

To: **SplashPlay Agents**

From: **SplashPlay Marketing**

Date: **January 7, 2017**

Subject: **Marketing Tip: GAME ACTIVITY TRACKING**

Yesterday, during a phone conversation with Lisa Kempton, we discussed tracking game activity for organizations such as schools. Lisa’s question was, *“Is there a way to set up a school to use their SplashPlay game and a shortened URL to track competition between classes?”* I decided to explore this question in detail and here is my suggestion.

For those of you who do not know what bit.ly, or shortened URLs are indulge me while I explain. Too often, URL’s can be very long. Especially if they include marketing campaign information. To solve this problem there are services that shorten URLs to a more manageable length. These sites allow you to enter in a long URL and they in turn make it short. Because of size constrictions, some websites can’t accommodate long URLs. Toward this end we have a variety of URL shortening services such as bit.ly, SnipURL, and Tiny.cc.

While URL shortening websites are great, they actually present a unique tracking challenge. For these sites to work, they act as intermediaries between the web visitor and the destination website. In fact, they basically receive all visitors that click on one of their shortened URLs. In turn, they automatically redirect these visitors to their intended destination website. Unfortunately, in doing so, it makes it impossible for Google Analytics to treat any visitor clicking on one of these shortened links as “direct” visitors. In fact, they are all seen as coming from the URL shortener’s website making tracking impossible.

So, to track activity with a shortened URL Google has a very powerful and easy tool to use. Just follow four simple steps:

Step 1. Obtain Your Destination URL: Copy the URL of the page that you ultimately want your visitors to land on.

EXAMPLE	
SplashPlay Game URL	www.splashtrivia.com/a212

Step 2. Run Your URL Through the Google Analytics Tool: Campaign URL Builder (at this link: [The URL Builder](#)) Here , Google will append the necessary query parameters to your destination URL illustrated below:

EXAMPLE	
Source URL	www.splashtrivia.com/a121
Modified URL	www.splashtrivia.com/a121?utm_source=SplashPlay&utm_campaign=Test%201

Step 3. Shorten the Modified URL: You can use any URL shortener you prefer. The Modified URL can even be shortened with Google’s URL Builder Tool.

EXAMPLE	
Modified URL	www.splashtrivia.com/a121?utm_source=SplashPlay&utm_campaign=Test%201
Shortened URL	https://goo.gl/AEze1w

Step 4. Test your short link – Click on your shortened URL and make sure the long string of query parameters that you copied in step 2, above, appears in the address bar of your favorite browser. If the query parameters are in place, and your destination page has the Google Analytics Tracking Code correctly applied – you should begin to see visits from your short URL in your All Traffic Sources report, within the Traffic Sources section. It’s a bit of a manual process – but works and will enable any organization to track their SplashPlay game activity.

Sample Short URL Campaign Setup Guide

Review the following Sample Short URL Campaign Setup Procedures

Organization Name	Grand High School
Campaign Name	Field Trip Fund
Game URL	www.splashtrivia.com/a121

	Groups	Google Shortened URL
Participating Groups	Mrs. Johnson's 4 th Grade Class	https://goo.gl/AEze1w
	Mr. Smith's 4 th Grade Class	https://goo.gl/50kj4a
	Mr. Ander's 4 th Grade Glass	https://goo.gl/cq0Azy

GOOGLE URL CAMPAIGN BUILDER

Perform this process for each Class

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	<input type="text" value="www.splashtrivia.com/a121"/>
	<small>The full website URL (e.g. <code>https://www.example.com</code>)</small>
* Campaign Source	<input type="text"/>
	<small>The referrer (e.g. <code>google</code>, <code>newsletter</code>)</small>
Campaign Medium	<input type="text"/>
	<small>Marketing medium (e.g. <code>app</code>, <code>banner</code>, <code>email</code>)</small>
Campaign Name	<input type="text" value="Mrs_Johnsons_Class"/>
	<small>Product, promo code, or slogan (e.g. <code>spring_sale</code>)</small>
Campaign Term	<input type="text"/>
	<small>Identify the paid keywords</small>
Campaign Content	<input type="text"/>
	<small>Use to differentiate ads</small>

Enter SplashPlay Game URL

Enter SplashPlay Game URL

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).

Long Campaign URL

Click to Create Short URL then Copy Short URL