

Implementing & Integrating UTM Tracking to Improve Lead Management in Marketing Cloud Account Engagement

HIGHLIGHTS



Implemented & Integrated UTM Tracking



Successfully Setup Multi-Touch Attribution Model



Improved Lead & Campaign Tracking



Identified High-Performing Channels

THE CUSTOMER

The customer is a leading open-source platform based in the United States. They specialize in multi-cloud continuous delivery, offering a flexible system for managing software development, testing, and deployment pipelines. With seamless integrations to major cloud providers, they assist users in efficiently managing application deployment and releasing software changes quickly and confidently.

THE CONTEXT

The customer was using Salesforce as CRM and Marketing Cloud Account Engagement for their marketing operations. They were having difficulty in keeping track of leads from different sources, which made lead management less efficient. The customer was getting leads from multiple channels and platforms, but without a centralized system, it was difficult for them to bring all the lead information together and keep it organized. As a result, tracking leads became fragmented and time-consuming, leading to missed sales opportunities.

THE OBJECTIVE

The customer sought to effectively monitor and analyze various lead sources to understand the impact of their marketing campaigns. They wanted to partner with an organization with extensive knowledge and expertise in Marketing Cloud Account Engagement and Salesforce that could enable them to identify which marketing channels are outperforming others, evaluate campaign effectiveness, and optimize customer engagement.

THE SOLUTION

We provided the customer with a comprehensive solution to address their challenges effectively. Here's how our solution helped them:

- We implemented UTM tracking using five key parameters: medium, source, term, content, and campaign to analyze the impact of various touchpoints.
- We created a multi-touch attribution model for the customer to identify the most effective marketing mediums, sources, content variations, and overall campaigns.
- Further, to enhance this functionality, we integrated Google Ads, Microsoft Ads, and other platforms through the social connector.
- Additionally, we integrated the UTM script into their web pages and Marketing Cloud Account Engagement layout templates.
- To populate the UTM parameters, we used the Campaign URL Builder to construct URLs with the appropriate parameters.
- We seamlessly synchronized all the Marketing Cloud Account Engagement instance UTM parameters to Salesforce. Specifically, we created five fields on the Lead and Contact Objects to store and organize this data.

THE OUTCOME

With Grazitti's assistance the customer was able to:

- Enhance campaign tracking and improve data capture with UTM parameters
- Gain a granular understanding of prospect interactions with multi-touch attribution
- Seamlessly organized data storage by synchronizing Marketing Cloud Account Engagement instance UTM parameters to Salesforce
- Capture the UTM parameters when prospects interact with paid ads, starting from their first touchpoint
- Evaluate which marketing channels were contributing to revenue



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