Campaign parameters: *cheat sheet*

MTM and UTM in Matomo at a glance: field mapping, required fields, naming rules and the most common mistakes.

01 Two styles, one goal

- **MTM** (`mtm_source`, `mtm_medium` and more) is Matomo's own style, with extra fields for group and placement. Recommended for new campaigns.
- **UTM** (`utm_source`, `utm_medium` and more) is the standard Google established, which almost every tool understands. Keep it where it is already in use, for example where a newsletter tool generates UTM links automatically.

> **Activate the plugin.** Matomo itself only stores a campaign's name and keyword. Source, medium, content, ID, group and placement are reported by Matomo's free **Marketing Campaigns Reporting** plugin, which also maps MTM and UTM to the same fields.

02 Mapping and required fields

Field in Matomo	MTM	UTM	Status	Answers the question
Campaign name	`mtm_campaign`	`utm_campaign`	required	Which activity?
Source	`mtm_source`	`utm_source`	required	Which platform exactly?
Medium	`mtm_medium`	`utm_medium`	required	Which channel type?
Content, variant	`mtm_content`	`utm_content`	optional	Which variant or position?
Keyword	`mtm_kwd`	`utm_term`	optional	Which search term (search ads)?
Campaign ID	`mtm_cid`	`utm_id`	optional	Which key stays stable when names change?
Group	`mtm_group`	not available	optional	Which ad group or audience?
Placement	`mtm_placement`	not available (use `utm_content`)	optional	Which location or position?

For the keyword, use `mtm_kwd`: that is what Matomo's own URL builder writes (the plugin also understands `mtm_keyword`). Without `mtm_campaign`, Matomo does not count a visit with `mtm_source` and `mtm_medium` as a campaign.

> **One style per link.** A typical case: a newsletter tool appends `utm_` parameters to an MTM link. Matomo then silently uses the `mtm_` values, the plugin fills missing fields from the UTM values, and other tools such as Google Analytics only read the `utm_` values. Two tools end up showing different campaigns for the same click. If you switch from UTM to MTM, switch campaign by campaign rather than running both.

03 Example URLs

MTM style (recommended for new campaigns)

```
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 `?`.

04 Naming rules

1. **Always lower case.** Matomo lowercases campaign names and keywords, but Marketing Campaigns Reporting keeps capitalisation on new installations: `Newsletter` and `newsletter` become two rows.
2. **Hyphens instead of spaces.** Spaces become `%20` in URLs. Hyphens or underscores matter less than everyone doing the same; we recommend hyphens.
3. **No special characters, no accented letters:** `cafe` rather than `café`, `qa-session` rather than `Q&A Session`.
4. **Campaign names with year, quarter or issue.** If every newsletter has the same name, you cannot compare issues later.
5. **Write down the allowed values** and build links from a template, not from memory.

Wrong	Right
`Facebook`, `FB`	`facebook`
`Spring Sale 2026`	`spring-sale-2026`
`E-Mail`, `e_mail`	`email`
`newsletter` as campaign	`newsletter-2026-04`
`source=social`, `medium=facebook`	`source=facebook`, `medium=social`

> **Rule of thumb:** source is always specific (which platform?), medium is always a category (which channel type?).

05 Proven values per channel

Channel	source	medium	Note
LinkedIn, organic	`linkedin`	`social`	
LinkedIn, ads	`linkedin`	`cpc`	
Own newsletter	`newsletter`	`email`	campaign with issue: `newsletter-2026-04`
Partner newsletter	partner name	`email`	
Google Ads	`google`	`cpc`	keep auto-tagging on as well
Flyer with QR code	`flyer`	`qr`	one value per variant or location
Poster	`poster`	`qr` or `print`	location via `mtm_placement`
Trade fair	name of the fair	`event`	

The values are the same in both styles; only the prefix (`mtm_` or `utm_`) differs.

06 Before a link goes out

- [ ] source, medium and campaign are set
- [ ] Only one style per link (`mtm_` or `utm_`)
- [ ] All lower case, no spaces, accented letters or special characters
- [ ] Values taken from your naming convention
- [ ] Opened in a private window and checked in Matomo under Visitors › Visits Log
- [ ] Recorded in the campaign documentation

07 First aid

The campaign does not show up

Own IP address excluded, consent banner declined, ad blocker, Matomo missing on the landing page, an email client rewriting links, or no `mtm_campaign` in the link.

Wrong values

Link shortener or redirect dropping parameters, inconsistent upper and lower case, curly quotes or spaces copied into the URL.

Conversions not credited to the campaign

Goal missing or defined wrongly; cookies deleted, another device, or no consent to cookies, so Matomo has no memory of the earlier campaign.