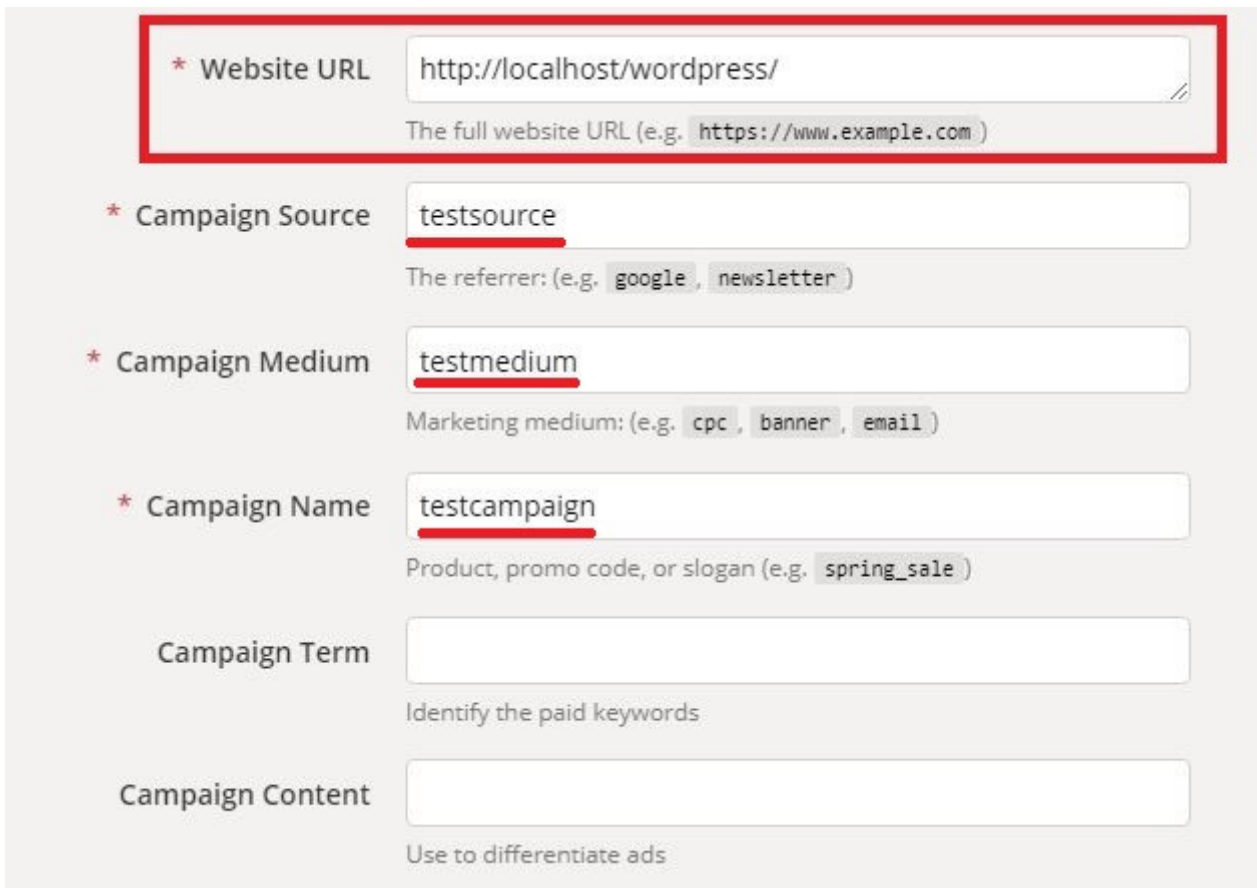


# First Touch

**1. Paste the link in the campaign url builder and fill the required fields.**



The screenshot shows a campaign URL builder interface with the following fields and values:

- \* Website URL**: . Below the input is the text: "The full website URL (e.g. `https://www.example.com`)". This entire row is highlighted with a red border.
- \* Campaign Source**: . Below the input is the text: "The referrer: (e.g. `google`, `newsletter`)". The input value is underlined in red.
- \* Campaign Medium**: . Below the input is the text: "Marketing medium: (e.g. `cpc`, `banner`, `email`)". The input value is underlined in red.
- \* Campaign Name**: . Below the input is the text: "Product, promo code, or slogan (e.g. `spring_sale`)". The input value is underlined in red.
- Campaign Term**: . Below the input is the text: "Identify the paid keywords".
- Campaign Content**: . Below the input is the text: "Use to differentiate ads".

**2. Copy the link below and search it**

Use this URL in any promotional channels you want to be associated with this custom campaign

☐ Set the campaign parameters in the fragment portion of the URL (not recommended).

ⓑ Convert URL to Short Link (authorization required)

Updated Tue, Sep 22, 2020 2:05 AM