



7 Steps to Track Print Media Campaigns in Google Analytics

1. Create a unique mobile friendly landing page for the event/offer.
 - If using a form, generate an optimized Thank You page and make sure the email confirmation notice is mobile friendly.
 - **BONUS TIP:** If using a form, set up a conversion Goal in Google Analytics. Tracking your landing page's conversion rate allows you to compare its effectiveness against past campaigns and make changes to improve performance for future campaigns.
2. Set the landing page and thank you page meta directive tags to no index/no follow.
3. Go to [Google's URL Builder](#) and create your custom URL. For print media you can use these naming conventions:
 - **Campaign Medium** = print
 - **Campaign Source** = postcard (or brochure, business-card, etc., whatever the actual asset is)
4. Input your custom Google URL in a URL shortener like [Google](#) or [Bitly](#).
 - Even better, set up a short [branded domain for your business](#).
5. Add both your shortened and custom Google URLs to your Custom UTM Tags Index.
6. Apply your shortened URL to your social post or printed material and promote, promote, promote!
7. Sit back and watch the traffic roll in to your **Acquisition > Campaigns > All Campaigns** report in Google Analytics.