Campaign URLs *step by step*

How to build tagged links with Matomo's URL builder, in MTM or UTM style, and check them in a minute.

> **In short:** use the MTM style for new campaigns and keep UTM where it is already established. Only one style per link.

01 Where is the URL builder?

- **In Matomo:** Acquisition › Campaign URL Builder. It writes MTM parameters. With Marketing Campaigns Reporting it offers all fields, without the plugin only name and keyword.
- **As a web tool from Matomo,** also with MTM parameters: `matomo.org/faq/tracking-campaigns-url-builder`
- **Our Excel template** from the article builds the URL with a formula, in MTM or UTM style, and uses `&` instead of `?` when the target URL already has parameters.
- **Need UTM style?** Swap the prefix: `mtm_` becomes `utm_`, with two exceptions: `mtm_kwd` becomes `utm_term` and `mtm_cid` becomes `utm_id`. Group and placement only exist in MTM style.

02 The fields, step by step

Step	Parameter (MTM · UTM)	Examples
1. Target URL the full address with https://	the page the link should open	`https://www.example.com/offer`
2. Campaign required which activity, with a date or identifier?	`mtm_campaign` · `utm_campaign`	`spring-sale-2026`, `newsletter-2026-04`
3. Source required which platform exactly?	`mtm_source` · `utm_source`	`linkedin`, `newsletter`, `google`
4. Medium required which channel type?	`mtm_medium` · `utm_medium`	`social`, `email`, `cpc`, `qr`, `print`
5. Content optional variant or position, for example for A/B tests	`mtm_content` · `utm_content`	`post-1`, `cta-button`, `header-link`

03 Further fields

Field	MTM	UTM	Purpose	Example
Keyword	`mtm_kwd`	`utm_term`	search term for search ads	`running-shoes-women`
Campaign ID	`mtm_cid`	`utm_id`	key that stays stable when names change	`c-2026-04-001`
Group	`mtm_group`	not available	ad group or audience	`ad-group-1`
Placement	`mtm_placement`	via `utm_content`	location or position	`home-top-banner`

Rules for every value: lower case, hyphens instead of spaces, no accented letters or special characters, and only values from your team's naming convention.

04 The result

MTM style

```
https://www.example.com/offer?mtm_campaign=spring-sale-
2026&mtm_source=linkedin&mtm_medium=social&mtm_content=post-1
```

UTM style (the same information)

```
https://www.example.com/offer?utm_campaign=spring-sale-
2026&utm_source=linkedin&utm_medium=social&utm_content=post-1
```

> **Already a question mark?** If the target URL already contains a `?` (for example `?id=12`), add the campaign parameters with `&`, never with a second `?`.

05 The 60-second test

Before a link goes out, this test takes a minute and saves weeks of missing data.

1. Copy the link and open it in a private browser window, so old cookies do not get in the way.
2. Check that the right page loads in the right language.
3. Look in Matomo under Visitors › Visits Log. The visit appears there within seconds, with the campaign name and, with Marketing Campaigns Reporting, also source and medium.
4. If the values are right, mark the link as tested in your documentation.

> **Own IP address excluded?** Then your test visit is not recorded, even in a private window. Test over another connection, for example the mobile network. The other reports only show the visit after the next archiving run.

06 When the test fails

The wrong page loads

- Typo in the target URL?
- A redirect that drops the parameters?
- Special characters not encoded?

Wrong values

- Platform or email client rewrites links?
- Link shortener drops the parameters?
- Inconsistent upper and lower case?

The visit or campaign does not show up

- Own IP address excluded? Use another connection.
- Consent banner declined? Agree and test again.
- Ad blocker active? Disable it or use another device.
- Matomo missing on the landing page? Search the page source for `_paq` or `_mtm`.
- No `mtm_campaign`, or MTM and UTM mixed? Fix the link and test again.

07 Briefing checklist: who builds the URL?

If you delegate link building, hand over these details:

- [ ] Target URL (complete, with https://)
- [ ] Style: MTM or UTM (team standard)
- [ ] source: which platform exactly?
- [ ] medium: which channel type?
- [ ] campaign: name with a date or identifier
- [ ] content (optional): variant or position
- [ ] Who records the URL in the campaign documentation?
- [ ] Who runs the 60-second test?