



CloudAmp Campaign Tracker

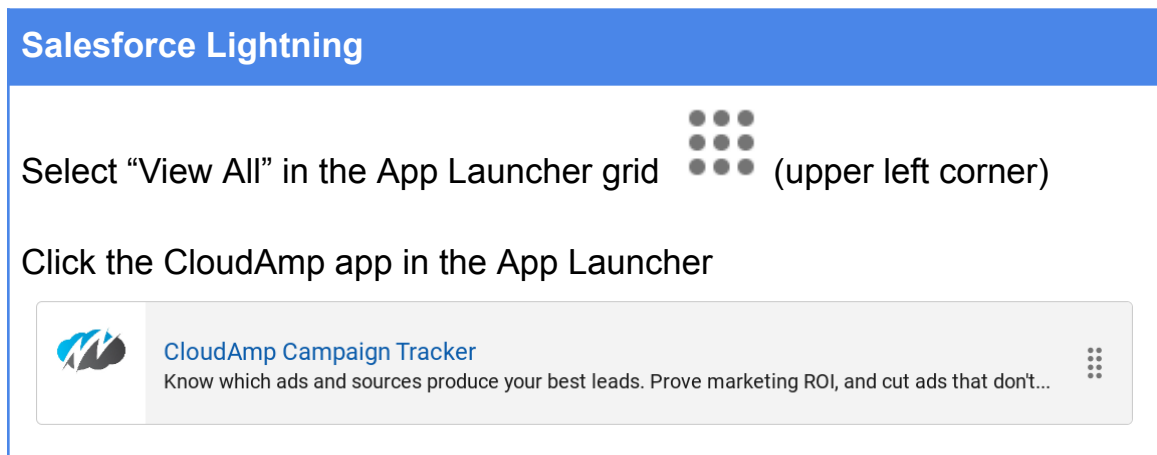
for Google Ads and Marketing Attribution

Quick Start Guide

1. Install App into Salesforce from the [AppExchange](#)
 - a. Install for All Users (permissions by access to Lead Object, page layouts)



2. Go to the Campaign Tracker app in Salesforce





Then click on the Campaign Tracker tab



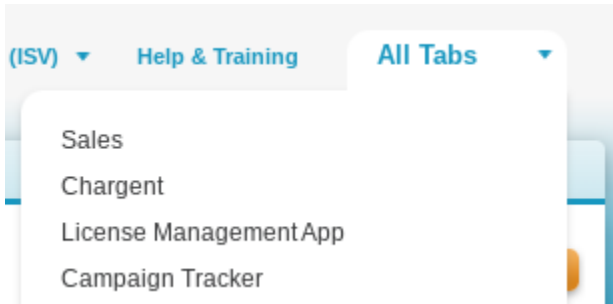
CloudAmp Campai...

Home

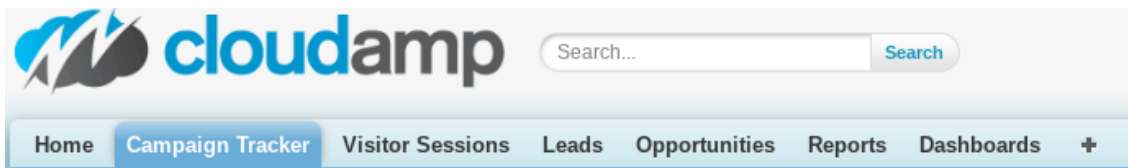
Campaign Tracker

Salesforce Classic

Select "Campaign Tracker" from the App Menu top right corner.



Then click on the Campaign Tracker tab



3. Update Page Layouts using tools on Campaign Tracker tab

Update Lead Page Layouts:

Update Contact Page Layouts:



4. Add tracking code to the footer of your web site
 - a. Code should be placed just above the </body> tag on ALL pages of your website.

Tracking Code ([web link](#))

```
<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>
```

5. Add a hidden field to your lead forms
 - a. `<input type="hidden" name="cloudamp__data__c">`
 - b. If your form program changes the field name, [contact us](#) for assistance!

6. Test!
 - a. Submit a couple of test leads on your web site
 - b. Incognito mode in your web browser is recommended
 - c. Here is a test URL with UTM parameters (change MYSITE.com to your domain):
http://www.MYSITE.com/?utm_campaign=Newsletter&utm_medium=Email&utm_source=July2023Newsletter&utm_id=News001



Questions?

Phone and Email support is always available, both during the trial and when you become a customer.

support@cloudamp.com

+1-415-500-2505

M-F 8 AM - 5 PM Pacific

- Get help updating your forms, testing, adding the script to your website & more
- Assistance syncing data back to Google (optional)
- Best practices around Salesforce and marketing in general