

UTM Codes

How to use UTM codes and how they work with Google Analytics

- [Sendy - UTM Code Structure](#)

Sendy - UTM Code Structure

This structure will allow Google Analytics to track where the traffic came from, the platform we used, the campaign methodology (medium) and the unique title of the campaign.

`utm_source=sendy&utm_medium=email&utm_campaign=Enter_your_Campaign_title_Here`