
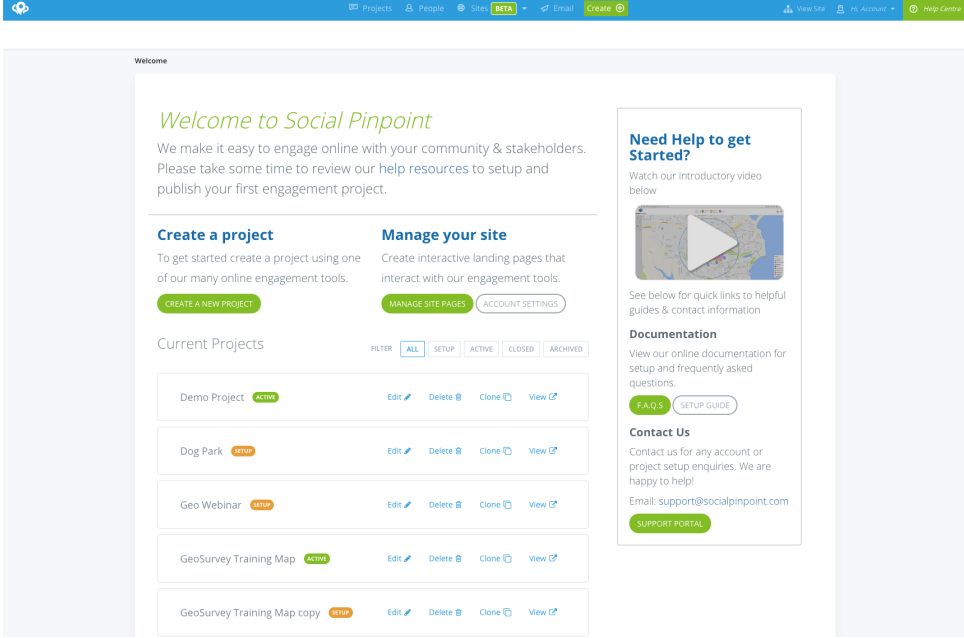
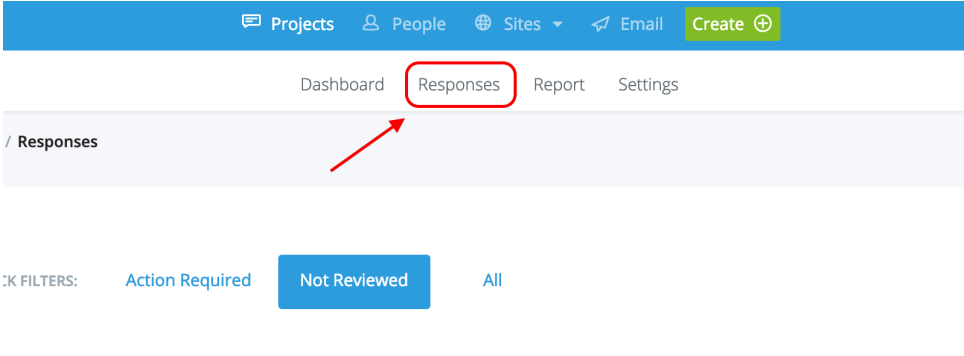
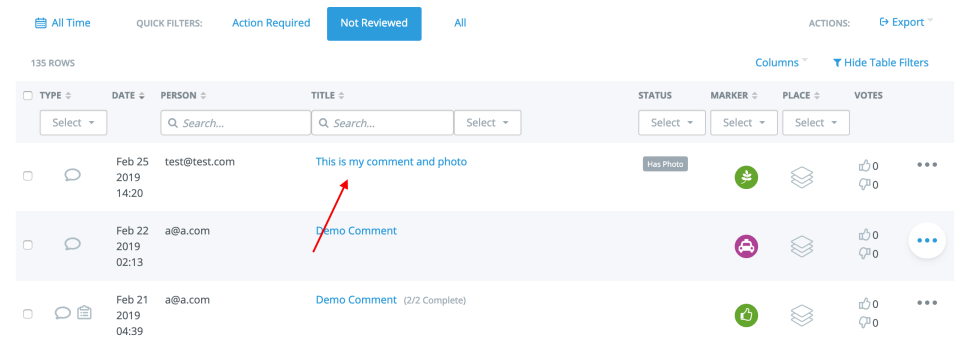


UTM Tracking & Advanced Analytics

When enabled, Social Pinpoint can provide advanced analytics and UTM information on stakeholders and responses

 This feature may not be available on your current subscription. [Contact Us](#) to find out more information.

Click to enlarge	Steps
 <p>The screenshot shows the Social Pinpoint dashboard. At the top, there's a navigation bar with 'Projects', 'People', 'Sites', 'Email', and 'Create'. Below that, a 'Welcome' message is displayed. The main content area is divided into two columns: 'Create a project' and 'Manage your site'. Under 'Current Projects', there's a list of projects with filters for 'ALL', 'SETUP', 'ACTIVE', 'CLOSED', and 'ARCHIVED'. The projects listed are: Demo Project (ACTIVE), Dog Park (SETUP), Geo Webinar (ACTIVE), GeoSurvey Training Map (ACTIVE), and GeoSurvey Training Map copy (SETUP). Each project has options to 'Edit', 'Delete', 'Clone', and 'View'.</p>	<p>Log into the Admin site of your Social Pinpoint account.</p>
 <p>The screenshot shows the navigation menu of Social Pinpoint. The menu items are 'Dashboard', 'Responses', 'Report', and 'Settings'. The 'Responses' item is highlighted with a red box, and a red arrow points to it from below.</p>	<p>Select your project and navigate to Responses.</p>
 <p>The screenshot shows the 'Responses' table in Social Pinpoint. The table has columns for 'TYPE', 'DATE', 'PERSON', 'TITLE', 'STATUS', 'MARKER', 'PLACE', and 'VOTES'. There are three rows of data. The second row is highlighted with a red box, and a red arrow points to it from below. The highlighted row contains the following information: DATE: Feb 22 2019 02:13, PERSON: a@a.com, TITLE: Demo Comment, STATUS: Has Photo, MARKER: (green circle with 'S'), PLACE: (stack of papers icon), VOTES: (thumbs up icon with '0' and thumbs down icon with '0').</p>	<p>Select 'View' on the response you would like to take a closer look at.</p>

Comment

a@a.com

63.152.5.128



[View On Map](#) [Export](#) [Delete](#)

Ideas and suggestions

This is my comment

Feb 16 2019 02:26 | Like (0) Dislike (0)

[Review](#) **Analytics**

Device Type
Desktop

Browser
Chrome

Operating System
Mac

Referrer
https://demo.mysocialpinpoint.com/admin/projects/166/dashboard

Referring Domain
demo.mysocialpinpoint.com

Close

You will see specific details about that user in the '**Comment Analytics**' section.

Comment Analytics will provide information about the **users device, location and referring domain.**

UTM Information

Click to enlarge image

Steps

The screenshot shows the Google Analytics Campaign URL Builder interface. It includes a sidebar with navigation options like 'Demos & Tools', 'Autotrack', and 'Campaign URL Builder'. The main content area is titled 'Campaign URL Builder' and contains instructions: 'This tool allows you to easily add campaign parameters to URLs so you can track Custom Campaigns in Google Analytics.' Below this, there is a form with three required fields: 'Website URL', 'Campaign Source', and 'Campaign Medium'. Each field has a text input box and a small example text below it. For example, 'Website URL' has the example 'https://www.example.com'.

Urchin Tracking Module (UTM) is used to add parameters to URL's so you are able to track campaigns and traffic to your site.

This can be a great way to see what methods are working to drive users to engage and track any paid advertising you may be using.

Free tools like [Google Analytics Campaign URL Builder](#) can generate the UTM parameters for you.