -- Organic Search, Referral, or Direct.

Updates

New in Version 3.4: utm_id capture, Msckid capture, Keyword & Ad ID mapping to Opportunity

New in Version 2.9: Security Improvements and bug fixes.

New in Version 2.5: Automated Lead to Contact Field Mapping, Automated Lead and Contact Page Layout update tool

New in Version 2.4: Both First and Last Touch Source Data (initial visit and visit prior to submitting a lead form)

New in Version 2.0: See which pages a lead visited on your web site with our new "Visitor Sessions" feature.

Technical Support

Please read through and follow the steps in this documentation, but if you have any questions or need assistance making sure you have the correct code in the correct place, don't hesitate to contact us at:

support@cloudamp.com

When you contact us, please **provide a link to one of your web site forms**.

CloudAmp's Campaign Tracker for Google Ads and Marketing Analytics is a paid application for Salesforce, so we provide full support in getting it implemented and strive to answer any questions with rapid turnaround.

Requirements

1. Salesforce Unlimited, Enterprise or Professional Edition
2. Ability to add javascript tracking code to your website
3. Website forms that post Leads into Salesforce
 - a. Please note that iFrame or dynamic forms served via script cannot be supported currently.

Installation

1. **Install the App into your Salesforce org.**
 - a. Go to the AppExchange listing for the Campaign Tracker for Google Analytics and click "Get it Now"
<https://sites.secure.force.com/appexchange/listingDetail?listingId=a0N30000009w2tgEAA>

- b. Lead and Contact custom fields are now installed, along with preconfigured dashboards and reports.



Install Campaign Tracker for Google Ads and Marketing Attribution

By CloudAmp LLC

Install for Admins Only

Install for All Users

Install for Specific Profiles...

App Name	Publisher	Version Name	Version Number
Campaign Tracker for Google Ads and Marketing Attribution	CloudAmp LLC	Campaign Tracker 3.3	3.3

[Additional Details](#) [View Components](#)

2. Add the code below to your web site.

- a. The following code should be placed just above the `</body>` tag on ALL pages of your web site.
- Any page with a lead form MUST have this code. We recommend placing it on ALL pages.
 - This code should come just before the `</body>` tag.
 - Please be careful not to introduce line breaks, especially in the URL below, or the code may not work. (for the code below in a text file: http://www.cloudamp.com/cloudamp_snippet_3.txt)

```
<script>
window._cloudAmp = window._cloudAmp || {};
_cloudAmp.forms = [];
(function () {
    var scripts = document.getElementsByTagName('script'),
        sLen = scripts.length,
        ca_script = document.createElement('script'),
        head = document.getElementsByTagName('head'),
        protocol = document.location.protocol,
        httpsDomain = '1d5ef9e9369608f625a8-878b10192d4a956595449977ade9187d.ssl.cf2.rackcdn.com',
        httpDomain = 'trk.cloudamp.net',
        filename = 'ctk.js',
        srcDomain = protocol === 'http:' ? httpDomain : httpsDomain;

    ca_script.type = 'text/javascript';
    ca_script.async = true;
    ca_script.src = protocol + '//' + srcDomain + '/' + filename;
    head[0].appendChild(ca_script);
})();
</script>
```

3. Add a Hidden Field to your Forms.

- a. If your web site forms are Salesforce Web-to-Lead forms that use the HTML code that was generated inside Salesforce, you can skip this step. Salesforce's Web-to-Lead forms work automatically and require no changes.
- b. If you are using a custom form:
 - please add a hidden field named `cloudamp__data__c` to your forms.
 - Example: `<input type="hidden" name="cloudamp__data__c">`
 - Your web developer should make sure that any custom form processing script will pass the "cloudamp__data__c" field through to the "data" field on the Lead object in Salesforce successfully.
- c. For forms that use their own field names such as GravityForms or FormAssembly, so you cannot add the "cloudamp__data__c" hidden field to them, please see the [instructions below](#) or [contact us for support](#).

4. Testing

- a. We recommend clicking on some Google Analytics Campaign URLs that point to your site and then submitting the lead form so you can test the new setup.
- b. Testing in your web browser's Incognito Mode is recommended (or be sure to **clear your browser's cache** before each test).
- c. Here are some examples, substitute your domain name for "MYSITE.com"

http://www.MYSITE.com/?utm_campaign=Newsletter&utm_medium=Email&utm_source=July2023Newsletter&utm_id=News001

for an Email newsletter

http://www.MYSITE.com/?utm_campaign=YahooDisplay&utm_medium=Sponsorship&utm_source=Yahoo

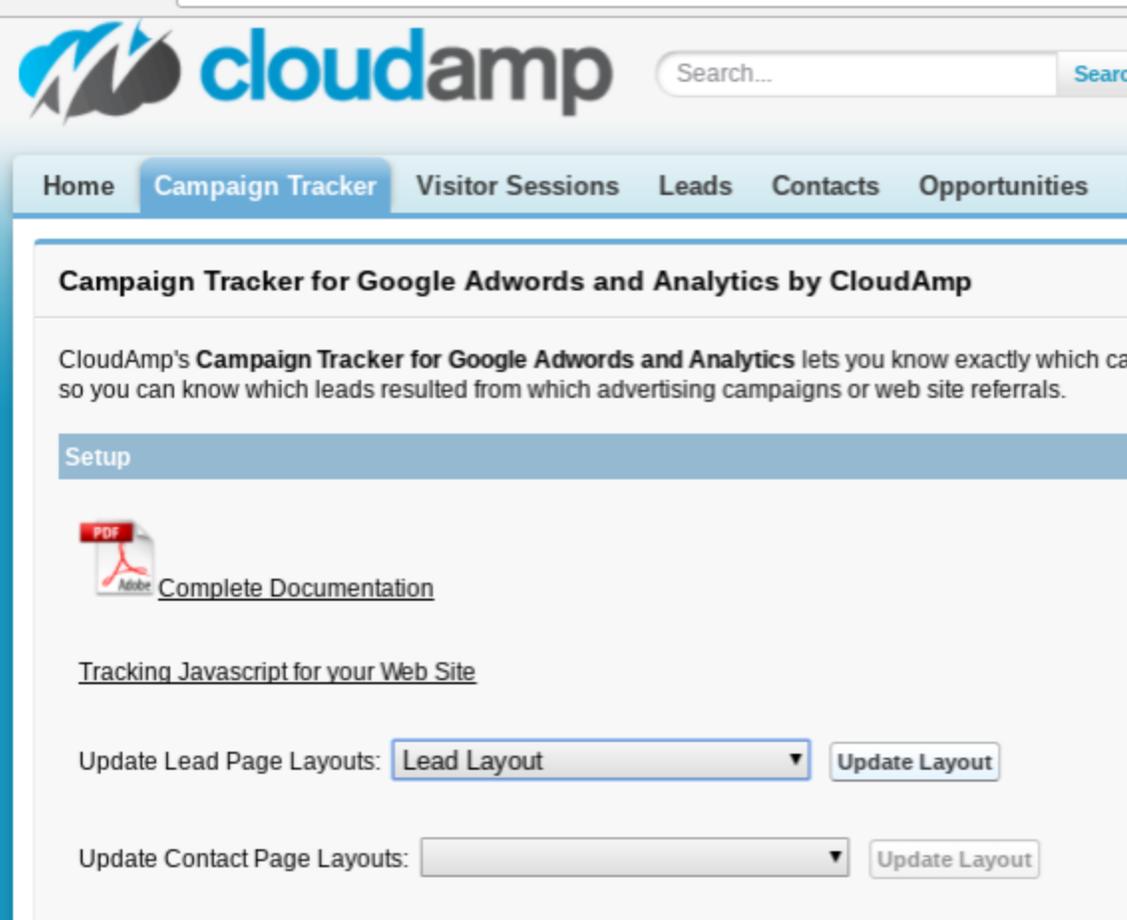
for a sponsorship on Yahoo

http://www.MYSITE.com/?utm_campaign=Retarget&utm_medium=Banners&utm_source=Adroll

for a retargeting banner campaign

5. Update Your Page Layouts

To see the CloudAmp data on your Leads and Contacts, use the tool on the Campaign Tracker Tab in Salesforce.



Campaign Tracker for Google Adwords and Analytics by CloudAmp

CloudAmp's **Campaign Tracker for Google Adwords and Analytics** lets you know exactly which campaigns you can know which leads resulted from which advertising campaigns or web site referrals.

Setup

 [Complete Documentation](#)

Tracking Javascript for your Web Site

Update Lead Page Layouts:

Update Contact Page Layouts:

Simply select the page layout that you wish to update, and then click the “Update Layout” button.

The following fields will automatically be inserted into your page layout, along with the **Visitor Sessions** related list.

Salesforce Lightning Screenshot:

David Adwords

CloudAmp Campaign Tracker for Google Adwords and Advertising Tracking

First Lead Source Type Campaign	Last Lead Source Type
First UTM Campaign CampaignTracker	Last UTM Campaign
First UTM Source GoogleAdwords	Last UTM Source
First UTM Medium Adwords	Last UTM Medium
First UTM Term Google Analytics Salesforce	Last UTM Term
First UTM Content	Last UTM Content
First Paid Search <input checked="" type="checkbox"/>	Last Paid Search <input type="checkbox"/>
First gclid	Last gclid
First Search Engine GoogleAdwords	Last Search Engine
First Keyword Google Analytics Salesforce	Last Keyword
First Referrer http://www.cloudamp.com/products/google-analytics-campaign-tracker.html?utm_source=GoogleAdwords&utm_campaign=CampaignTracker&utm_term=Google%20A	Last Referrer

Salesforce Classic screenshot:

▼ Campaign Tracker data by CloudAmp

First Lead Source Type	Last Lead Source Type
First UTM Campaign	Last UTM Campaign
First UTM Medium	Last UTM Medium
First UTM Source	Last UTM Source
First UTM Content	Last UTM Content
First UTM Term	Last UTM Term
First Paid Search <input type="checkbox"/>	Last Paid Search <input type="checkbox"/>
First Search Engine	Last Search Engine
First Keyword	Last Keyword
First Referrer	Last Referrer

There are also prebuilt Campaign Tracker lead and contact page layouts provided if you prefer to use one of those for certain profiles.

6. Optional Final Steps

a. Email Notifications

If you want to get an email with all the tracking data every time you have a new lead, there is an email template called “**Campaign Tracker 2 Lead Notification First & Last Touch**” that you can use as the email alert when leads are assigned to a person or queue in Salesforce.

More information is on our blog:

[How to get a detailed Email about every new lead in Salesforce](#)

Email Template

Send Test and Verify Merge Fields

Subject | New {!Organization.Name} inquiry: {!Lead.Name} from {!Lead.Company}

Plain Text Preview

```
Lead Name: {!Lead.Name}
Title: {!Lead.Title}
Company: {!Lead.Company}
Email: {!Lead.Email}
Phone: {!Lead.Phone}
Description: {!Lead.Description}

Lead URL: {!Lead.Link}

Lead Source: {!Lead.LeadSource}

**** Lead's First Visit ****

Lead Source Type: {!Lead.cloudamp__Lead_Source_Type__c}

UTM Campaign: {!Lead.cloudamp__GA_Campaign__c}
UTM Medium: {!Lead.cloudamp__GA_Medium__c}
UTM Source: {!Lead.cloudamp__GA_Source__c}
UTM Term: {!Lead.cloudamp__GA_Term__c}
UTM Content: {!Lead.cloudamp__GA_Content__c}

Keyword: {!Lead.cloudamp__Keyword__c}
Search Engine: {!Lead.cloudamp__Search_Engine__c}
Referrer: {!Lead.cloudamp__Referrer__c}

**** Lead's Last Visit ****

Lead Source Type: {!Lead.cloudamp__Last_Lead_Source_Type__c}

UTM Campaign: {!Lead.cloudamp__Last_GA_Campaign__c}
UTM Medium: {!Lead.cloudamp__Last_GA_Medium__c}
UTM Source: {!Lead.cloudamp__Last_GA_Source__c}
UTM Term: {!Lead.cloudamp__Last_GA_Term__c}
UTM Content: {!Lead.cloudamp__Last_GA_Content__c}

Keyword: {!Lead.cloudamp__Last_Keyword__c}
Search Engine: {!Lead.cloudamp__Last_Search_Engine__c}
Referrer: {!Lead.cloudamp__Last_Referrer__c}
```

b. Dashboards

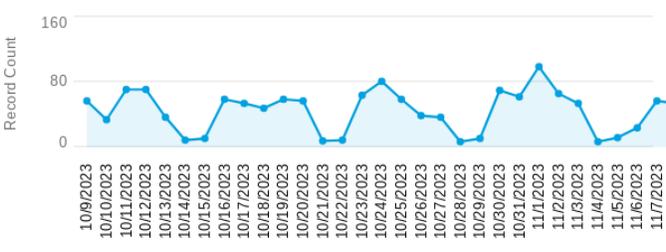
Once you start getting leads, check out the prebuilt reports and the dashboards that show your tracked leads. You can customize the dashboards and reports (an example of which is shown below) to fit your needs. If you have any questions, feel free to contact us.

Dashboard

Campaign Tracker 2: Lead Source Overview

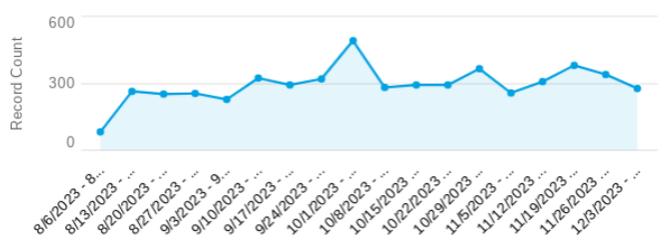
As of Dec 7, 2023 1:07 PM-Viewing as David Hecht

Leads by Day



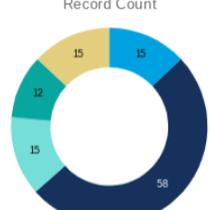
Last 60 Days
[View Report \(Leads by Day \(Last 60 Days\)\)](#)

Leads by Week



Last 120 Days
[View Report \(Leads by Week \(Last 120 Days\)\)](#)

Leads by UTM Source



First UTM Source | ● (direct) ● google ● urn:li:adForm:8394086 ● youtube ● Other

Last 60 Days
[View Report \(Tracker Leads by GA Source\)](#)

Leads by UTM Medium



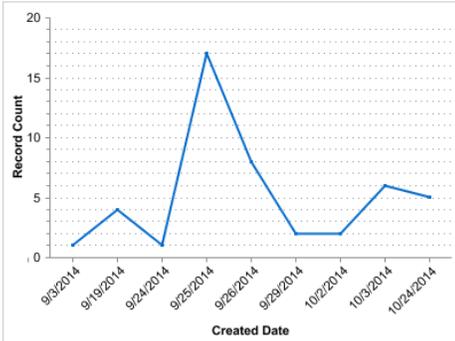
First UTM Medium | ● - ● cpc ● none ● organic ● referral ● social ● SPONSORED

Last 60 Days
[View Report \(Tracker Leads by GA Medium\)](#)

Campaign Tracker 2: Lead Source Overview

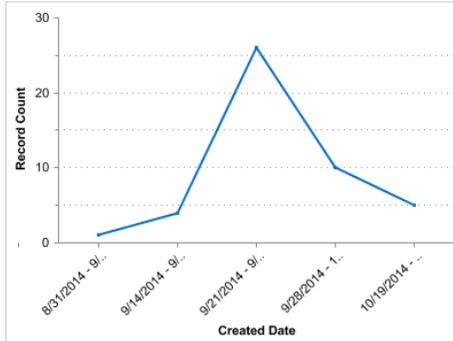
Find a dashboard... [Edit](#) [Clone](#) [Refresh](#) As of October 24, 2014 at 12:24 PM

Leads by Day



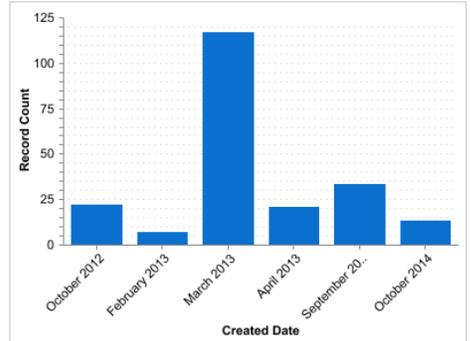
Last 60 Days

Leads by Week



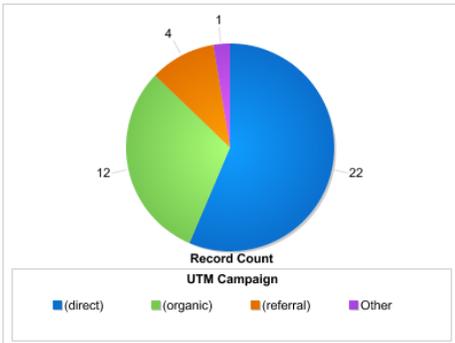
Last 120 Days

Leads by Month



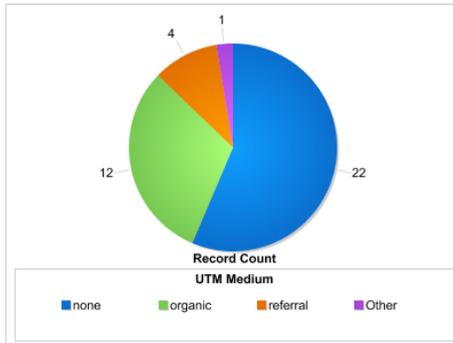
All Time

Leads by UTM Campaign



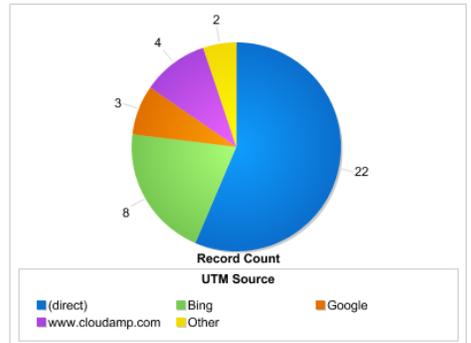
Last 60 Days

Leads by UTM Medium



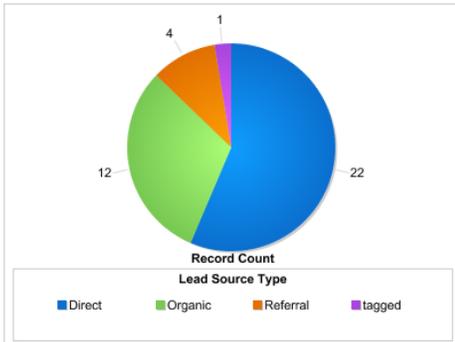
Last 60 Days

Leads by UTM Source

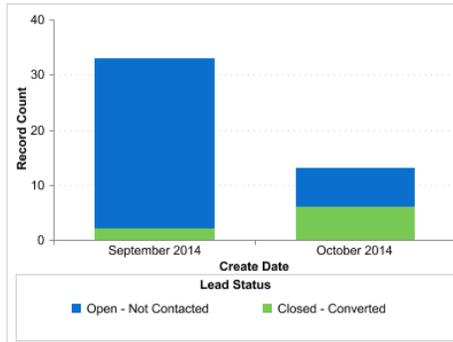


Last 60 Days

Leads by Lead Source Type



Leads by Status



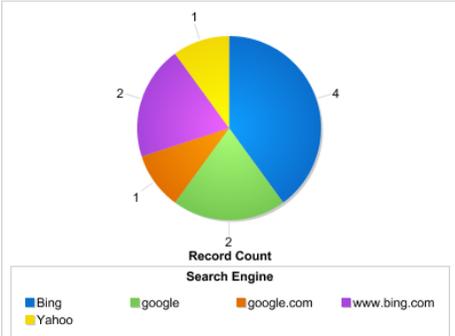
Last 10 Leads

Company / Account	Converted
[not provided]	0
[not provided]	1
[not provided]	1
Bing Merge Test	1
Bing Merge Test	1
[not provided]	0

Campaign Tracker 2: Search Engines & Keywords

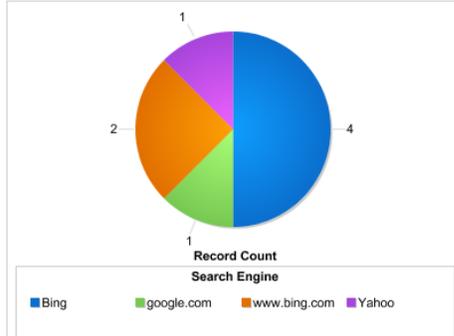
Find a dashboard... [Edit](#) [Clone](#) [Refresh](#) As of Today at 4:15 PM

Total Leads by Search Engine



Last 60 Days.

Organic Leads by Search Engine



Last 60 Days

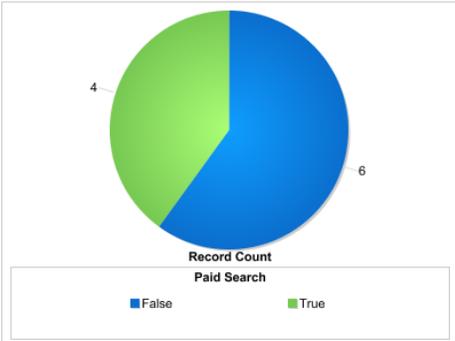
Leads by Keyword

Keyword	Record Count
leadamplifier	7
(not provided)	3
campaign tracking	1
cloudamp	1
leadamplifier test dir	1
salesforce adwords	1

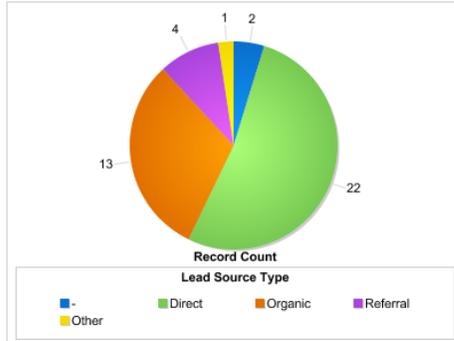
Converted Leads by Keyword

Keyword	Record Count
leadamplifier	2
(not provided)	1
campaign tracking	1

Paid vs. Organic Leads



Leads by Lead Source Type



Open Opportunities by Keyword

Keyword	Sum of Opportunity Amount
cloudamp services	\$1,188
leadamplifier	\$99
(not provided)	\$0

Closed Won Opportunities by Keyword

Keyword	Sum of Opportunity Amount
campaign tracking	\$948

Dashboard by CloudAmp LLC
[Contact CloudAmp](#)

Dashboard Campaign Tracker 2: Opportunities & Revenue

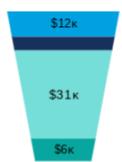
As of Dec 7, 2023 1:24 PM-Viewing as David Hecht

[Refresh](#) [Edit](#)

Opportunities by Keyword (Last 60 Days)

Open Opportunities by Keyword

Sum of Opportunity Amount: \$55k



First Keyword | (not provided) | chargent | chargent appexcha

Last 60 Days
[View Report \(Open Opportunities by Keyword 2\)](#)

Opportunities by Campaign (Last 60 Days)

Open Opportunities by Campaign

Sum of Opportunity Amount: \$55k

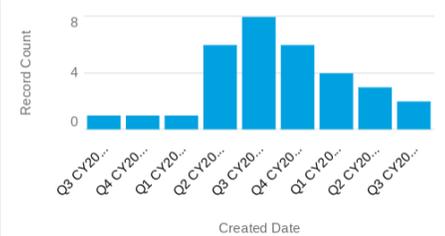


First UTM Campaign | (organic) | b_chargent | b_chargent_ex

Last 60 Days
[View Report \(Open Opportunities by Campaign\)](#)

All Time Opportunities

of Won Opportunities from Campaigns



All Time by Quarter
[View Report \(Won Opportunities by Campaign 2 All Time\)](#)

Open Opportunities by Keyword

First Keyword	Sum of Opportunity Amount ↓
chargent appexchange	\$31,400
(not provided)	\$12,000
chargent	\$6,000
salesforce authorize net	\$6,000

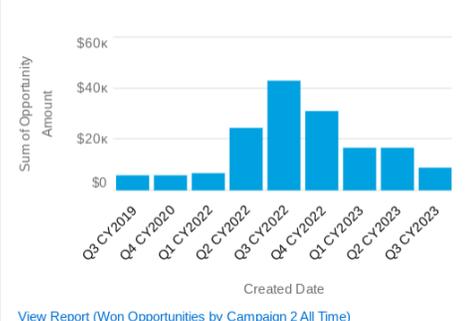
Last 60 Days
[View Report \(Open Opportunities by Keyword\)](#)

Open Opportunities by Campaign

First UTM Campaign	Sum of Opportunity Amount ↓
b_chargent	\$31k
(organic)	\$12k
b_chargent_exact	\$6k
s_gateway_authnet	\$6k

Last 60 Days
[View Report \(Open Opportunities by Campaign\)](#)

\$ of Won Opportunities from Campaigns



[View Report \(Won Opportunities by Campaign 2 All Time\)](#)

You may wish to customize the dashboards to better fit your data, or filter on certain types of leads (for example, excluding leads you import from tradeshow that do not come in via the web site).

For more information on customizing your dashboards, please see our blog post:

[How to Customize Salesforce Dashboards](#)

Troubleshooting

If you are not seeing tracking data in Salesforce, here are some things to check, in order of importance:

1. Tracking Code:

- a. Should be on every page on your web site
- b. Should be near the end (</body>) of the HTML page (footer.php in wordpress)
- c. Should be cut and pasted cleanly from [our example](#) (line breaks in the wrong places cause errors)

2. Hidden Field:

- a. If you are using a form different than the web-to-lead code provided by Salesforce, check to make sure the “cloudamp__data__c” hidden field has been added (note the double underscores - please copy and paste!)
- b. If you are using a non-Salesforce form, make sure to map the hidden field to the “data” field on the Lead object in Salesforce (your form program should provide an interface for this)

3. Browser Developer Tools / Inspect Element:

- a. If you feel comfortable using your web browser’s developer tools (Right click on part of your form and choose “Inspect Element” or press **Ctrl + Shift + I**), check the page for errors which could be preventing the script from loading
- b. You can also check the “cloudamp__data__c” field in the form to see if it is populated with tracking data successfully. If successful, it will be obvious as it is a lot of data in the format similar to:

- i.

```
<input type="hidden" value="%7B%22campaignData%22%3A%7B%22type%22%3A%22campaign%22%2C%22utm_campaign%22%3A%22whatever%22%2C%22utm_content%22%3A%22testing%22%2C%22utm_medium%22%3A%22cloudamp%22%2C%22utm_source%22%3A%22testing%22%2C%22utm_term%22%3A%22%22%2C%22gclid%22%3A%22%22%2C%22paidSearch%22%3A%22false%22%2C%22timestamp%22%3A%221445039682580%22%2C%22GAREferer%22%3A%22http%3A%2F%2Fwww.appfrontier.com%2Fsupport.html%22%7D%22%22history%22%3A%7B%22initialReferrer%22%3A%22direct%22%2C%22sessions%22%3A%5B%7B%22session%22%3A%22%2C%22pages%22%3A%5B%7B%22url%22%3A%22http%3A%2F%2Fwww.appfrontier.com%2F%3Futm_source%3Dtesting%26utm_campaign%3Dwhatever%26utm_medium%3Dcloudamp%22%2C%22timestamp%22%3A%221445039682583%22%22title%22%3A%22AppFrontier%20home%20of%20Chargent%20Payment%20Processing%20for%20Salesforce%22%7D%22%7B%22url%22%3A%22http%3A%2F%2Fwww.appfrontier.com%2Fsupport.html%22%2C%22timestamp%22%3A%221445039684316%22%22title%22%3A%22Chargent%20Technical%20Support%22%7D%22%7B%22url%22%3A%22http%3A%2F%2Fwww.appfrontier.com%2Fcontact.html%22%2C%22timestamp%22%3A%221445039690421%22%22title%22%3A%22Contact%20Us%3A%20AppFrontier%22%7D%5D%7D%5D%7D" name="cloudamp__data__c">
```

4. Mapping to Salesforce:

- a. If all of the above checks out, and you are not seeing data in Salesforce, your form script may not be configured to send the “cloudamp__data__c” field through to Salesforce
- b. Make sure your form script and validation is mapped and configured to send the “cloudamp__data__c” field to Salesforce (This is not an issue with Salesforce-provided web-to-lead forms.)

5. Setting up Salesforce:

- a. Check to make sure you have added the CloudAmp fields to the Lead and Contact page layouts using the tools on the Campaign Tracker tab. If you can't see the fields, you won't see the data.

Every web site structure is different, so sometimes setting up the Campaign Tracker is simple, and sometimes it takes a bit of work.

If you have any questions or need assistance, please contact us at:

support@cloudamp.com

In your email, please **provide a link to one of your web site forms.**

Hundreds of web sites are running the Campaign Tracker, so we will make it work for you!

First and Last Touch

Added in Campaign Tracker 2.4 is the ability to see both first touch and last touch source data (Campaign, Keyword, Source, etc.)

First Touch means the first time they came to your website. Last Touch means the last time they visited your site before they submitted the form. This can be useful as sometimes a lead may have originally discovered your site via Ads, and then later searches to come back to your site Organically -- now you can see both of those source visits.

Note that if a visitor has multiple sessions where they visit your web site, you will see only the first and last time in the tracking data, but the Visitor Sessions data will show all of the visits.

Visitor Sessions

Added in Campaign Tracker 2.0 is the ability to track Visitor Sessions, or what pages a user went to on your site before submitting a lead form.

Visitor Sessions is included as a custom object in Salesforce, so you may need to add it to your page layouts as a related list, and as a tab in Salesforce.

Visitor Sessions New Visitor Sessions Visitor Sessions Help ?

Action	Session Number	Time	Page Title	Page URL
Edit Del	1	10/3/2014 11:16 AM	LeadAmplifier Test Dir Home Page	http://www.leadamplifier.com/
Edit Del	1	10/3/2014 11:16 AM	LeadAmplifier Test Dir Page One	http://www.leadamplifier.com/page1.html
Edit Del	1	10/3/2014 11:16 AM	LeadAmplifier Test Dir Page Three	http://www.leadamplifier.com/page3.html
Edit Del	1	10/3/2014 11:16 AM	LeadAmplifier Test Dir Page One	http://www.leadamplifier.com/page1.html
Edit Del	2	10/24/2014 10:59 AM	LeadAmplifier Test Dir Page Three	http://www.leadamplifier.com/page3.html

[Show 5 more »](#) | [Go to list \(11\) »](#)

Each Visitors Sessions record shows the date and time, Page Title, and Page URL that a visitor went to. The Session Number is used to distinguish different sessions (visits) to your web site.

When you convert Leads to Accounts with Contacts, the Visitor Sessions map through to the Contact as well, so be sure to add the Visitors Session related list to the Contact Page Layout also.

Google Ads Tracking

Campaign Tracker is designed to work with Google Ads as well as Google Analytics -- the same URL structure can be used to track any source where you can control the URL that visitors click on.

To set up the Campaign Tracker to track Google Ads into Salesforce, just add Google Analytics campaign parameters (for example, utm_campaign and utm_source) to the end of your Google Ads ad URLs.

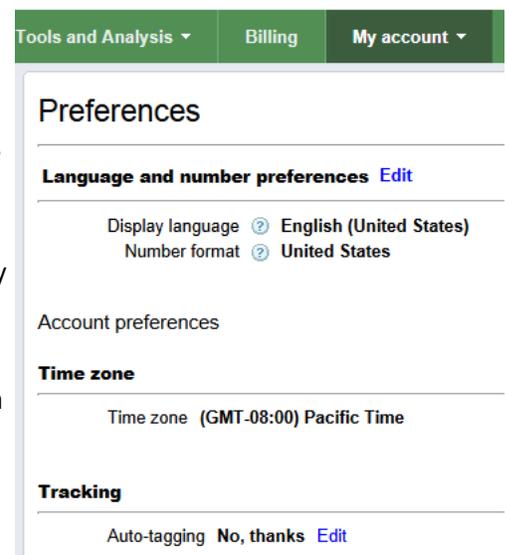
Step 1:

Autotagging should be enabled (it will add the Google click ID (Gclid) to your URLs)

Step 2:

Update the Destination URLs in all your Ads ads with the campaign URL parameters.

- If you have more than a few ads, we recommend downloading and using the [Ads Editor](#) client program to update / duplicate many ads at once. Ads Editor makes it easy to copy / move items between Adgroups and Campaigns, and make bulk changes very quickly. See screenshot below.
- Note that whenever you make changes to your ad text or URL, they are sent back to Google for review. Rather than modify an existing ad, you may wish to create a new one so that the existing ad keeps running while your new ad is under review. Once the new ad is approved, you can delete the old ad if you want. You can use [Ads Editor](#) to duplicate all of your ads in just a few clicks.
- Redirects can also cause issues with Campaign tracking and Google Ads attribution, so Google recommends updating the actual Destination URLs in your ads, instead of using a redirect.



The screenshot shows the 'Preferences' section of a Google Ads account. At the top, there are navigation tabs for 'Tools and Analysis', 'Billing', and 'My account'. The 'Preferences' section is divided into three main areas:

- Language and number preferences:** Includes 'Display language' set to 'English (United States)' and 'Number format' set to 'United States'. There is an 'Edit' link next to this section.
- Account preferences:** Includes 'Time zone' set to '(GMT-08:00) Pacific Time'.
- Tracking:** Includes 'Auto-tagging' set to 'No, thanks' with an 'Edit' link.

Text	Dynamic search	Product listing	Display	Image	WAP text	WAP image
+ Add text ad △ Make multiple changes* ✕ Delete ↶ Revert selected changes						
line 1	Desc. line 2	Display URL	Dest. URL			
wh...	Replace S...	www.CloudAmp.com	http://www.cloudamp.com/products/google-analytics-campaign-tracker.html?utm_source			
ct ...	Only \$49 ...	www.CloudAmp.com	http://www.cloudamp.com/products/google-analytics-campaign-tracker.html?utm_source			
e S...	Only \$49 ...	www.CloudAmp.com	http://www.cloudamp.com/products/google-analytics-campaign-tracker.html?utm_source			
t ...	Only \$49 ...	www.CloudAmp.com	http://www.cloudamp.com/products/google-analytics-campaign-tracker.html?utm_source			
t ...	Only \$49 ...	www.CloudAmp.com	http://www.cloudamp.com/products/google-analytics-campaign-tracker.html?utm_source			
e S...	Only \$49 ...	www.CloudAmp.com	http://www.cloudamp.com/products/google-analytics-campaign-tracker.html?utm_source			

▼ Edit selected text ads

Headline

Description line 1

Description line 2

Display URL

Destination URL 

Example URL:

http://www.YOURSITE.com?utm_source=GoogleAds&utm_medium=PPC&utm_campaign=CampaignTracker&utm_term={Keyword}

- utm_campaign = Ads Campaign Name
- utm_source = GoogleAds
- utm_medium = PPC or SEM (keep consistent with other campaign categories you are using)
- utm_term = {keyword}
- utm_content = optional, use for adgroup or text ad tracking
- Utm_id = optional, use for an id that identifies the campaign

For tracking specific keywords, the sample url above uses the utm_term parameter and Google's keyword insertion format to update the Destination URLs of your Google Ads ads. utm_term is the Google Analytics campaign tag for the keyword, so use utm_term={keyword} and Google will automatically insert the keyword that triggers your ad into the URL, and it will be tracked when a visitor clicks through to your site and submits a form into Salesforce.

Note: This same URL format and {keyword} insertion works in Microsoft AdCenter as well.

Finally, Google provides a [URL builder tool](#) which some people find useful, but you can also simply copy and modify the URL above. You do not need to create the campaigns in Google Analytics ahead of time -- when a visitor arrives on your site from a Campaign tagged URL, the campaign is automatically created in Google Analytics.

URL builder

Step 1: Enter the URL of your website.

Website URL *

(e.g. <http://www.urchin.com/download.html>)

Step 2: Fill in the fields below. **Campaign Source, Campaign Medium and Campaign Name** should always be used.

Campaign Source *

(referrer: google, citysearch, newsletter4)

Campaign Medium *

(marketing medium: cpc, banner, email)

That's It!

Once you have tagged and update your Google Ads URLs, just make sure you have [installed the Campaign Tracker app](#) into Salesforce, and have added the [javascript tracking code](#) to all pages of your web site.

Your web site visitors from Google Ads will now be tracked as they click around your site, and when they submit a form to Salesforce, all of the data from Ads will become part of the lead in Salesforce.

You will be able to track leads by Google Ads keyword, campaign and even adgroup or text ad (using the `utm_content` tag). Best of all, as leads convert to opportunities and then to closed won revenue in Salesforce, the Ads data will stay with them throughout the sales process. So you can know your Google Ads ROI inside of Salesforce, and optimize your advertising spend to know which keywords produce sales and the revenue per keyword.

Implementing Custom Forms

The Campaign Tracker automatically works with Salesforce-generated web-to-lead forms, and can support most custom forms with the simple addition of the “`cloudamp__data__c`” hidden field, and making sure that the field gets passed through to Salesforce by any form processing scripts you have.

```
<input type="hidden" name="cloudamp__data__c">
```

However, some forms such as GravityForms replace field names with their own field names, for example “`cloudamp__data__c`” becomes “`input_5`”. To support Gravity Forms, you simply have to identify what the field names have been changed to, and add these into the tracking script you put on your pages.

To tell CloudAmp what the new field name is, just modify the script that goes on the bottom of every page on your web

site. So the normal script:

```
<script>
window._cloudAmp = window._cloudAmp || {};
_cloudAmp.forms = [];
(function () {
    var scripts = document.getElementsByTagName('script'),
        sLen = scripts.length,
        ca_script = document.createElement('script'),
        head = document.getElementsByTagName('head'),
        protocol = document.location.protocol,
        httpsDomain = '1d5ef9e9369608f625a8-878b10192d4a956595449977ade9187d.ssl.cf2.rackcdn.com',
        httpDomain = 'trk.cloudamp.net',
        filename = 'ctk.js',
        srcDomain = protocol === 'http:' ? httpDomain : httpsDomain;

    ca_script.type = 'text/javascript';
    ca_script.async = true;
    ca_script.src = protocol + '//' + srcDomain + '/' + filename;
    head[0].appendChild(ca_script);
})();
</script>
```

becomes a script like this:

```
<script>
window._cloudAmp = window._cloudAmp || {};
_cloudAmp.forms = [{ id: 'form id here', name: 'custom field name here' }];
(function () {
    var scripts = document.getElementsByTagName('script'),
        sLen = scripts.length,
        ca_script = document.createElement('script'),
        head = document.getElementsByTagName('head'),
        protocol = document.location.protocol,
        httpsDomain = '1d5ef9e9369608f625a8-878b10192d4a956595449977ade9187d.ssl.cf2.rackcdn.com',
        httpDomain = 'trk.cloudamp.net',
        filename = 'ctk.js',
        srcDomain = protocol === 'http:' ? httpDomain : httpsDomain;

    ca_script.type = 'text/javascript';
    ca_script.async = true;
    ca_script.src = protocol + '//' + srcDomain + '/' + filename;
    head[0].appendChild(ca_script);
})();
</script>
```

If your form has a pre-existing hidden field with a custom name that you need to populate and it looks something like this:

```
<form id="myForm" action="myFormProcessor.php" method="post">
    <!-- your form content -->
    <input type="hidden" name="input_1" value="" />
</form>
```

Populate the yellow highlighted areas of the code snippet at the top of the page to tell CloudAmp which form and which custom field name to insert the tracking data into:

```
<script>
window._cloudAmp = window._cloudAmp || {};
```

```
cloudAmp.forms = [ { id: 'myForm', name: 'input_1' } ];  
(function(){ ... })();  
</script>
```

You can also define multiple forms to be targeted by the script. This is useful if you have different forms with different hidden fields, but want to put the same tracking code across all pages of your web site. Just add more objects to the `_cloudAmp.forms` array, like so:

```
<script>  
  window._cloudAmp = window._cloudAmp || {};  
  _cloudAmp.forms = [  
    { id: 'myForm', name: 'input_1' },  
    { id: 'myOtherForm', name: 'customName' },  
    { id: 'anotherOne', name: 'customName' }  
  ];  
(function(){ ... })();  
</script>
```

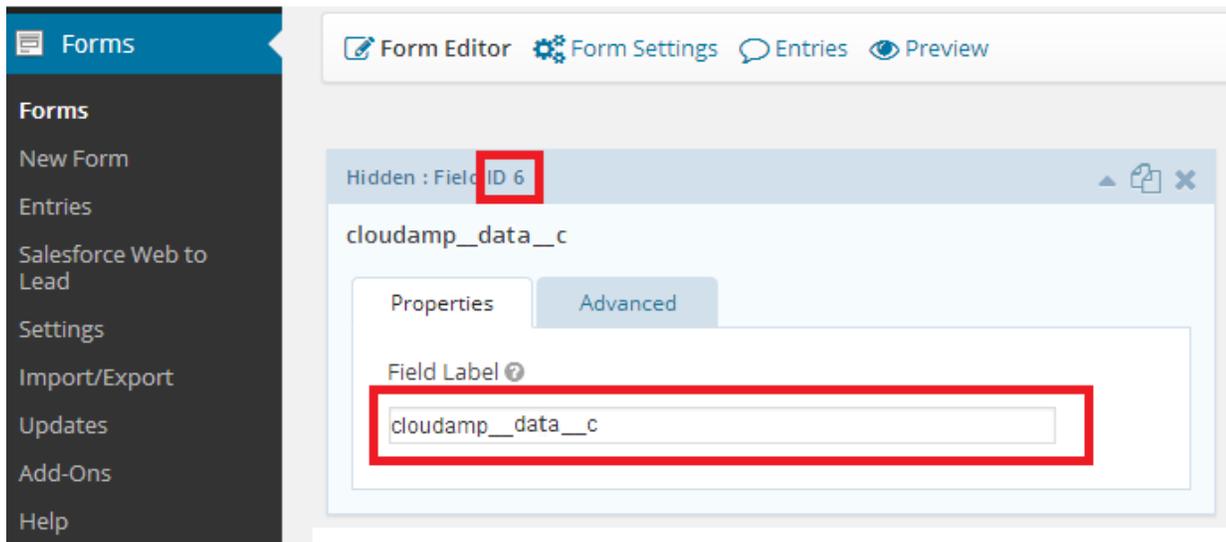
Gravity Forms

To use Gravity Forms with the Campaign Tracker, you will need to create a hidden field called "cloudamp__data__c" in GravityForms and map it to Salesforce.

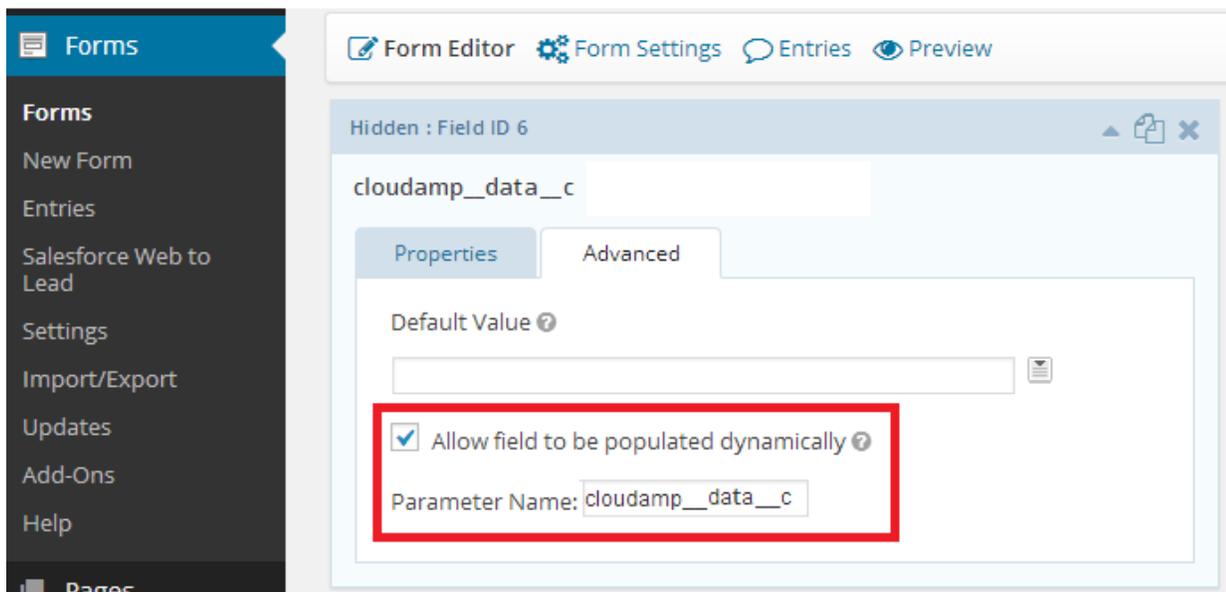
1. Add the field to Gravity Forms

When you are trying to map a custom Salesforce field, you need to set the Parameter Name (in Advanced tab, visible after checking "Allow field to be populated dynamically") to be the API Name of the Custom Field as shown in Salesforce. The Custom Field that CloudAmp uses for tracking should have an API Name of cloudamp__data__c

Create the hidden field in GravityForms, noting the Field ID



The screenshot shows the Gravity Forms interface. On the left is a sidebar with a 'Forms' menu. The main area is titled 'Form Editor' and contains a field configuration window for 'Hidden : Field ID 6'. The field name is 'cloudamp__data__c'. The 'Field Label' field is highlighted with a red box and contains the text 'cloudamp__data__c'.



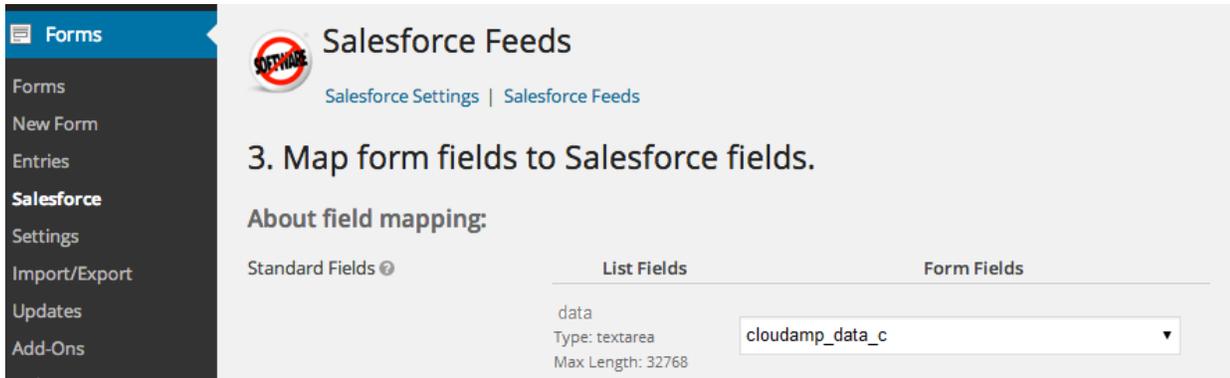
The screenshot shows the same Gravity Forms interface. The field configuration window for 'Hidden : Field ID 6' is shown with the 'Advanced' tab selected. The 'Default Value' field is empty. The checkbox 'Allow field to be populated dynamically' is checked and highlighted with a red box. Below it, the 'Parameter Name' field contains the text 'cloudamp__data__c'.

Note the ID number that Gravity Forms assigns to the field. This will be the input_#

These steps are necessary because Gravity Forms changes all the names of the fields to its standard naming convention, so the CloudAmp tracking scripts need to be told what our tracking field has been renamed to (eg. that "cloudamp__data__c" has been renamed to "input_6").

2. Map the Lead Field

In newer versions of Gravity Forms, which have a plugin that creates Salesforce Feeds, map the field "cloudamp__data__c". Scroll down through the List of Fields until you find the one called "CloudAmp Data" and then select the CloudAmp field.

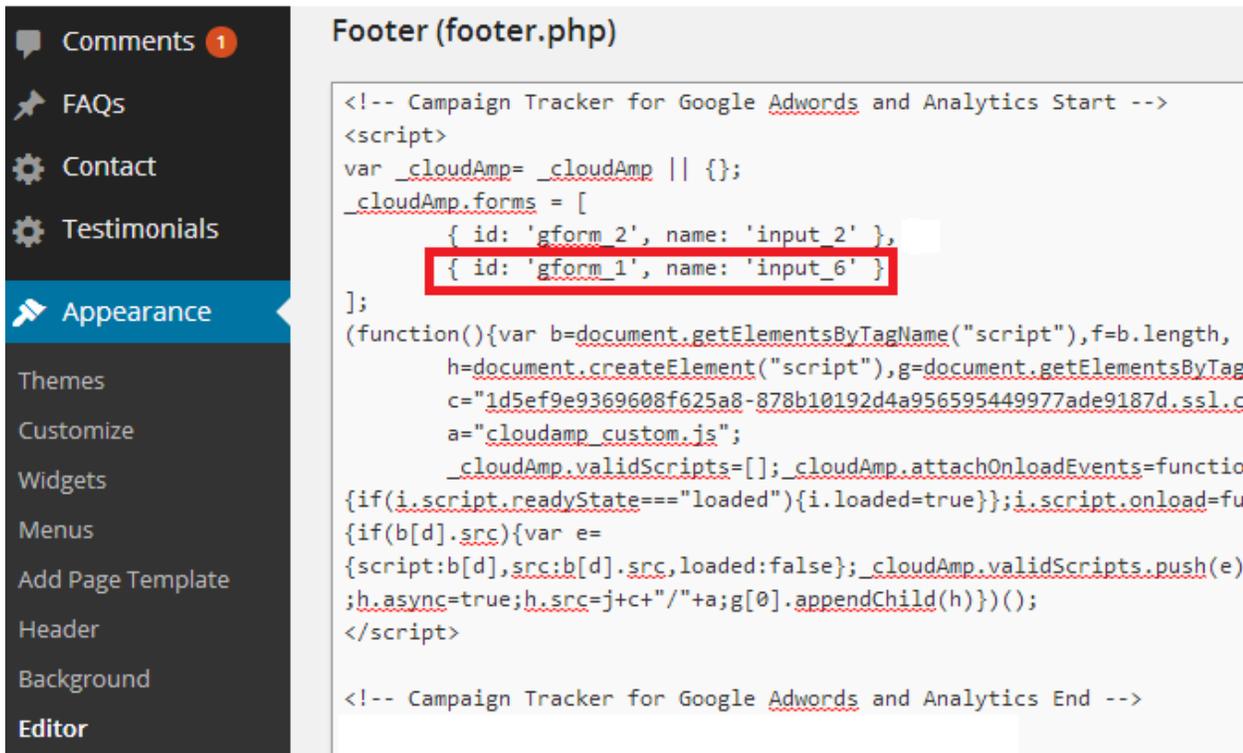


The screenshot shows the 'Salesforce Feeds' configuration page. On the left is a sidebar with 'Forms' selected. The main content area has a heading '3. Map form fields to Salesforce fields.' and a sub-heading 'About field mapping:'. Below this is a table with three columns: 'Standard Fields', 'List Fields', and 'Form Fields'. The 'List Fields' column contains the text 'data', 'Type: textarea', and 'Max Length: 32768'. The 'Form Fields' column contains a dropdown menu with the value 'cloudamp_data_c' selected.

3. Update the Footer Code

See the instructions for page one of this guide for how to customize the code, using the "input_#" you identified in step 1. It should look something like this:

Add the name of the field ID (ID 6 = input_6) to the CloudAmp custom code



The screenshot shows a code editor for 'Footer (footer.php)'. The code is a JavaScript snippet for tracking. A red box highlights the line: `{ id: 'gform_1', name: 'input_6' }`. The code starts with a comment: `<!-- Campaign Tracker for Google Adwords and Analytics Start -->` and ends with: `<!-- Campaign Tracker for Google Adwords and Analytics End -->`. The code includes a script tag and a function that dynamically loads a script from 'cloudamp_custom.js'.

4. Testing

You can use the Browser tools to view your form and see that the hidden field has been populated with tracking data. Then it is just a matter of submitting some test leads, to ensure that the data is making it into Salesforce.

Once your page is updated, load it in Chrome or Firefox Web Browsers
Ctrl + Shift + I and search for the corresponding input field to check that it is populated

```
100% success rate!
Elements Network Sources Timeline Profiles Resources Audits Console
<li id="field_1_5" class="gfield gform_hidden">...</li>
<li id="field_1_6" class="gfield gform_hidden">
  <input name="input_6" id="input_1_6" type="hidden" class="gform_hidden" value="Pt
  utm_content : null
  utm_term : null
  __lc.visitor_id.3294562 : 51392243137.07e33bd82f
  lc_window_state : minimized
  utm_campaign : troubleshooting
  utm_medium : test
  utm_source : cloudamp
  wordpress_test_cookie : WP Cookie check
  wp-settings-1 :
    align=center&imgsize=full&editor=html&urlbutton=none&wplink=1&hidetb=1&ngg_upload
  wp-settings-time-1 : 1393615648
  wfvf_3041177256 : 5310f7185b266
  __utma : 218885322.784477961.1392243133.1393615379.1393620507.3
  __utmb : 218885322.8.10.1393620507
  __utmc : 218885322
  __utmz : 218885322.1393615379.2.2.utmcsr=cloudamp|utmccn=troubleshooting|utmcmd=t
  GAReferer : http://www.
">
</li>
```

More information from Gravity Forms on custom fields:
http://www.gravityhelp.com/documentation/page/Post_Custom_Field

Marketing Automation Systems (Pardot, Marketo)

The Campaign Tracker is designed to track leads that go directly into Salesforce, but it can work with Marketing Automation systems such as Marketo, Eloqua and Hubspot, or any interim database that you may be using.

- a. Step 1: create a field in the system that that your leads go into first (Eloqua) to store the JSON data from the hidden form field "cloudamp__data__c"
- b. Step 2: Make sure that system sends the data in that field to Salesforce when leads are first created in Salesforce. (Note that the field name is just "data" on the Salesforce lead, "cloudamp__data__c" is the API name.

Please contact us if you have any questions about setup.

Programmatic (Javascript) Form Population

If you are a developer and wish to populate your forms with the CloudAmp tracking data programmatically, here is how to do it.

Type: Method

Name: `_cloudAmp.populateForm`

Parameters: form - an HTML form element

Description:

Populates a specified form with the CloudAmp campaign tracking data to be passed to Salesforce. If the form does not already have a hidden field named "cloudamp__data__c", one will be created, inserted into the form and its value will be populated.

Usage:

Say you have a form like this on your page:

```
<form id="myForm" action="myFormProcessor.php" method="post">
  <!-- your form content -->
</form>
```

You'll first need to load the form element into a variable that you can then pass to the `_cloudAmp.populateForm` method.

So, in your javascript somewhere:

```
var myForm = document.getElementById('myForm');
```

Once you have the form stashed in a variable, you can then call the method.

```
_cloudAmp.populateForm(myForm);
```

The method will insert the CloudAmp hidden field if it is not already present and populate it with the campaign and other tracking information.

The resulting markup will be something like this:

```
<form id="myForm" action="myFormProcessor.php" method="post">
  <!-- your form content -->
  <input type="hidden" name="cloudamp__data__c" value="CloudAmp campaign
information..." />
</form>
```

Limitations

The Campaign Tracker for Google Ads and Analytics should be able to capture a large percentage of visitors to your web site, but as with any Internet tracking, there are some limitations.

1. The Campaign Tracker automatically works with Salesforce web-to-lead forms. If you are using a different type of form, add a hidden field named **cloudamp__data__c** to your forms and it should work, but there may be some

custom forms or other signup processes that do not pass the hidden field to Salesforce correctly. Please contact us for assistance.

2. Visitors to your web site who have javascript turned off or other restrictive security settings in their web browsers will not be tracked. Of course, not many Internet sites will work for them either.
3. If you are using forms in **iFrames**, or dynamic forms served after your web page loads, the Campaign Tracker may not work. The Campaign Tracker requires forms to be present on the web page when our tracking script runs. Please contact us for assistance if you have questions.

Custom Lead Field Definitions

The Campaign Tracker app contains a number of custom fields on the Salesforce Lead and Contact objects. Here is more information about each of them. Please note that there are a number of additional fields from earlier versions of the Campaign Tracker that are no longer in use.

There are two sets of the fields below, beginning with “First” or “Last” to indicate the First Touch / Last Touch.

Field Label	Description
UTM Campaign	The Google Analytics “Campaign” tag, as set by a CloudAmp code that looks for utm codes and records the values. Only populated if the visitor arrived on your site via a tagged Google Analytics format URL.
UTM Medium	The Google Analytics “Medium” tag. May say “(none)” if Direct, “Organic” or “(Referral)”, if the visitor arrived on your site through a method other than a utm tagged Google Analytics format URL, otherwise it will have the value from the utm_medium tag.
UTM Source	The Google Analytics “Source” tag. May say (Direct), (Organic) or contain the name of the Referring site, if the visitor arrived on your site through a method other than a utm tagged Google Analytics format URL, otherwise it will have the value from the utm_source tag.
UTM Term	The Google Analytics “Term” tag. This will contain the Term or Keyword used in Searches, and should be used to tag your Ads ad destination URLs. Note that for many organic searches, Google and Yahoo hide this data, so you will instead see the value “(Not Provided)”
UTM Content	The Google Analytics “Content” tag, which is an optional tag not often used. Only populated if the visitor arrived on your site via a tagged Google Analytics format URL.
gclid	An Ads id field used by Google Ads.
Keyword	The Keywords used by a visitor to search for your web site. Note that for many organic searches, Google and Yahoo hide this data, so you will instead see the value “(Not Provided)”
Paid Search	Checkbox that indicates whether traffic from Google was Paid (Ads) or Non-paid (Organic).
Referrer	The previous URL / page the visitor was on, before they submitted the form. Can be similar to the UTM Source if they only visited one page of your web site before submitting the form, otherwise it is typically the previous page in your web site where the visitor was.

Search Engine	The Search Engine that sent a visitor to your web site. If the UTM Keyword field is populated with a value, then Search Engine = UTM Source. In this way Search Engine values besides Google, Bing, and Yahoo are possible for any site sending keyword data, Be careful not to use the <code>utm_term</code> (keyword) campaign variable for non-keyword related tracking, as this will populate the Search Engine field as well.
Lead Source Type	A field that categorizes the Source of each lead into one of 4 types: Campaign, Organic, Referral or Direct. Campaign is from a utm tagged URL, Organic is from a Search Engine but not from a paid advertisement, Referral is traffic from another site via a non-utm tagged URL, and Direct means they typed in your URL.
Data	Long Text Area that receives all of the tracking data that can be captured and submitted via lead forms. Most of the fields below are populated from data that is parsed from this data field's contents (should not be added to page layout, for back end data only).

Google Analytics Custom Campaign Parameter Definitions

From Google's Documentation:

There are a total of five parameters. We recommend you always use `utm_source`, `utm_medium`, and `utm_campaign` for every link you own to keep track of your referral traffic. `utm_term` and `utm_content` can be used for tracking additional information:

- **utm_source**: Identify the advertiser, site, publication, etc. that is sending traffic to your property, e.g. google, citysearch, newsletter4, billboard.
- **utm_medium**: The advertising or marketing medium, e.g.: cpc, banner, email newsletter.
- **utm_campaign**: The individual campaign name, slogan, promo code, etc. for a product.
- **utm_term**: Identify paid search keywords. If you're manually tagging paid keyword campaigns, you should also use `utm_term` to specify the keyword.
- **utm_content**: Used to differentiate similar content, or links within the same ad. For example, if you have two call-to-action links within the same email message, you can use `utm_content` and set different values for each so you can tell which version is more effective.

Google Analytics Campaign Resources

Google Documentation on Custom Campaigns:

<http://support.google.com/analytics/bin/answer.py?hl=en&answer=1033863&topic=1032998&ctx=topic>

URL Builder:

<http://support.google.com/analytics/bin/answer.py?hl=en&answer=1033867&topic=1032998&ctx=topic>

Campaign Tagging Best Practices:

<http://support.google.com/analytics/bin/answer.py?hl=en&answer=1037445&topic=1032998&ctx=topic>

Google Developers Page on Campaign Tracking

<https://developers.google.com/analytics/devguides/collection/gajs/gaTrackingCampaigns>

In-Depth Presentation on Campaign Tracking

<http://www.slideshare.net/blastam/google-analytics-campaign-tracking-fundamentals>

Using Keyword Insertion in Google Ads:

<http://support.google.com/Ads/bin/answer.py?hl=en&answer=2454041>

Microsoft AdCenter Keyword Insertion:

<http://msdn.microsoft.com/en-us/library/adcenter-campaign-management-parameters-and-automatic-keyword-insertion.aspx>

Visit the CloudAmp blog

For additional articles and resources:

<https://cloudamp.com/news/>