

A stylized tree graphic in a light peach color, positioned on the left side of the slide. It has a vertical trunk and two main branches that curve outwards and upwards. The background is white with a green border at the top and bottom.

Parent Map

Digital Ad Reporting FAQs

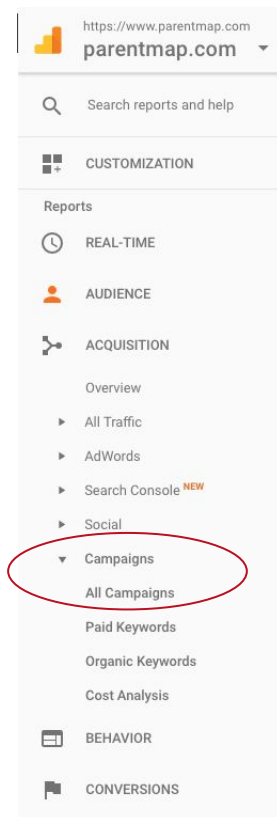
Google Analytics Campaign Tracking

- To monitor traffic that comes from ParentMap web and email campaigns, we highly recommend using **Campaign** tracking in Google Analytics.
- ParentMap adds UTM campaign tracking codes to all client ad URLs (if the client does not provide their own tracking URL)
 - Tracking URL example (the tracking code starts with the '?')
https://www.parentmap.com/?utm_source=parentmap&utm_medium=web&utm_campaign=2021webads
- Do not use **Referral** tracking in Google Analytics to track display or email campaigns. The ads booked on ParentMap run through different ad network/email servers, so they will not always appear as a referral from parentmap.com. Referral sessions from parentmap.com will contain data from other sources, such as ParentMap articles, calendar listings or event sponsorships.

Instructions: Campaign Tracking in Google Analytics

- Open your Google Analytics account
- Specify the time period you wish to view from the date drop-down menu in the right-hand corner of the screen.
- On the left rail menu, select **Acquisition**
- Select **Campaigns > All Campaigns**

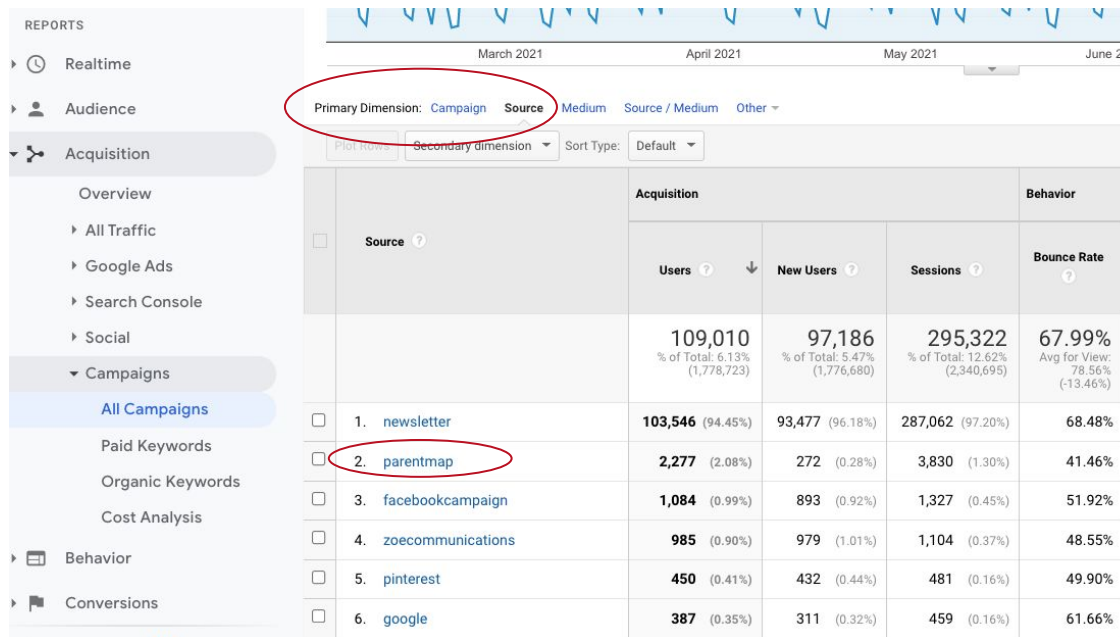
Note: ParentMap display ads vs. email ads are tracked slightly differently under Campaigns since they come from two different servers. Follow the steps on next two pages to pull stats for each channel.



Web Ad Tracking in Google Analytics

To track website traffic from ParentMap web ad placements:

1. With the **Acquisition > Campaigns > All Campaigns** section open, select **Source** from the **Primary Dimension** menu (located below the graph).
2. You will see **parentmap** listed as a campaign source, which will show your sessions and other traffic metrics from ParentMap web ads. (Hint, if you don't see parentmap, use the "show rows" menu in the bottom-right corner to expand the rows view)



REPORTS

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Primary Dimension: Campaign Source Medium Source / Medium Other

Secondary dimension Sort Type: Default

	Acquisition			Behavior
	Users	New Users	Sessions	Bounce Rate
Source	109,010 % of Total: 6.13% (1,778,723)	97,186 % of Total: 5.47% (1,776,680)	295,322 % of Total: 12.62% (2,340,695)	67.99% Avg for View: 78.56% (-13.46%)
1. newsletter	103,546 (94.45%)	93,477 (96.18%)	287,062 (97.20%)	68.48%
2. parentmap	2,277 (2.08%)	272 (0.28%)	3,830 (1.30%)	41.46%
3. facebookcampaign	1,084 (0.99%)	893 (0.92%)	1,327 (0.45%)	51.92%
4. zoecomunications	985 (0.90%)	979 (1.01%)	1,104 (0.37%)	48.55%
5. pinterest	450 (0.41%)	432 (0.44%)	481 (0.16%)	49.90%
6. google	387 (0.35%)	311 (0.32%)	459 (0.16%)	61.66%

Email Ad Tracking in Google Analytics

To track website traffic from ParentMap email placements

- With the **Acquisition > Campaigns > All Campaigns** section open, select **Source** from the Primary Dimension menu (located below the graph)
- In the table results, select the source **newsletter**
- From the Secondary dimensions drop-down menu, select **Advertising > Campaign**
- You will find analytics for each ParentMap newsletter campaign your brand was featured in separately under the **Campaign** column. Look for the date(s) your email ran.

Primary Dimension: **Source** Campaign

Plot Row: Secondary dimension Sort Type: Default

		Acquisition		
Campaign		Users	New Users	Sessions
		4,984 % of Total: 7.45% (66,894)	2,901 % of Total: 4.72% (61,526)	9,194 % of Total: 11.41% (80,595)
<input type="checkbox"/>	1. parentmap-digiedition-08-11-2021	1,321 (21.80%)	713 (24.58%)	1,815 (19.74%)
<input type="checkbox"/>	2. parentmap-latest-seattle-08-09-2021	774 (12.77%)	430 (14.82%)	1,029 (11.19%)
<input type="checkbox"/>	3. parentmap-weekender-seattle-08-05-2021	584 (9.64%)	264 (9.10%)	1,086 (11.81%)
<input type="checkbox"/>	4. parentmap-weekender-seattle-08-12-2021	556 (9.17%)	290 (10.00%)	765 (8.32%)

ParentMap eNews campaign name examples:

parentmap-themed-offthebeatenpath-07-28-2021

Parentmap-latest-seattle-07-26-2021

*Hint, if you don't see **parentmap**, use the "show rows" menu in the bottom-right corner to expand the rows view.*

Why doesn't the ParentMap report match my Google Analytics?

ParentMap pulls the clicks from your digital campaigns directly from our ad server platforms (Google Ad Manager for web ads and EMMA email marketing for email ads). Google Analytics campaign data and data reported from the ad servers are not a perfect match. *Accordingly to Google, you can expect a discrepancy of up to 20%.*

Possible reasons for a discrepancy:

- Google Ad Manager click data is based on ad server logs. Google Analytics campaign tracking is based on cookies or page loads.
- Ad servers tracks every single click, while Google Analytics tracks sessions.
 - A user may click on the ad but then quickly leave the page or move to another page. In this scenario, Google Analytics may not record the session.
 - When a user clicks on a single ad multiple times within a 30-minute period, the ad server records multiple clicks while Google may recognize the clicks as one session.
 - If a user comes to your website from an ad, but leaves before your Google Analytics code has time to fire, then the session will not be counted in Google Analytics.

Why doesn't the ParentMap report match my Google Analytics?

(Reasons for a discrepancy, continued)

- The user may have cookies, JavaScript or images disabled in their browser, which may prevent the session from being recorded in Google Analytics. (The click would still register on the ad server.)
- Your landing page is missing a Google Analytics code or the code is not properly placed.
 - Make sure that any landing page used for an ad has a Google Analytics code properly installed on the page.
 - Best practice is to make sure your Google Analytics tracking code is placed at the top of your page code.

For more information, check out this article from Google: [Why Google Ads Clicks and Analytics Sessions don't match in your reports](#)

Questions?

Contact your ParentMap sales rep if you are having trouble or need more information.

We are always happy to help!