

UTM Parameters

Summary

This page explains how to configure UTM parameters for Pop traffic and use them to track traffic sources in your analytics systems.

Before You Begin

- Role: Webmaster
- Required information:
 - Active DAO.AD account
 - Popunder traffic source
 - Analytics or tracking system, if applicable
- Estimated time: 2 minutes

What Are UTM Parameters?

UTM parameters are tags added to a URL to help identify and analyze the source and context of incoming traffic.

DAO.AD allows you to add custom UTM parameters when creating an advertising code for the **Popunder** format.

These parameters are automatically added to the destination URL when a user is redirected after opening a Pop ad.

Available Parameters

DAO.AD supports the following UTM parameters:

Parameter	Description	Example
utm_source	Identifies the traffic source	dao
utm_medium	Identifies the traffic type or format	pop
utm_campaign	Identifies the campaign or project	casino
utm_term	Additional tracking parameter	news
utm_content	Identifies the site, ad placement, or another custom value	site123

How to Configure UTM Parameters

When creating a **Popunder** advertising code:

1. Open the UTM parameters section.
2. Enter the required values for the parameters you want to use.
3. Save the advertising code.
4. Place the generated code on your website.

DAO.AD will automatically add the configured parameters to the destination URL.

Example

For example, you can configure:

```
utm_source = dao, utm_medium = pop, utm_campaign = casino, utm_term = news, utm_content = site123
```

The resulting URL may look like:

```
https://example.com/?utm_source=dao&utm_medium=pop&utm_campaign=casino&utm_term=news&utm_content=site123
```

This allows you to identify the source and additional details of the traffic in your analytics or tracking system.

Using UTM Parameters for Analytics

UTM parameters can be used with analytics and tracking platforms such as:

- Google Analytics
- Keitaro
- Binom
- Voluum
- other systems that support UTM tracking

You can use these parameters to analyze traffic by source, format, campaign, site, or other custom values.

Related

- [Create a Link Source](#)
 - [Create a Site Source](#)
 - [Traffic Statistics](#)
 - [Placement Rules](#)
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