

UTM and Campaign Naming for Salesforce

One pattern for campaign names and links, so every lead lands on the right campaign and every report adds up.

CAMPAIGN NAMES

Category | Description | Language

For example `Webinar | Data 360 Basics | EN`.
The same pattern as our free naming generator.

- ☐ Up to 80 characters per name.
- ☐ Hierarchy up to five levels, such as program, campaign, asset.
- ☐ Every campaign has a default status and one that counts as responded.
- ☐ Record types decide which campaigns sync to Pardot.

LINK PARAMETERS

Parameter	Rule and example
<code>utm_source</code>	From a fixed list: <code>linkedin</code> , <code>newsletter</code>
<code>utm_medium</code>	One per channel: <code>email</code> , <code>cpc</code> , <code>paid-social</code>
<code>utm_campaign</code>	The campaign name: <code>webinar-basics-en</code>
<code>utm_content</code>	The variant: <code>banner-a</code>
<code>utm_id</code>	An ID, such as the Salesforce campaign ID

Lowercase only: Google Analytics treats `LinkedIn` and `linkedin` as two sources.

What Pardot Does With UTMs

It saves them on new prospects only, as the first touch. Values over 50 characters are cut, and `utm_source` fills the Source field. Google Ads auto-tagging can stop the capture: test one link end to end.

What Marketing Cloud Next Does

You set UTM parameters for the org or a business unit and override them per email or link. They're filled in at send time and can't be changed after the send.

Campaign Influence or Opportunity Influence?

Pardot teams use Campaign Influence: first-touch, last-touch, even and custom models, built on contact roles on open opportunities. Marketing Cloud Next brings Opportunity Influence: first or last touch, counting email and SMS clicks from 30 days before an opportunity is created. Switching it on means switching Campaign Influence off first. Decide which one your reports run on before anyone turns it on.



Axel's tip

Pin the source and medium lists where everyone builds links. "LinkedIn", "linkedin" and "li" are three channels in a report.

Reports That Add Up

We set up campaigns, UTMs and influence so the numbers hold.

[Scan for our reporting package](#)

