A large red triangle graphic on the left side of the slide, pointing to the right.

CONVERSION CAMPAIGN TRACKING

Global Media | Düsseldorf | Jul 2, 2021

AGENDA

01 General overview of Tracking possibilities

02 Google Campaign Manager - Floodlights

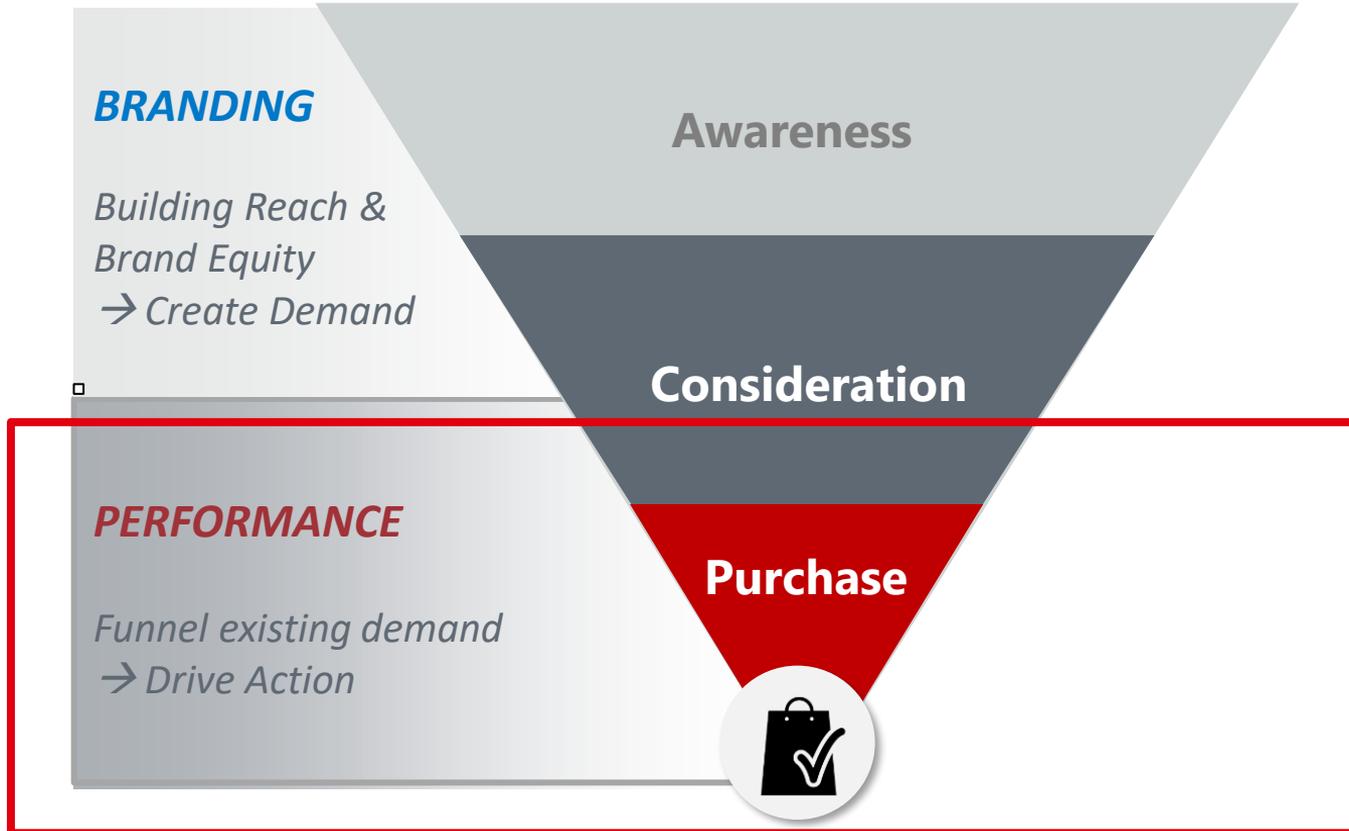
03 Google Ads – Connection with GA

04 Pixel implementation for external publishers

05 Facebook Pixel implementation

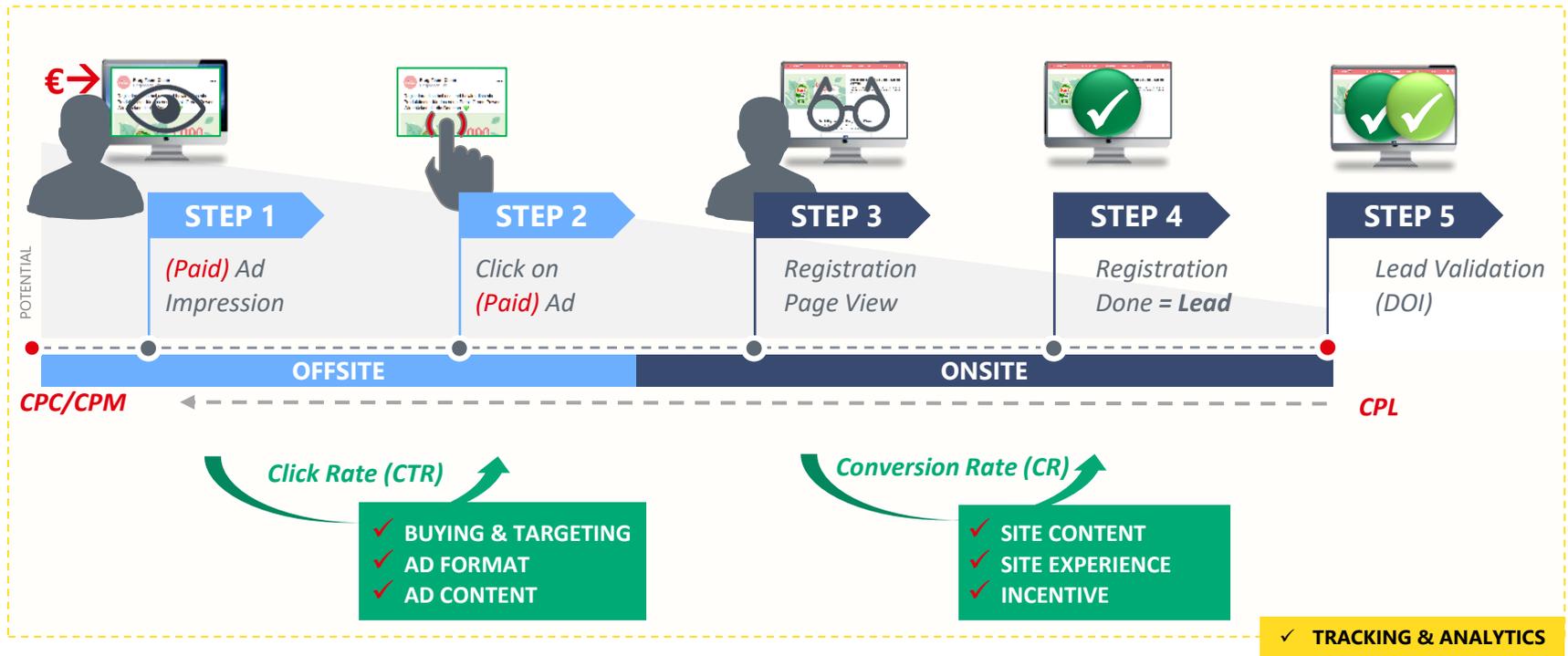
06 UTM Parameters

▶ THE FOCUS TODAY IS ON THE PERFORMANCE PART
PIXELS CAN BE USEFUL FOR THE WHOLE FUNNEL



▶ TRACKING KEY ACTIONS ALONG THE USER JOURNEY

KPIS & INFLUENCING FACTORS – EXAMPLE FOR CRM ACTIVATION



▶ Each step counts on to way to an optimal CPL

CHECKLIST

STEPS & PRE-REQUISITES FOR TRACKING SETUP

- 1. Identify** the consumer journey

▶ STEP 1: IDENTIFY THE CONSUMER JOURNEY

CHECK WHICH STEPS TO TRACK

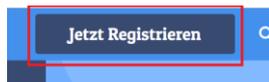
1. What are the steps to track?

2. Which steps do I need to reach again? (re-target)

EXAMPLE



Landing Page



Click on Button



Form



Confirmation Mail



Double Opt-In *

For a proper campaign tracking it is recommended to track all the funnel steps.

* Email confirmation

CHECKLIST

STEPS & PRE-REQUISITES FOR TRACKING SETUP

1. Identify the consumer journey

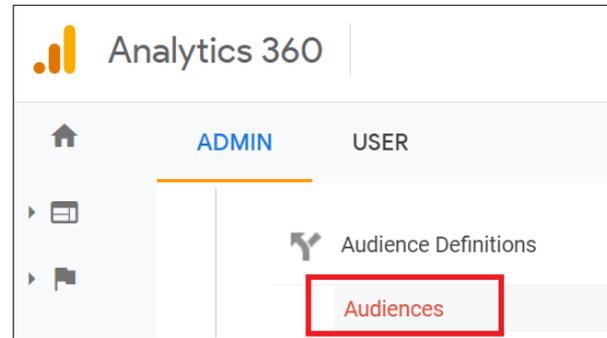
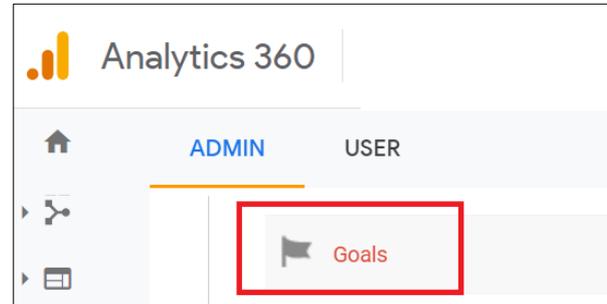
2. Brief Google Analytics Audiences & Goals to SSC Team



▶ STEP 2: SETUP GOOGLE ANALYTICS AFTER WEBSITE LAUNCH CREATE GOALS AND AUDIENCES IN GA



**Relevant mostly for website Analytics,
Media uses also this setup.**



▶ STEP 2: AUDIENCES & GOALS DEPEND ON USE CASE

EXAMPLES FOR GOALS & AUDIENCES



Audiences

- All Website Visitors
- For every funnel step like:
 - Start filling the form
 - Mid-level registration
 - Complete registration (after Double Opt-In)

e.g. for sign-ups
- Quality visitors (spent at least 5" on the website)

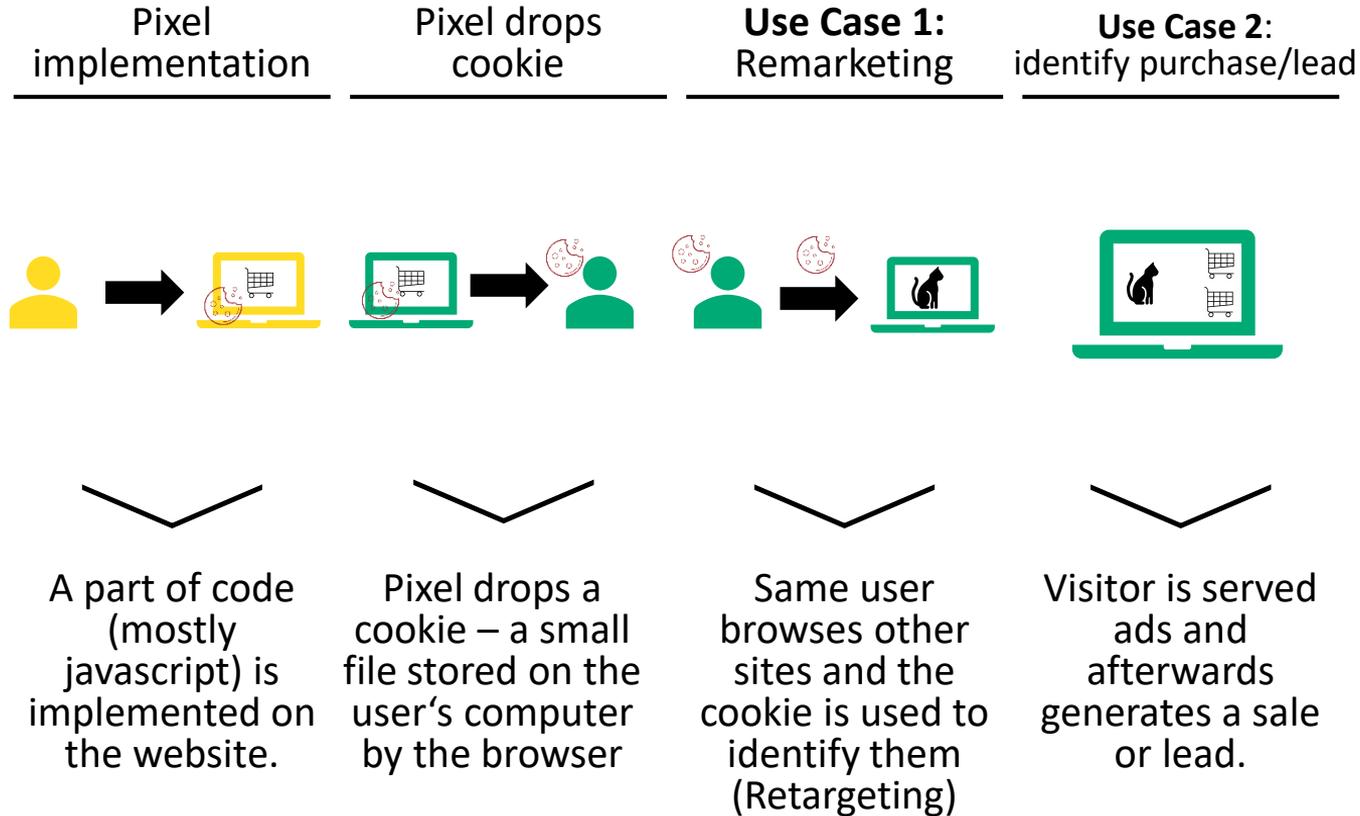


Goals

- Mid-Level Registrations
 - Complete Registration (after Double Opt-In)
 - Shopping cart steps
 - Transaction confirmation/Buyers
- e.g. for sign-ups
- e.g. for sales

▶ WHAT IS A PIXEL & WHEN WE NEED IT?

PIXEL POSSIBILITIES & USE CASES



▶ PIXEL IMPLEMENTATION IS NOT THE ONLY SOLUTION

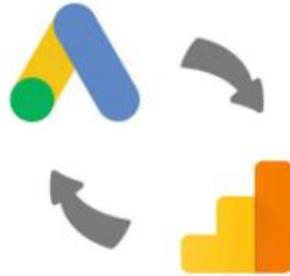
TRACKING POSSIBILITIES

Pixels



- A part of code (script) implemented on the website
- 2 available types of pixels, retargeting & conversion

Connection of Tools



- Possibility to connect Google Tools
- Enables us to push directly audiences and goals from Google Analytics to Google Ads/other Google Tool

UTM Parameters



- Use web analytics tracking parameter to extend regular destination URL
- Track campaign details in Google Analytics

▶ THERE IS A DIFFERENT PROCESS FOR EVERY CHANNEL

OVERVIEW OF TRACKING SOLUTION PER CHANNEL



Pixel Intergration



Google Ads

Linking with Google Analytics



Programmatic

Pixel Intergration & Linking with Google Analytics



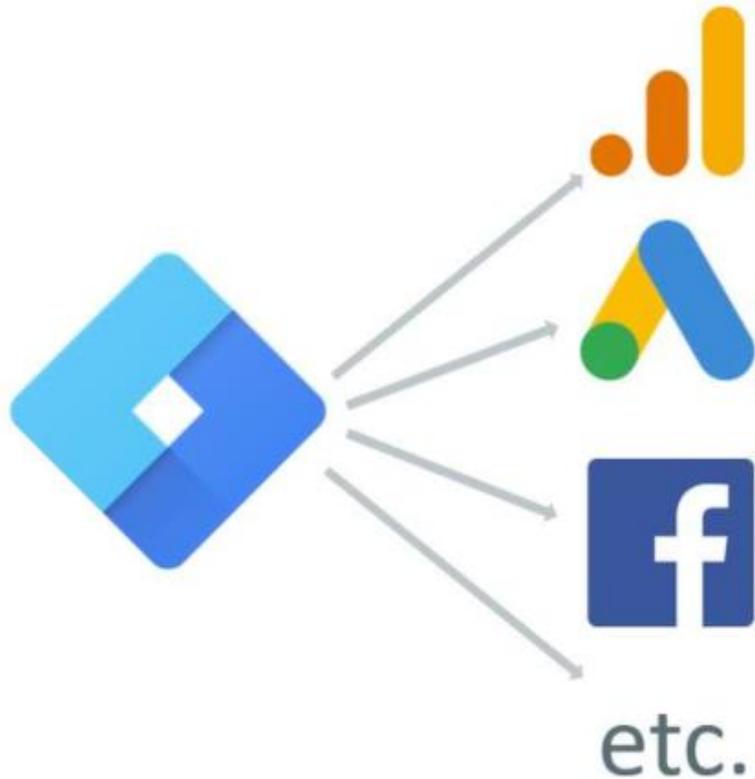
Direct Buys

Pixel Intergration



HENKEL USES GTM*

HENKEL TRACKING SETUP



Henkel uses **Google Tag Manager** for pixel implementation on our websites.

- Container Tags are being implemented on the website and all further pixels in Tag Manager
- Container Tags are like a bookshelf, being assembled once in the room and then you can put in as many books as you want
- Many advantages for us (better structure, time saving, more flexibility etc.)

NO direct implementations!

CHECKLIST

STEPS & PRE-REQUISITES FOR TRACKING SETUP

1. Identify the consumer journey

2. Brief Google Analytics Audiences & Goals to SSC Team

3. Link Google Ads with Google Analytics

4. Setup Campaign Manager for programmatic

5. Implement Facebook Pixels for Facebook/Instagram

6. Brief external Pixels for IO/Direct Buys

Onsite basics

Depending on channels selected for activation

AGENDA

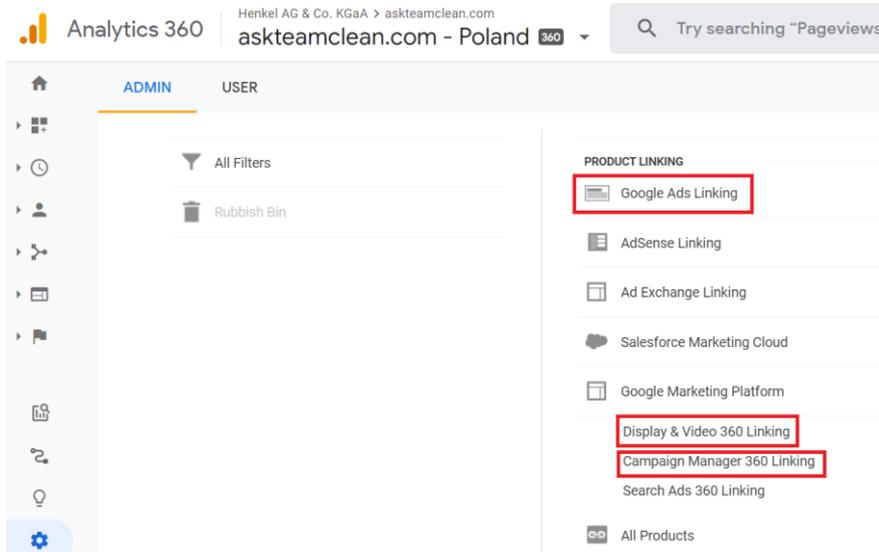
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GOOGLE ADS NEEDS TO GET LINKED WITH GA

ASSOCIATION OF GOOGLE ANALYTICS WITH OTHER GOOGLE TOOLS



- ✓ **Step 1:** Check which audiences & goals you need and if any of them is missing in Google Analytics
- ✓ **Step 2:** Provide Google Ads ID & Name to Peter Farkas (L) or Kamil Bodnar (B) for account linking.
- ✓ **Step 3:** Brief the extra Audiences/Goals need and let Peter/Kamil push the audiences & goals to Google Ads Account.
- ✓ **Step 4:** Inform the agency that it has been done.

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▶ CAMPAIGN MANAGER PIXELS USED FOR PROGRAMMATIC CAMPAIGN MANAGER PIXELS

When?

- For **optimisation** of performance programmatic campaigns running in DV360.

Important Points

- Provide concrete information for the correct implementation in the e-mail, where the pixel should get implemented (Example shared).
- Agency **must** confirm that the programmatic DV360 advertiser will be deleted after contract termination.

HENKEL CAMPAIGN MANAGER PROCESS STEP BY STEP

STEPS THAT NEED TO BE FOLLOWED



Identify tracking steps

Media Agency/Local Henkel

Check the customer journey of your website and identify which steps need to be tracked.

Legal Check

Local Henkel

Adapt the global Google disclaimer according to your local law, check with legal and implement it on the website.

Pixel Briefing

Media Agency/Local Henkel

The agency should fill out and sign the Floodlight request form (media manager signs as well) and send it to Global Media Team (Veronika Lehotska) for creation. DV360 Partner and Advertiser ID needs to be provided also.

Audience Briefing

Henkel

In case additional Audiences are needed, brief them to Peter Farkas (L) or Kamil Bodnar (B).

Consent Management

Henkel

After pixel implementation check with website Team that pixels are included in OneTrust

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▶ 3RD PARTY PIXELS BRIEFING PROCESS

STEPS THAT NEED TO BE FOLLOWED FOR PIXEL IMPLEMENTATION



Identify tracking steps

Media Agency/Local Henkel

Check the customer journey of your website and identify which steps need to be tracked.

Agency sends disclaimers for all partners/publishers that need a pixel integration.

Legal Check

Local Henkel

Check with legal if they approve the disclaimers and allow the pixel implementation.

Disclaimers' Implementation

Local Henkel

Implement the disclaimers on the website.

Pixel Briefing

Local Henkel

Brief the pixel implementation in TagManager at Torsten Senz (L) or Kamil Bodnar (B).

Consent Management

Local Henkel

After pixel implementation check with website Team that pixels are included in OneTrust

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▶ FACEBOOK PIXEL

OVERVIEW

The Facebook pixel is an analytics tool that helps you understand what actions is your audience taking on your website as a results of your Facebook campaigns. Depending on the setup and your needs, it can provide:

- **More data about the audience**
- **Optimize campaigns on valuable website actions.**
For example: purchase, newsletter signups, leads.
- **Run remarketing campaigns**



▶ HOW TO LEVERAGE THE FACEBOOK PIXEL USE CASE EXAMPLE



Midway Newsletter sign-up

User lands on your website where they sign-up for a newsletter.



Drop-off

The user does not complete the registration by confirming their email and opting in.



Custom Audience

We create an audience based on users who added their details to sign-up, while excluding those who finalised the registration by confirming their email.



Remarketing Campaigns

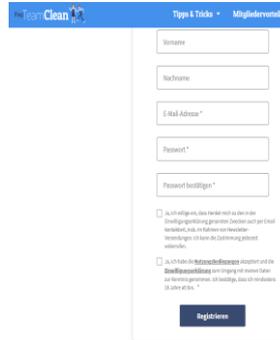
We create personalised ads that we show to these users to remind them to complete their newsletter sign-up and increase our Conversion Rate.

▶ SETUP TO LEVERAGE THE FACEBOOK PIXEL EXAMPLE



Standard Event generated:

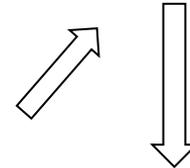
PageView



Standard Event generated:

Lead

Confirmation Mail



Standard Event generated:

Complete Registration

▶ FACEBOOK PIXEL TECHNICAL DEEP DIVE

HOW IT WORKS

- Your agency will generate the Pixel Base code that allows FB to gather data from your website.
- According to your campaign needs, you can decide together **what website actions the Pixel should track**.
- These actions are called **Pixel Events**.

```
<!-- Facebook Pixel Code -->
<script>
!function(f,b,e,v,n,t,s){if(f.fbq)return;n=f.fbq=function(){n.callMethod?
n.callMethod.apply(n,arguments):n.queue.push(arguments)};if(!f._fbq)f._fbq=n;
n.push=n;n.loaded=!0;n.version='2.0';n.queue=[];t=b.createElement(e);t.async=!0;
t.src=v;s=b.getElementsByTagName(e)[0];s.parentNode.insertBefore(t,s)}(window,
document,'script','//connect.facebook.net/en_US/fbevents.js');

fbq('init', '1234567890');
fbq('track', 'PageView');

[ fbq('track', 'AddToCart'); ] Standard event

</script>
<noscript></noscript>
<!-- End Facebook Pixel Code -->
```

Base code

▶ FACEBOOK EVENTS

WHAT ACTIONS CAN THE PIXEL TRACK?

- Find the full list by clicking [here](#).
- Always use Standard Events when possible. If you need to track another action, [Custom Events](#) are possible.

Website action	Description		
		Initiate checkout	The start of a checkout process. For example, clicking a Checkout button.
Add payment info	The addition of customer payment information during a checkout process. For example, a person clicks on a button to save their billing information.	Lead	A submission of information by a customer with the understanding that they may be contacted at a later date by your business. For example, submitting a form or signing up for a trial.
Add to cart	The addition of an item to a shopping cart or basket. For example, clicking an Add to Cart button on a website.	Purchase	The completion of a purchase, usually signified by receiving order or purchase confirmation, or a transaction receipt. For example, landing on a Thank You or confirmation page.
Add to wishlist	The addition of items to a wishlist. For example, clicking an Add to Wishlist button on a website.	Schedule	The booking of an appointment to visit one of your locations.
Complete registration	A submission of information by a customer in exchange for a service provided by your business. For example, signing up for an email subscription.	Search	A search performed on your website, app or other property. For example, product or travel searches.
Contact	A telephone, SMS, email, chat or other type of contact between a customer and your business.	Start trial	The start of a free trial of a product or service you offer. For example, trial subscription.
Customise product	The customisation of products through a configuration tool or other application that your business owns.	Submit application	The submission of an application for a product, service or programme that you offer. For example, a credit card, educational programme or job.
Donate	The donation of funds to your organisation or cause.	Subscribe	The start of a paid subscription for a product or service you offer.
Find location	When a person finds one of your locations via web, with an intention to visit. For example, searching for a product and finding it at one of your local shops.	View content	A visit to a web page you care about. For example, a product or landing page. View content tells you if someone visits a web page's URL, but not what they do or see on that web page.



HENKEL PROCESS STEP BY STEP

STEPS THAT NEED TO BE FOLLOWED FOR FB PIXEL IMPLEMENTATION



Identify Pixel Events

Media Agency/Local Henkel

Define which website actions you want to track based on FB's Standard Events list.

Legal Check

Local Henkel

Adapt the global disclaimer for facebook according to your local law, check with legal and implement it on the website.

Pixel Briefing

Media Agency/Local Henkel

Brief the pixel implementation in TagManager at Torsten Senz (L) or Kamil Bodnar (B).

Consent Management

Local Henkel

After pixel implementation, check with website Team that pixels are included in OneTrust



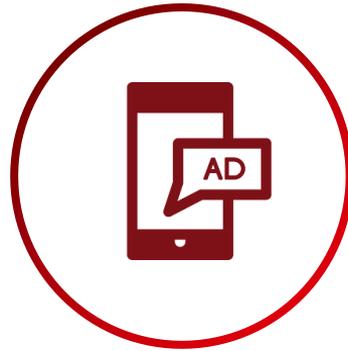
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INTRODUCING UTM PARA- METERS

UTM ARE WEB TRACKING PARAMETERS USED FOR GOOGLE ANALYTICS



Campaign & Ad



- Code snippet added to campaign URL
- Includes campaign details like media channel, asset, content info



Shop/CRM & Analytics



- Allows to distinguish campaign in Shop/CRM's web analytics tool
- Use to identify top/low performing ads based on onsite sales/leads

▶ USING UTM TRACKING PARAMETERS

TRACK NON-GOOGLE CAMPAIGNS IN GOOGLE ANALYTICS



Campaign Structure



- 60%** F 28-54 + Interest
▪ Video Ad & Link Ad
General Features
Tech Enthusiast
Less is more
Stop worrying
- 40%** M, 28-54 + Interest
▪ Video Ad & Link Ad
General Features
Tech Enthusiast
Less is more
Stop worrying

Link to

Own Shop/ CRM / External Retailer

UTM Setup & Structure

Destination URL (e.g. www.retailer-shop.de) + **UTM Parameter** (acc. o campaign setup)

Clear & consistent structure is a MUST !

Examples:

M / Facebook:

```
utm_source=facebook&utm_medium=video&utm_campaign=somatsmart&utm_content=m_general_features  
utm_source=facebook&utm_medium=link&utm_campaign=somatsmart&utm_content=m_general_features  
utm_source=facebook&utm_medium=video&utm_campaign=somatsmart&utm_content=m_tech_enthusiast  
utm_source=facebook&utm_medium=link&utm_campaign=somatsmart&utm_content=m_tech_enthusiast
```

F / Facebook:

```
utm_source=facebook&utm_medium=video&utm_campaign=somatsmart&utm_content=f_general_features  
utm_source=facebook&utm_medium=link&utm_campaign=somatsmart&utm_content=f_general_features  
utm_source=facebook&utm_medium=video&utm_campaign=somatsmart&utm_content=f_tech_enthusiast  
utm_source=facebook&utm_medium=link&utm_campaign=somatsmart&utm_content=f_tech_enthusiast
```

Tracking in Google Analytics*



Quelle / Medium	Kampagn	Anzeigeninhalt	Einstie	Nutzer	Seitenaufrufe
facebook / video	somatsmart	m_general_features	1	1	1
facebook / video	somatsmart	f_stop_worrying	66	66	66
facebook / video	somatsmart	f_tech_enthusiast	4	4	4
facebook / video	somatsmart	f_general_features	4	4	4

Ø Zeit auf der Sei	Absprungra	Transaktion	CR	Produktsä
00:00:00	0%	0	0,00%	- €
00:04:33	56%	0	0,00%	- €
00:00:00	25%	0	0,00%	- €
00:01:25	75%	0	0,00%	- €

*GA from external Retailer or Henkel depending on use case



[CLICK HERE: Google Analytics UTM Parameter Builder](#)

▶ USING UTM TRACKING PARAMETERS



HACK: GOOGLE ANALYTICS UTM PARAMETER BUILDER TOOL

Campaign URL Builder

This tool allows you to easily add campaign parameters to URLs so you can track **Custom Campaigns** in Google Analytics.

Enter the website URL and campaign information

Fill out the required fields (marked with *) in the form below, and once complete the full campaign URL will be generated for you. *Note: the generated URL is automatically updated as you make changes.*

* Website URL
The full website URL (e.g. <https://www.example.com>)

* Campaign Source
The referrer: (e.g. [google](#), [newsletter](#))

* Campaign Medium
Marketing medium: (e.g. [cpc](#), [banner](#), [email](#))

* Campaign Name
Product, promo code, or slogan (e.g. [spring_sale](#))

Campaign Term
Identify the paid keywords

Campaign Content
Use to differentiate ads

Share the generated campaign URL

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).

How to build & use UTM parameters:

- ✓ **Step 1:** enter website URL
- ✓ **Step 2:** define consistent logic to fill campaign parameters (e.g. local naming convention)
- ✓ **Step 3:** Review & copy generated campaign URL
- ✓ **Step 4:** Use generated URL incl. UTM for ads
- ✓ **Step 5:** Check if campaign data is correctly shown in GA

Important: **define & keep** consistent logic for each parameter across all campaigns for accurate & clean data



▶ IMPORTANT POINTS TO KEEP IN MIND

SUMMARY

1. Timings

- Plan around 2 weeks time for pixel implementation.

2. Connection of Google Tools

- All Google connections* should allow import of campaign data **excluding cost data**.

3. Legal Check

- Get sure that disclaimers & OneTrust are in place **before** the campaign starts.

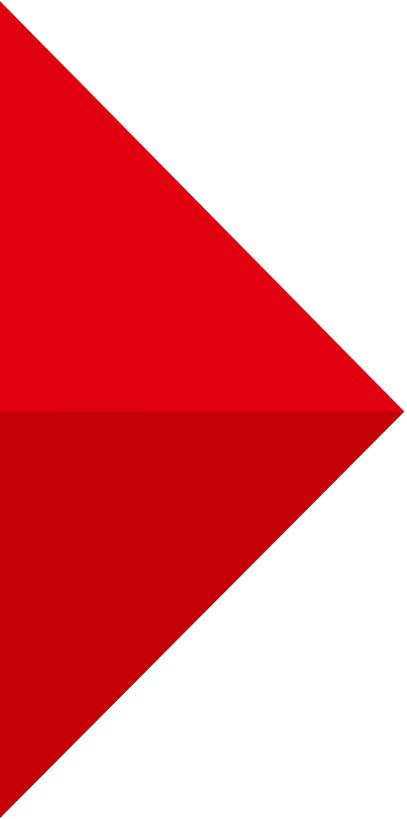
4. Pixel Deletion

- Run regular pixel audits & data cross-checks between the tools.
- Let delete from Google Tag Manager the pixels that are not needed/used anymore.

*e.g. Google Ads with Google Analytics, Programmatic DSP (DV360) with Campaign Manager



QUESTIONS?

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THANK YOU

APPENDIX



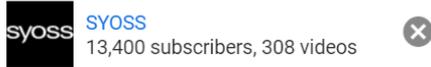
YOUTUBE AUDIENCE ACTIVATION IN YT CAMPAIGNS

YOUTUBE CHANNEL CONNECTION WITH GOOGLE ADS/DV360



Link a YouTube channel

YouTube channel



Select channel owner

I own this channel

Someone else owns this channel

Send a link request to the channel owner. Once the channel owner approves your request, it will appear in the "YouTube" section of your "Linked accounts."

Email address of the channel owner

Enter email address

▼ View request message

CANCEL SEND REQUEST

For **Youtube Audience activation** (e.g. Youtube channel followers, viewers of a specific video etc.)

- ✓ **Step 1:** Share the exact channel name with the agency
- ✓ **Step 2:** Agency sends a link request
- ✓ **Step 3:** Channel owner has to approve the request