Campaign tracking *glossary*

The key terms around campaign links, Matomo and marketing metrics, each with an example or a practical note.

Campaign parameters (MTM and UTM)

Campaign parameters: additions to a URL that tell Matomo where a click came from, such as source, medium and campaign. › `?mtm_source=linkedin` or `?utm_source=linkedin`

MTM style: Matomo's own style (`mtm_source`, `mtm_medium` and more), with extra fields for group and placement. › Recommended for new campaigns

UTM style: the standard Google established (`utm_source`, `utm_medium` and more), which almost every tool understands. › Keep it where it is already in use

Marketing Campaigns Reporting: free plugin by Matomo. Matomo itself only stores the campaign name and keyword; the plugin also reports source, medium, content, ID, group and placement and maps MTM and UTM to the same fields. › If you work with campaigns, activate it

source: required. The specific platform a click comes from. › `linkedin`, `newsletter`, `google` (not `social`: that is the medium)

medium: required. The channel type the source belongs to. › `social`, `email`, `cpc`, `qr`, `print`

campaign: required. The specific activity, ideally with a date or identifier. Without a campaign name, a visit with `mtm_source` and `mtm_medium` does not count as a campaign. › `spring-sale-2026`, `newsletter-2026-04`

content: optional. A variant or position within a campaign, for example for A/B tests. › `cta-button`, `top-banner`, `post-1`

keyword: optional. The search term for search ads: `mtm_kwd` or `utm_term`. › `running-shoes-women`

Campaign ID: optional. A key that stays stable when names change: `mtm_cid` or `utm_id`. › `c-2026-04-001`

mtm_group: MTM style only. A group within the campaign, such as the ad group. › `ad-group-1`

mtm_placement: MTM style only. The placement, such as a poster location or banner position; in UTM style use `utm_content`. › `station-north`

Naming convention: spellings for all values that your team has agreed on. Otherwise `facebook`, `Facebook` and `fb` count as three sources. › Write it down and build links from a template

Campaign URL Builder: builds tagged campaign URLs, in Matomo under Acquisition › Campaign URL Builder. It writes MTM parameters; without Marketing Campaigns Reporting it only offers name and keyword. › Also available as a web tool on matomo.org

Vanity URL: a short, readable address that redirects to the full campaign URL. › `example.com/spring` for typing

Matomo terms

Matomo: open source web analytics platform, self-hosted or as a cloud service. › An alternative to Google Analytics

Matomo Tag Manager: tag management in Matomo. You embed the container once; tags (tracking codes), triggers (when a tag fires) and variables (dynamic values) are then managed in the interface and checked in preview mode. › Comparable to Google Tag Manager

Website: a site tracked in Matomo, with its own ID. One Matomo instance can track many websites. › Main site and shop as two websites

Acquisition: the report section that shows where visits come from: direct, search engines, websites, social networks, campaigns. › Acquisition › Campaigns

Visits Log: a list of individual visits with their referrer and actions, always live, without archiving. The tool for testing new campaign links. › Visitors › Visits Log

Archiving: the background process that turns raw data into reports. Most reports only show new data after it has run. › After minutes or hours, depending on your setup

Segment: a filter that limits all reports to a group of visits. Segments filter whole visits, not single actions. › All visits with medium `email`

Visits, not actions: the segment “Page URL contains /contact” selects the visits in which the contact page was viewed and then shows all pages of those visits. › To find single rows, use the search in the table

Goal: a defined action with business value that Matomo counts as a conversion. › Form submitted, PDF downloaded

Event: an interaction without a page change, with category and action, optionally name and value. › Category “Video”, action “Play”

Consent: agreement to tracking. Without it, Matomo tracks nothing or only without cookies, depending on the setup. › Without cookies, no memory of earlier campaigns

Web analytics basics

Visit: a visitor's related actions. In Matomo a visit ends after 30 minutes without an action, and by default an action with different campaign values starts a new visit. › Three separate visits in a day count three times

Unique visitors: distinct browsers or devices, not people. One person with two devices counts twice. › A common misunderstanding in reports

Pageview: one page being loaded; repeated loads count again. › 10 pageviews in 5 visits = 2 pages per visit

Bounce rate: the share of visits with a single pageview and no further action. › A high value is not bad in itself

Visit duration: the time between the first and last tracked action of a visit. › Usually 0 seconds for bounces

Conversion: a goal that has been reached. › Sign-up, purchase, download

Conversion rate: the share of visits that reached a goal. › 100 visits, 5 sign-ups = 5%

Funnel: the sequence of steps to a conversion; shows where visitors drop out. › Home page, product page, form, confirmation

Referrer: the page a visit came from. Apps and some browsers do not always pass it on. › Without it, the visit often ends up as "Direct"

Direct traffic: visits without a recognisable origin, so without a referrer and without campaign parameters. › Untagged newsletter links usually end up here

Attribution: the rule for which touchpoint gets credit for a conversion. › First, last or spread across several

Last referrer: Matomo's default. The tracker remembers campaign and referrer in the `_pk_ref` cookie, for six months by default. › `setConversionAttributionFirstReferrer` credits the first referrer

Last non-direct touch: a conversion from a direct visit is credited to the channel the visitor last came through. › An order via bookmark counts for the newsletter before it

First touch: the conversion is credited to the channel of the first visit within the lookback window. › Shows what brought customers in first

Cross-device tracking: recognising that one person uses several devices. Hardly possible without a login or user ID. › Phone in the morning, laptop at night: two visitors

First-party cookies: cookies set by the visited domain itself. Matomo uses them, such as `_pk_id` and `_pk_ref`, unless cookies are disabled. › Blocked less often than third-party cookies

Sampling: analysing a sample instead of all data. Matomo does not sample; it processes all data. › Even small segments are based on all data

Marketing and advertising

Touchpoint: every single contact a person has with a brand or campaign. › Ad seen, newsletter opened, link clicked

Impression: one display of an ad, whether clicked or not. › An ad seen three times = 3 impressions

Reach: the number of people who saw an ad at least once. › 25,000 impressions for 10,000 people = 2.5 contacts per person

CTR (click-through rate): clicks divided by impressions. › 2 clicks from 100 impressions = 2%

CPC (cost per click): ad spend divided by clicks. It comes from the ad platform; Matomo does not know click prices. › €500 for 250 clicks = €2

CPM: cost per 1,000 impressions, common for display and social ads. › €400 for 50,000 impressions = €8

CPA, CPL: ad spend divided by conversions (CPA) or by leads won (CPL). › €500 for 10 sign-ups = €50

ROAS: revenue per unit of ad spend. › €2,000 revenue on €500 spend = ROAS 4

ROI: the return on an investment, taking all costs into account. › Needs cost data that Matomo does not have

Lead: a prospect who has actively left contact details. › Newsletter sign-up, contact form

A/B test: comparing two variants with the same audience; in campaigns, tell them apart with content. › `mtm_content=variant-a` and `variant-b`

Click ID: an identifier that ad platforms append to links. Matomo does not read the `gclid`, and click IDs do not replace campaign parameters. › `gclid` (Google), `msclkid` (Microsoft), `fbclid` (Meta), `li_fat_id` (LinkedIn)

Auto-tagging: Google Ads appends the `gclid` to every final URL and needs it for its own conversion tracking. › Keep it on and add campaign parameters as well

ValueTrack parameters: placeholders that Google Ads fills in on the click, such as `{campaignid}`, `{keyword}` or `{creative}`. There is none for the campaign name. › Pass the name with a custom parameter: `{_campaign}`

Final URL suffix: parameters that Google Ads appends to every final URL. A suffix at campaign, ad group, ad or keyword level replaces the account suffix completely. › `mtm_source=google&mtm_medium=cpc&mtm_campaign={_campaign}`