



# CAMPAIGNTRACKLY.COM

## Everything You Need to Build **UTM Tags**, Manage Links, & Save Time

A platform that makes your UTM tracking links, short links and spreadsheets for you. No manual work or code.

Your Reports Could Look Like This

Create a Free Account

### 36x faster

gain speed & accuracy vs manual UTM

Builders, incl. Google Campaign URL Builder

### easy to use

go from spreadsheets & manual UTM tag

building to best-practice link tracking in a day



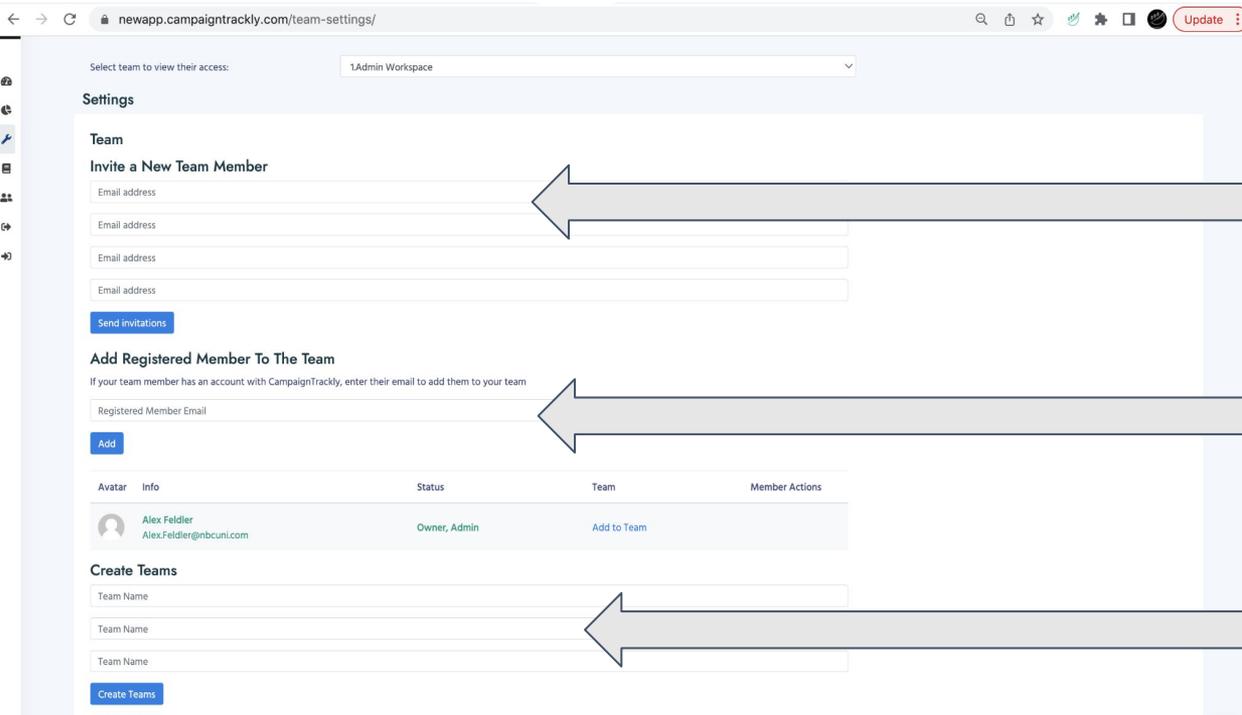
### all-in-one

get users, tag libraries, URL shorteners,

campaign logs, & reports in one place, 24x7

## Let's Get you onboarded to our tool!

# Let's get started: 1. Name Your Teams + Add Your Team Members



- Go to Settings>Team. Enter team member email addresses to invite them to the platform.

- If your team is already using the platform, enter their email here to add them to your plan

- Enter a name for your team. You can change it at any time.

# Let's get started: 2. Team level Permissions

newapp.campaigntrackly.com/team-settings/

Email address

Email address

Send invitations

### Add Registered Member To The Team

If your team member has an account with CampaignTrackly, enter their email to add them to your team

Registered Member Email

Add

Avatar	Info	Status	Team	Member Actions
	Alex Feldler Alex.Feldler@nbcuni.com	Owner, Admin	Add to Team	

### Teams

Team Name	Created	Actions
Admin Workspace (GA Tagging Mode)	2022-04-28	

Avatar	Info	Status	Team	Member Actions
	Alex Feldler Alex.Feldler@nbcuni.com	Owner, Admin		

Team 1 (Tagging Mode Not Set. Please add Folder Owner First)	2022-04-28	
Team 2 (Tagging Mode Not Set. Please add Folder Owner First)	2022-04-28	
Team 3 (Tagging Mode Not Set. Please add Folder Owner First)	2022-04-28	

Team-Level Permissions

- This is the “waiting room for everyone who joined. From here you can add them to any team or delete their email

- Define team-level permissions via the gear icon, rename team via the edit icon

# 3. Team Member Distribution in Teams

newapp.campaigntrackly.com/team-settings/

**Team**

**Invite a New Team Member**

Email address  
 Email address

[Send Invitations](#)

**Add Registered Member To The Team**

If your team member has an account with CampaignTrackly, enter their email to add them to your team

Registered Member Email  
[Add](#)

Avatar	Info	Status	Team	Member Actions
	Alex Feldler Alex.Feldler@nbcuni.com	Owner, Admin	Add to Team	
	Jessica Carlin jess@pickaxe.ai	Member Set as Admin	Add to Team	
	Sofia Mendez sofia.mendez@nbcuni.com	Member Set as Admin	Add to Team	

**Teams**

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Waiting Room - here you invite, delete members or add them to teams

Top admin team - members need to be given Admin Group Privilege to have access

Sub-teams - each team has an admin/owner + admin and can have many members. Edit icon edits member permissions, copy icon lets member copy tag setup

# 4. Add People to Admin Team; Manage Team Permissions

Select team to view their access: 1.Admin Workspace

Settings

Team 'Admin Workspace'  
Permissions for  
jess@pickaxe.ai

ADMIN WORKSPACE ACCESS [Save](#)

Enable Access

[Back to Team Members List](#)

Permission required to add a user to admin team

Select team to view their access: 2.Team 1

Settings

Team 'Team 1'  
Permissions for  
sofia.mendez@nbcuni.com

[Back to Team Members List](#)

**CAMPAIGNS**  
AccountLevel permissions: access to all campaigns and categories

Create campaigns  
 Edit Only  
 View Only  
 Archive campaigns  
 Delete campaigns  
 Approver

**TAGS**  
AccountLevel Permissions: Access To All Tags

Import tags  
 Export tags

[Switch back to Milena Mitova \(user\)](#)

Permissions can be at the campaign level or at the category level for each user

Approver needs to be checked to give someone right to approve (admins can approve automatically)

# 5. Tag & Settings Can Be Different for Each Team

Sofia in Team 1 team has no Tags yet

Sofia in root (ADMIN) team has been copied the tags of her team.

Select member to view their access:

- Select Active Team
- 1.root
- 1.1 Alex.Feldler@nbcuni.com
- 1.2 jess@pickaxe.ai
- 1.3 sofia.mendez@nbcuni.com
- 2.Team 1
- 2.1 jess@pickaxe.ai
- ✓ 2.2 sofia.mendez@nbcuni.com
- 3.Team 2
- 4.Team 3

Settings

### UTM Channel Tags

Show 10 entries

<input type="checkbox"/>	Title	UTM Source	UTM Medium
No data available in tab			

Showing 0 to 0 of 0 entries

[View tutorial](#)

Switch back to Milena Mitova (user)

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Select member to view their access:

- Select Active Team
- 1.root
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- ✓ 1.3 sofia.mendez@nbcuni.com
- 2.Team 1
- 2.1 jess@pickaxe.ai
- 2.2 sofia.mendez@nbcuni.com
- 3.Team 2
- 4.Team 3

Settings

### UTM Channel Tags

Show 10 entries

<input type="checkbox"/>	Title	UTM Source	UTM Medium	Comments	Actions
<input type="checkbox"/>	Affiliates	campaigntrackly.com	affiliate	<input type="text"/>	<input type="heart"/> <input type="eye"/> <input type="trash"/>
<input type="checkbox"/>	Banner Ad	forbes.com	banner	<input type="text"/>	<input type="heart"/> <input type="eye"/> <input type="trash"/>
<input type="checkbox"/>	Bilboard	cambridge-m11	billboard	<input type="text"/>	<input type="heart"/> <input type="eye"/> <input type="trash"/>
<input type="checkbox"/>	Bing paid	bing	ppc	<input type="text"/>	<input type="heart"/> <input type="eye"/> <input type="trash"/>
<input type="checkbox"/>	Display Advertisement	google	display	<input type="text"/>	<input type="heart"/> <input type="eye"/> <input type="trash"/>
<input type="checkbox"/>	Email	marketo	email-support	<input type="text"/>	<input type="heart"/> <input type="eye"/> <input type="trash"/>
<input type="checkbox"/>	Email	marketo	email-marketing	<input type="text"/>	<input type="heart"/> <input type="eye"/> <input type="trash"/>

# 6. Creating & Storing All Your Campaigns (With Advanced Search)

The screenshot shows a web interface for managing campaigns. At the top, it says "Campaigns" and "Links generated: 3 out of 2000". Below this is a table of campaigns with columns for #, Date Created, Campaign Name, Links, Category, Created By, and View Stats. There are four rows of campaign data. Annotations with arrows point to specific elements: a blue link in the first row, the "Export All Campaigns" button, and the "Export" icon in the second row.

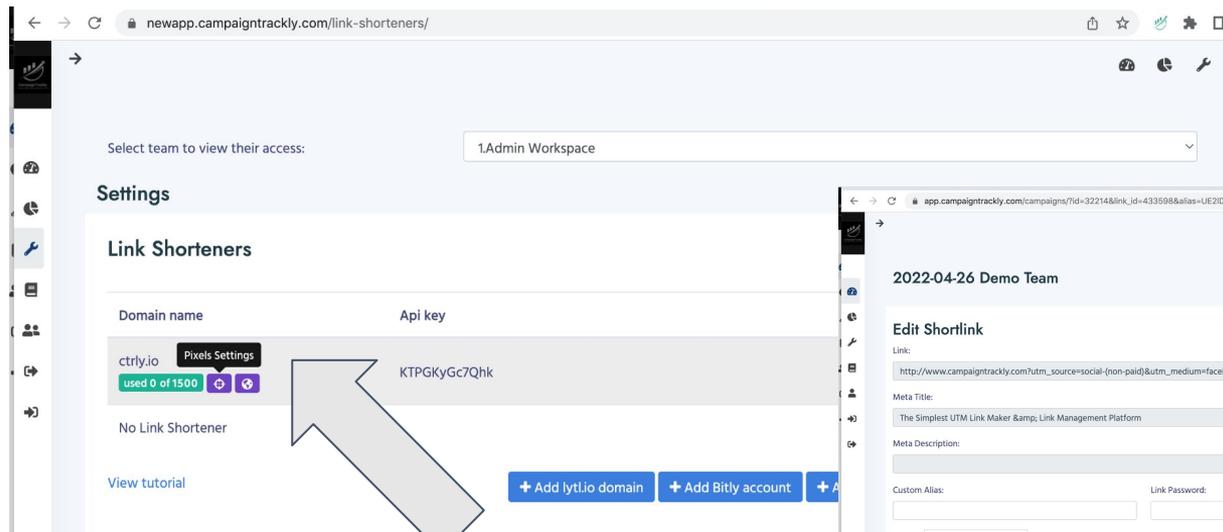
**Click the blue link to see all links in a campaign, access QR code, add new links and more**

**Advanced Search for specific campaigns**

**Export all links in a campaign with tags and short links as a csv**

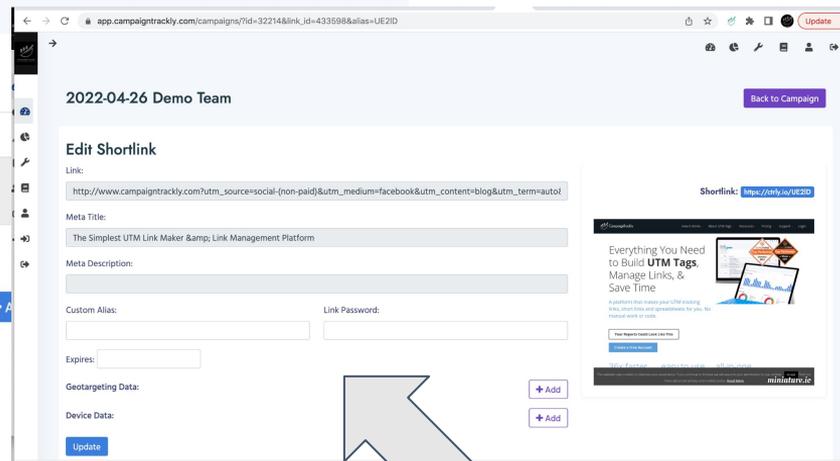
#	Date Created	Campaign Name	Links	Category	Created By	View Stats
1	2022-04-03	Get Started <a href="http://bit.ly/2JszsXI">http://bit.ly/2JszsXI</a>	1 links		You	
2	2022-04-03	Why Tracking Makes You Look Good <a href="https://www.campaigntrackly.com/bullet-proof-reporting-utms">https://www.campaigntrackly.com/bullet-proof-reporting-utms</a>	1 links		You	
3	2022-04-03	Learn More <a href="https://www.campaigntrackly.com/campaigntrackly-our-latest-features-save-you-even-more-time/">https://www.campaigntrackly.com/campaigntrackly-our-latest-features-save-you-even-more-time/</a>	1 links		You	
4	2022-03-16	2022-03-16 Demo <a href="https://www.campaigntrackly.com">https://www.campaigntrackly.com</a> <a href="https://www.campaigntrackly.com">https://www.campaigntrackly.com</a>	3 links		You	

# 7. Add Our FREE Link Shortener



The screenshot shows the 'Link Shorteners' settings page in the CampaignTrackly application. At the top, there is a dropdown menu for 'Select team to view their access:' with '1.Admin Workspace' selected. Below this, the 'Link Shorteners' section is visible. It contains a table with one entry for 'ctrly.io'. The 'Domain name' is 'ctrly.io' and the 'Api key' is 'KTPGKyGc7Qhk'. A tooltip 'Pixels Settings' is shown over the 'ctrly.io' domain, indicating it has 'used 0 of 1500' pixels. Below the table, there are buttons to '+ Add lyt.Lio domain', '+ Add Bitly account', and '+ Add'. A large grey arrow points from the text 'Add a vanity short domain, pixels and more' to the 'ctrly.io' entry.

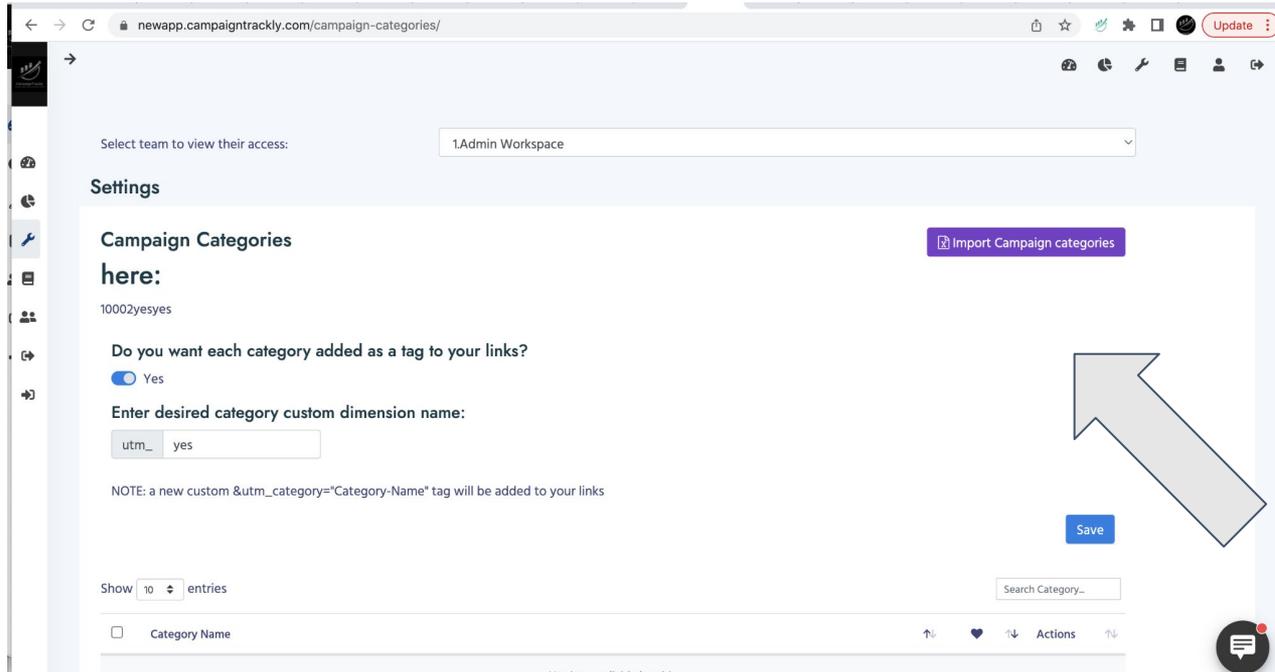
Add a vanity short domain, pixels and more



The screenshot shows the 'Edit Shortlink' page for a campaign named '2022-04-26 Demo Team'. The page includes a 'Link' field with the URL 'http://www.campaigntrackly.com/utm\_source=social-(non-paid)&utm\_medium=facebook&utm\_content=blog&utm\_term=auto!'. Below this are fields for 'Meta Title' (containing 'The Simplest UTM Link Maker & Link Management Platform') and 'Meta Description'. There are also fields for 'Custom Alias' and 'Link Password'. The 'Expires' field is empty. At the bottom, there are sections for 'Geotargeting Data' and 'Device Data', each with an '+ Add' button. A large grey arrow points from the text 'Add password, geotargeting and more via our shortener' to the 'Link Password' field.

Add password, geotargeting and more via our shortener

# 8. Organize Campaigns in Categories



- Add unlimited categories, like “NEWS”, “MOVIES”, etc.
- Select to add category to your links
- You can restrict campaign link tagging access by category as well

# 9. Automate the Utm\_Campaign Tag Generation

Select team to view their access: 1Admin Workspace

### Settings

#### UTM Campaign Tags

- Type your Campaign Title each time and it will auto-populate the utm\_campaign tag in your links
- Type your Campaign Title each time, but generate the utm\_campaign value in your links from the tag(s) below \*
- Generate both campaign title and utm\_campaign value in your links from the tag(s) below \*

\* when

- Affiliates
- Division
- Languages
- Spaced\_Custom\_Test
- 2019-07-23
- region
- الأجنحة العربية
- voter-unique-id

Copyright © 2016-2022 Leafwire Digital, Ltd. CampaignTrackly is owned and operated by Leafwire Digital. All Rights Reserved. Add a menu

- Automate how you generate the key utm\_campaign tag
- Don't forget to setup your tags as "required" in the main tag settings tab
- If you need a unique link generator for every link, contact us to activate it for you

# 10. Manage User Ability to Create Tags

The screenshot shows the 'Settings' page for 'Team-Level Permissions'. The page has a light blue background and a white content area. At the top left, there is a 'Settings' header. Below it, the title 'Team-Level Permissions' is displayed. On the right side of the title bar, there is a blue button labeled 'Back to Team'. The main content area contains several settings:

- Allow Team Members Create New Tags:** This setting has two radio buttons: 'Yes' (which is selected) and 'No'. A pink arrow points from the text 'Enable or disable users from creating tags' to the 'No' radio button.
- Selected Tags will be disabled from creation for all team members:** Below this text is a search bar containing the text 'Custom test 0709 x'.
- Hide Language Tags:** This setting has a radio button for 'Yes' which is currently unselected.
- Hide Term Tags:** This setting has a radio button for 'Yes' which is currently unselected.
- Hide Banner/Button Tags from Single Link Dashboard:** This setting has a radio button for 'Yes' which is currently unselected.

At the bottom left of the content area, there is a blue 'Save' button and a 'Clear Tags' link.

- From Settings>Team, click on the Gear icon for your team to manage team access to tag creation

# 11. Send Campaign Data to DownStream Applications

**Usage Report**

Daily / Weekly Reports Settings

Enable Weekly Campaign Email Report?  
 Yes

Enable Send daily links to Google Sheet?(Entries will be cleared every morning at 9am EST)  
 Yes

[Authorize Access](#)

Enable daily Sending approved Links to SFTP?  
Leave folder empty if no subfolder is needed  
 Yes

SFTP Host:

SFTP User:

SFTP Password:

SFTP Folder to save to:

[Test Connection](#)

[Save](#)

- From Settings>Usage Report, select to set up an SFTP connection to transfer daily campaigns to your server environment.
- You can also set up weekly reports for our campaigns and you can push all your campaigns to Google Drive
- S3 and Box options available

- Integration with Google Analytics
  - Does Data import to GA is available? [Yes, follow our Settings>Google Analytics Menu](#)
- Integrations with other platforms
  - What platforms, other than Google Analytics, can we integrate with the tool? [Google Cloud, Twitter, Hootsuite, Buffer, Slack, Zapier, S3, SFTP](#). We offer open API as well.
  - [Chat us in the tool or email us at support@campaigntrackly.com](#) for help.
- Admin UX - super admin + admin for each team:
  - Manage teams, sub-teams, add/delete users, rename teams and privileges - see next slides
- User Management- SSO-enabled upon request
  - Is there a maximum number of users we can add (enterprise version)? [Unlimited based on pair licenses, easy to add new users](#)
- User groups
  - Can we create user groups that only have access to specific templates? [Yes](#)
  - Can we have different levels of access by user? [Yes](#)

- Validation rules
  - Auto-format tags: title case, lower case, required tags, formatting exceptions, forbidden entries, users are allowed to ONLY create certain tags, all tags or none
- Bulk import CSV
  - Can users upload CSV files for their submissions (enterprise version)? - Yes
  - Can you export templates schema files from the platform? - Yes
- Link Shortener
  - Does the platform include a Link Shortener built-in (enterprise version)? Yes
  - Does the platform include a custom domain Link Shortener built-in (enterprise version)? Vanity domain can be set up in our platform within less than 48 hours
- QR code generator
  - Does the platform include a QR code Generator built-in (enterprise version)? Yes, incl PRINT sizes
- Chrome extension
  - Does the platform include a chrome extension for users? Yes. Enterprise edition ALSO has email functionality where users can auto-grab all email links, tag them and push them back with a click
- Automated Push to downstream applications - Yes: SFTP, Google Drive, Amazon S3, Zapier-enabled connections, API

# About CampaignTrackly

## Everything You Need to Build **UTM Tags**, Manage Links, & Save Time

A platform that makes your UTM tracking links, short links and spreadsheets for you. No manual work or code.

Your Reports Could Look Like This

Create a Free Account

### 36x faster

gain speed & accuracy vs manual UTM Builders, incl. Google Campaign URL Builder

### easy to use

go from spreadsheets & manual UTM tag building to best-practice link tracking in a day

### all-in-one

get users, tag libraries, URL shorteners, campaign logs, & reports in one place, 24x7



- One of the first productivity tracking apps on the market - 2016
- Winner of SourceForge for several consecutive seasons
- #7 Top Link Management Tool for 2022 (before Bitly)
- Top SourceForge Performer in Customer Satisfaction in Link Management
- In the Top Link Software Players List 2019-2026
- Best Prices and cost-benefit ratios on the market
- Totally committed support for all our customers
- Here to stay

# About CampaignTrackly: Why Customers Love Us

The screenshot displays the CampaignTrackly website interface. At the top, the logo 'CampaignTrackly by Leafwire Digital' is visible, along with a 'SAVE' button. A navigation menu includes 'About', 'Pricing', 'Features', 'Comparisons', 'Reviews', and 'Resources'. The main content area features a review by Bre S., a Global Online Marketing Manager, who has used the software for 6-12 months. The review includes a 5/5 overall rating and a testimonial titled 'Best Customer Service of any industry'. The testimonial highlights the company's responsiveness to special requests and their commitment to customer satisfaction. A large blue arrow points from the bottom of the testimonial towards the 'Pros' section.

**CampaignTrackly** by Leafwire Digital [SAVE](#)

[About](#) [Pricing](#) [Features](#) [Comparisons](#) [Reviews](#) [Resources](#)

**Bre S.** [in](#)  
Global Online Marketing Manager  
Telecommunications, 1001-5000 employees  
Used the software for: 6-12 months

**Overall Rating** ★★★★★ 5/5

Ease of Use ★★★★★ 5/5

Customer Service ★★★★★ 5/5

Features ★★★★★ 5/5

Value for Money ★★★★★ 5/5

Likelihood to Recommend 10/10

Reviewer Source [i](#)  
Source: Capterra

**“Best Customer Service of any industry”**

**Pros:** I want to say that UTM codes are a nightmare -- and therefore I am grateful to have someone who is willing to create and track all of my links that considerably minimize my manual efforts. CampaignTrackly is very easy to work with and they have implemented my special requests on a number of occasions. They are constantly improving the application and listen to what their customers want. I would recommend this application to anyone who needs help managing, or in my instance, setting up a tracking program.

**Cons:** There are no cons that I have come across that I would recommend for improvement, have been, or currently are being, addressed by the CampaignTrackly team.

- We do everything for our customers and support them at 150%

# KEY BARRIERS TO CONSISTENT LINK TAGGING & TRACKING



Do you have a standardized campaign production process, where **tagging** is a well defined **integral part** / mandatory step.



Do you have a centralized, **standardized tagging library** that maintains the latest approved tags and can be accessed by relevant players at any time



Do you have a **campaign repository** where users can go to sort & view campaigns, add new links to them, extract and share links or build new campaigns



Do you have a **place that keeps everything tag & link-related together**, making the whole process easy to learn, adopt and follow?

# THE SOLUTION: AN AUTOMATED LINK TAGGING PLATFORM

## PROMOTES CONSISTENCY

The platform can automatically: format tags to keep them consistent, remove duplicate tags and watch for missed tags or duplicate campaigns during tagging.

## STREAMLINES OPS

Eliminates duplicate efforts & shrinks tracking production times. Provides timely access to tags, links, and templates. Improves visibility to link performance

## REDUCES ERRORS

User access control, tag conventions, minimal manual work and multiple checks ensure accurate link tagging & better insights.



## ACCELERATES ADOPTION

Makes your team happy – no more disparate spreadsheets, unfriendly formulas or manual work. Automation & use of shared resources speeds up user adoption rates.

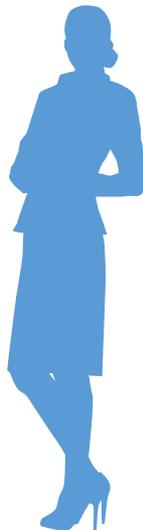
## BOOSTS PRODUCTIVITY

Over 40 automated features reduce greatly the number of touch points in adding tracking links to your campaigns. Production costs go down.

## SUSTAINABLE & SCALABLE

Grow your platform usage as needed and scale your operations without downtime or complications.

# WHY OUR AUTOMATED PLATFORM: 36X FASTER, MINIMIZES ERRORS



## Easy

Simple interface makes it easy to support tracking process. Tag library facilitates adding, organizing and using tags.



## Automated

45+ automation features. 10+ accuracy safeguards. Tag, shorten & export up to a thousand links with a few clicks.



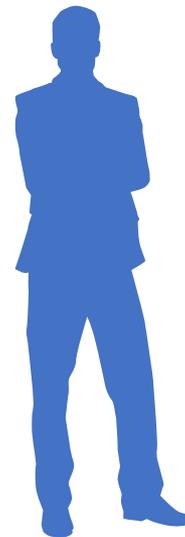
## Simple

Minimal learning curve. Drag-and-drop tags to add them to social, eCommerce, external, or internal campaigns.



## Efficient

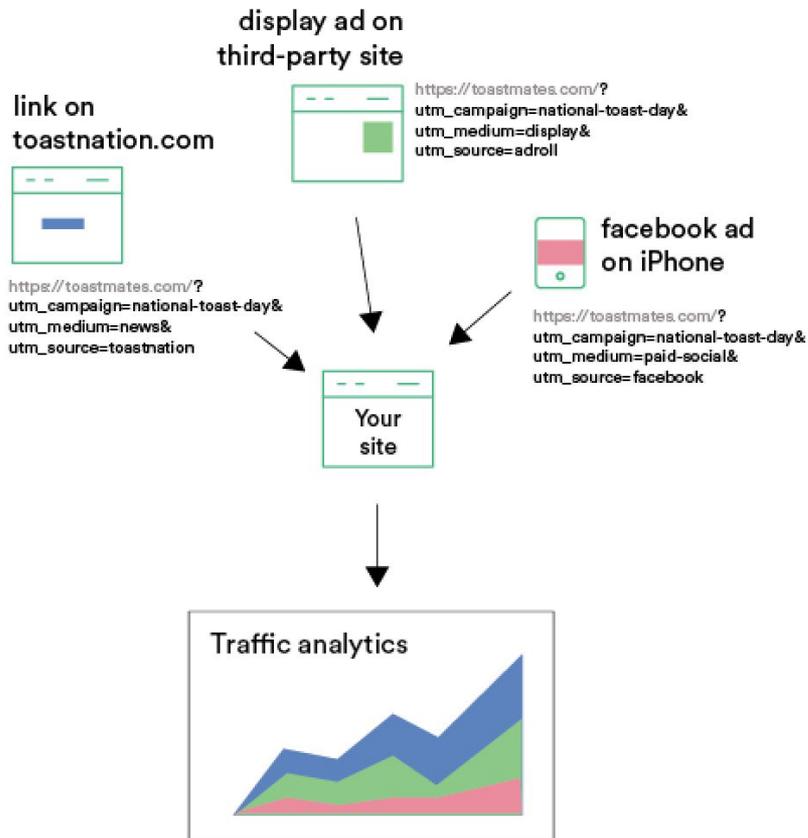
Be up and running in as little as a week with all the bulk functions, integrations, auto-shortening, & dashboards.



**To see which campaigns and channels have the highest impact, we need to allocate correctly KPIs, such as CTR, CPC, ROAS, CPA.**

**To achieve that, we need to know what traffic + conversions each of them generated**

**To that end, we need to plan & operationalize how we will track all relevant components.**



THIS IMAGE IS COURTESY OF <https://segment.com/docs/guides/how-to-guides/cross-channel-tracking/>

# THE PLATFORM WILL MAKE YOUR STRATEGY A SUCCESS: 7 STEPS

1

Add link tagging as a mandatory step in campaign production process

3

Define how individual campaigns will roll into the groupings

5

Upload tag library groups in platform. Setup conventions & safeguards

7

Train, onboard users + start launch phase.

2

Define campaign categories (high-level grouping) and taxonomy

4

Agree on and document tag conventions, classes and hierarchies

6

Agree on user access and roles for campaigns & tracking links

# Agree on a Process and Document Governance

- Establish Governance
  - We recommend quarterly meetings for general reporting/overview with general teams
  - We recommend monthly meetings with smaller teams to establish if their needs are met
  - We recommend an enterprise-level tagging vision + hierarchy meeting the needs of every team
  - Upon alignment - admins of core teams would be managing and updating these
  - Align with stakeholders on:
    - Requesting new tags
    - Requesting new campaigns
    - Introducing players and changes to process
    - Monthly reporting
    - Bugs management & new features request
- Prepare a full deck to present to your stakeholders and document agreements
- Officially publish a campaign guide with steps
- Align with everyone on their needs to operationalize + view reporting

# Train, Onboard, Launch

- Leverage our Knowledge Base to Build your own Training Deck/Videos
- You can also request our help in supporting you with general platform trainings
- Run an end-to-end journey test by user group, verify it works well
- Document in your training docs
- Ensure everyone has clear understanding of their right and responsibilities + troubleshooting and ticketing
- Setup several trainings:
  - How to Onboard
  - How to create your first campaign
  - How to see your reports
  - Extra info
- Define launch date
- Define support rules
- Launch + Manage



# WHY CAMPAIGNTRACKLY + ABOUT US

# CampaignTrackly

Automated Link Management Platform: Operationalize Attribution with EASE. Build Consistent Tracking Strategies for All Campaign Assets & Links in as Little as a Week

**Tag, store & manage all digital campaign links**

**Promote links across**



ADOBE  
SFMC  
MARKETO  
HUBSPOT  
ADWORDS  
YOUTUBE  
FACEBOOK ADS  
TWITTER ADS  
OTHER  
ADVERTISING  
PARTNERS &  
APPS



**Consistently measure marketing campaign clicks, goals & ROI using  
Google Analytics or Adobe Analytics**

# THANK YOU

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