

## Adding UTMs to your Booking Calendar [New]

UTM parameters are tags added to your booking links to track booking sources, refine marketing, and boost bookings. By understanding where your bookings originate, you can tailor your marketing strategies for maximum effectiveness.

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### Add UTMs to your Booking link when sharing as a Page

Follow the steps below to add UTM parameters when sharing your **Booking Calendar** as a standalone page:

**1. Navigate to the Booking Calendar Lobby:**

- Open the **Booking Calendars Lobby**.
- Locate the **Booking Calendar** you wish to share.
- Click the **Share** button associated with that calendar.

**2. Enable UTM Parameters:**

- In the pop-up window, check the **UTM Parameters** checkbox.

**3. Enter Your UTM Values:**

- Enter the appropriate values for each UTM parameter (e.g., `utm_source`, `utm_medium`, and `utm_campaign`).

**4. Copy and Share:**

- Click **Copy & close** to copy the URL with UTM parameters to your clipboard.

You can now share this URL with your guests.

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### Adding UTMs to your personal webpage where you have an embedded Booking Calendar

Follow the steps below to add UTM parameters to your **Booking Calendar** which is embedded directly on your website:

**1. Begin UTM Parameters:**

- Add a question mark (?) to the end of your webpage URL. This marks the beginning of your UTM parameters.

**2. Enter UTM Parameters:**

- Add your desired UTM parameters immediately after the question mark.
- Format each parameter as `parameter=value`.
- Example: `utm_source=LinkedIn`.

**3. Include Additional UTM Parameters (if applicable):**

- If you need to add more UTM parameters, separate them with an ampersand (&).
- Example: `&utm_medium=Social&utm_campaign=JanuaryPromo`.
- The resulting URL will resemble: `https://yourwebsite.com?utm_source=LinkedIn&utm_medium=Social&utm_campaign=JanuaryPromo`.

Use this full URL to direct visitors to your site with the added UTM tracking.

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### Key Points to Remember:

- **Consistency is Key:** Maintain consistent naming conventions for your UTM parameters across all campaigns
- **Accurate Values:** Ensure the values you enter accurately reflect the source, medium, and campaign of your link.
- **Testing:** Always test your UTM parameters by clicking on the generated URL and verifying the data is being recorded correctly in your analytics platform.

Adding UTM parameters provides vital data that helps you understand the effectiveness of your marketing efforts. This data enables you to make informed decisions, optimize your campaigns, and ultimately drive more bookings.

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