

How to Add UTM Codes to Your Webinars

Hosts of webinars and virtual event sessions use UTM codes to attribute registrations to different marketing campaigns and sources. By adding a UTM code to the URL of your webinar's registration page, you can track the source of your registrations and use those insights to inform future marketing choices.

Add UTM codes to your BigMarker sessions following these steps:

1. Log into your webinar and select the Manage Webinar tab.
2. From the left-hand menu, choose Custom Registration Fields.

The screenshot shows the 'Manage Webinar' interface in BigMarker. At the top, there's a navigation bar with tabs: Edit, Presenters, Design, Emails & Invitations, **Manage Webinar** (selected), Automation, and Integrations. A 'View Landing Page' button is on the right. The main content area is divided into two columns. The left column is a sidebar menu under the heading 'WEBINAR', listing various options like Dashboard, Analytics & Reporting, Test the Webinar Room, Manage Webinar Registrations, Custom Registration Fields (highlighted in blue), SEO/Social Sharing Tags, Confirmation Page, Waiting Room, Push Notifications, Transcript, Chat Spam Protection, Block List, Webinar Survey, Attendance Monitor, Lucky Draw, AD Banner, Disclaimer, Breakout Rooms, and Immersive Booth (Admin Only). Below this is a 'PRE-LOAD' section with options like Pre-Load Pop-up Offers, Pre-Load Files & Videos, Pre-Load Handouts, and Pre-Load Polls. The right column displays the webinar details for 'Top Ten Marketing Tactics of 2021'. It includes a 'Live Webinar' badge, the date and time (Wednesday, February 17, 2021 - 3:00 PM CST), and the Webinar ID (bd0b43b060f2). Below this are buttons for 'Server Initializing...', 'Share Link', 'Copy Webinar', 'Practice Webinar', and a 'More' dropdown. A 'Webinar Stats' section shows four metrics: Registrants (0, +0% this week), Revenue (\$0.00, ticket price: FREE), Page Views (1, unique visitors), and Invited (0, No invites sent yet). A 'View Analytics' link is on the right. The 'Webinar Setup' section includes a 'Landing Page' with a 'Customize' link, a 'Registration Form' with a 'Customize' link, and a 'Sell Tickets Off' section with an 'Add Tickets' link.

WEBINAR

Manage Webinar

Top Ten Marketing Tactics of 2021

Live Webinar Wednesday, February 17, 2021 - 3:00 PM CST · Webinar ID: bd0b43b060f2

Server Initializing... Share Link Copy Webinar Practice Webinar More

Webinar Stats [View Analytics](#)

Registrants 0 + 0% this week	Revenue \$0.00 ticket price: FREE	Page Views 1 unique visitors	Invited 0 No invites sent yet
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Webinar Setup

Landing Page
Start with a template, then add content and branding
[Customize >](#)

Registration Form
To register, people must provide the following data:
Full name Email address Job Title How did you hear about us? GDPR fields
[Customize >](#)

Sell Tickets Off [Add Tickets >](#)

3. This page lists the fields that are visible on your registration form. Select Add Field, the blue button on the bottom of the box.

Customize the Registration Form

Collect data from registrants with text fields for short answer, drop downs for multiple choice, and check boxes for opt-ins.

FIELD NAME	TYPE	REQUIRED?	
Full Name (required)	Text Field	Required	Edit
Email Address (required)	Text Field	Required	
Custom Fields			
Job Title	Text field	Required	Edit ✕ ⋮
How did you hear about us?	Dropdown	Required	Edit ✕ ⋮
Consent Checkboxes			
Yes, I consent to receiving emails	GDPR	Required	Edit ✕ ⋮

[Add Field](#) [Add GDPR Fields](#) [Edit Disclaimer](#)

4. Type your desired tracking code under Field Title. For example, if you are using tracking codes to compare the performances of multiple email campaigns, you will create individual tracking code for each campaign, titled "campaigna," "campaignb", etc.

Then, in the list below, tick off "Do not display field on registration form." This ensures that your tracking code is not visible to attendees as they register for your event. Click Save Field to complete.

Add a Custom Registration Field ✕

Field Title

campaigna

Response Type

☒ Text Field ☐ Text Area Field ☐ Dropdown ☐ CheckBox

☐ This field is required for registration

☐ Save as a default field on future webinar registration forms for this channel

☐ Display question and answer on registration confirmation page. (API & CRM integration use only)

☒ Do not display field on registration form. (UTM, API, CRM integration use only)

☐ Read only (can not be edited during registration) - used for field pre-populated by API or pass through SSO sign in process

☐ Only ask in registration Check In. Do not ask in pre registration. (Used in Networking Center)

☐ Only ask in pre registration Check In. Do not ask in Check In (Used in Networking Center)

☐ Show response in business card (Used in Networking Center)

☐ Show question in business card (Used in Networking Center)

☐ Show as link to video

☐ Show as badge in business card (Drop down recommended, set color in drop down)

☐ Use as filter in networking center

☐ Searchable field in networking center

Networking Center Filter Name

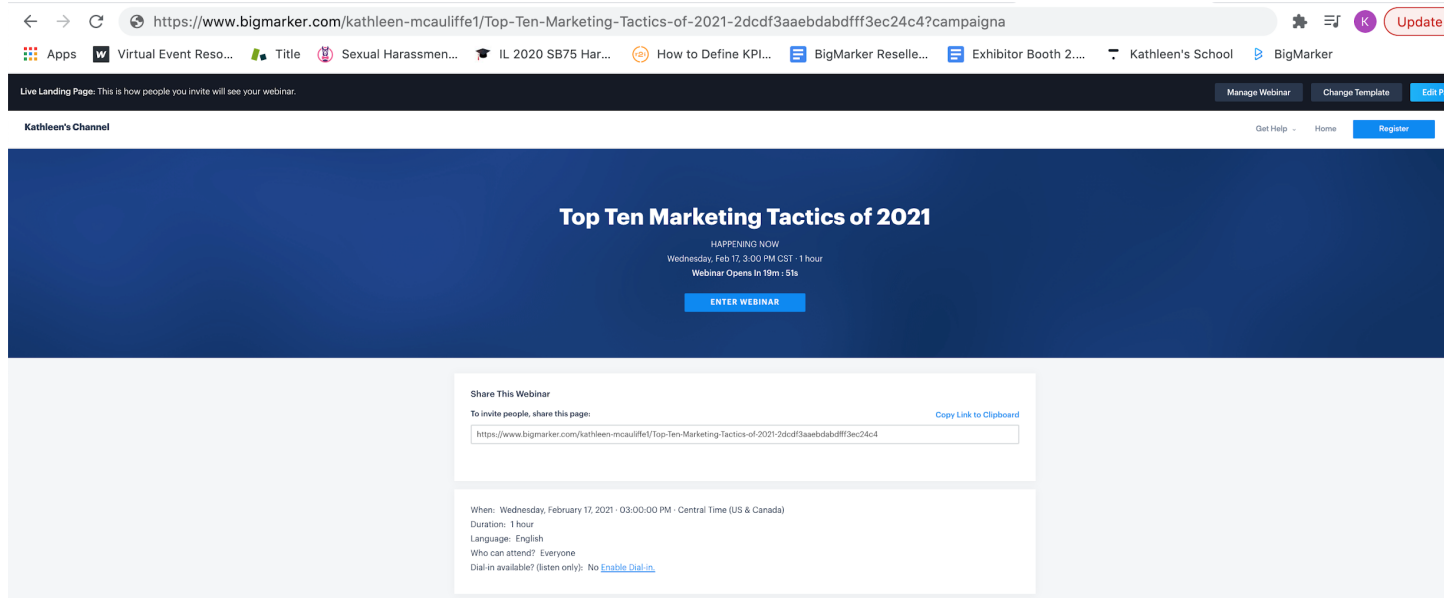
[Save Field](#) [Cancel](#)

- Return to the Manage Webinar tab and, on the top right corner of the page, select View Landing Page.

The screenshot shows the 'Manage Webinar' interface in BigMarker. At the top, there's a navigation bar with tabs: Edit, Presenters, Design, Emails & Invitations, **Manage Webinar**, Automation, and Integrations. A 'View Landing Page' button is in the top right. On the left is a sidebar menu with options like Dashboard, Analytics & Reporting, Test the Webinar Room, Manage Webinar Registrations, Custom Registration Fields, SEO/Social Sharing Tags, Confirmation Page, Waiting Room, Push Notifications, Transcript, Chat Spam Protection, Block List, Webinar Survey, Attendance Monitor, Lucky Draw, AD Banner, Disclaimer, Breakout Rooms, Immersive Booth (Admin Only), PRE-LOAD, Pre-Load Pop-up Offers, and Pre-Load Files & Videos. The main content area shows the webinar details for 'Top Ten Marketing Tactics of 2021', scheduled for Wednesday, February 17, 2021, at 3:00 PM CST. It includes a 'Live Webinar' badge and a Webinar ID. Below this are buttons for 'Enter Webinar', 'Share Link', 'Copy Webinar', 'Practice Webinar', and a 'More' dropdown. A 'Webinar Stats' section displays four metrics: Registrants (0, +0% this week), Revenue (\$0.00, ticket price: FREE), Page Views (2, unique visitors), and Invited (0, No invites sent yet). A 'View Analytics' link is next to the stats. The 'Webinar Setup' section includes a 'Landing Page' preview with a 'Customize' link and a 'Registration Form' preview with a 'Customize' link. The registration form fields include Full name, Email address, Job Title, campaign, How did you hear about us?, and GDPR fields.

- From there, you will proceed to your webinar's registration page. In the URL of this page, replace "show_live_page=true" with your desired utm code, in this case, "campaigna."

The screenshot shows the live landing page for the webinar 'Top Ten Marketing Tactics of 2021'. The URL in the browser is bigmarker.com/kathleen-mcauliffe1/Top-Ten-Marketing-Tactics-of-2021-2dcdf3aaebdabdf3ec24c4?show_live_page=true. The page has a dark blue header with the webinar title and a 'HAPPENING NOW' badge. Below the title, it says 'Wednesday, Feb 17, 3:00 PM CST - 1 hour' and 'Webinar Opens in 20m : 02s'. A prominent blue button says 'ENTER WEBINAR'. Below the main content area, there's a section for sharing the webinar. It includes a 'Share This Webinar' heading, a 'To invite people, share this page:' instruction, and a 'Copy Link to Clipboard' button. A text box contains the URL: <https://www.bigmarker.com/kathleen-mcauliffe1/Top-Ten-Marketing-Tactics-of-2021-2dcdf3aaebdabdf3ec24c4>. At the bottom, there's a section with details: 'When - Wednesday, February 17, 2021 - 03:00:00 PM - Central Time (US & Canada)', 'Duration: 1 hour', 'Language: English', 'Who can attend? Everyone', and 'Dial-in available? (listen only): No [Enable Dial-in](#)'.



7. Once you've inserted your UTM code into your registration page's URL, copy and paste it into the marketing campaign you want to track. When your guests register for your event by clicking this URL, you'll know that it was "Campaign A" that drove them to register.

How can I track the performance of each of my UTM codes?

Once you've activated your UTM codes, you can access your registration records and see how many people have registered via each code. Because the UTM code is a registration field for your event, it will appear as its own separate data field on your BigMarker event report.

Before the event begins, you can also follow these steps to see whether an individual attendee has registered using a UTM code.

1. Log into your webinar and select the Manage Webinar tab. In the left-hand menu, select Manage Registrations.

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Automation
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View Landing Page

WEBINAR
Dashboard
Analytics & Reporting
Test the Webinar Room
Manage Webinar Registrations
Custom Registration Fields
SEO/Social Sharing Tags
Confirmation Page
Waiting Room
Push Notifications
Transcript
Chat Spam Protection
Block List
Webinar Survey
Attendance Monitor
Lucky Draw
AD Banner
Disclaimer
Breakout Rooms
Immersive Booth (Admin Only)
PRE-LOAD
Pre-Load Pop-up Offers
Pre-Load Files & Videos

Top Ten Marketing Tactics of 2021

Live Webinar
Wednesday, February 17, 2021 - 3:00 PM CST - Webinar ID: bd0b43b060f2

Enter Webinar
Share Link
Copy Webinar
Practice Webinar
More

Webinar Stats

Registrants
0
+ 0% this week

Revenue
\$0.00
ticket price: FREE

Page Views
2
unique visitors

Invited
0
No invites sent yet

View Analytics

Webinar Setup

Landing Page
Start with a template, then add content and branding
Customize

Registration Form
To register, people must provide the following data:

Full name
Email address
Job Title
campaigna
How did you hear about us?
GDPR fields

Customize

- The Manage Registrations page lists each person that has registered for your webinar. You can access each person's individual registration record by clicking "View" in their individual listing.

Manage Webinar Registrations
Download Registrants
Add Registrants

Tracking Codes
To track the source of registrants, add "utm_bmc_source" to the end of the webinar URL before posting the link. Example: https://www.bigmarker.com/kathleen-mcauliffe1/Top-Ten-Marketing-Tactics-of-2021-2dcdf3aaebdabdf3ec24c4?utm_bmc_source=tracking_code1. The Source column will track where each registrant came from.

Search registrants...

Name	Email	Source	Registered	Data
Kathleen McAuliffe	kathleenamcauliffe@gmail.com	Registration Modal	02/17/21, 2:45PM	View

- Under Custom ID, locate "campaigna." This demonstrates that this person registered for the event via a URL with the "campaigna" UTM code (or more simply, through Campaign A.) If you've created multiple UTM codes for different email campaigns, you can determine which performed best by measuring how many people register via each UTM code.

Manage Webinar Registrations

[Download Registrants](#)[Add Registrants](#)

Tracking Codes

To track the source of registrants, add "utm_bmc_r_source" to the end of the webinar URL before posting the link. Example: https://www.bigmarker.com/kathleen-mcauliffe1/Top-Ten-Marketing-Tactics-of-2021-2dcdf3aaebdabdf3ec24c4?utm_bmc_r_source=tracking_code1. The Source column will track where each registrant came from.

Name ▾	Email	Source ▾	Registered ▾	Data
Kathleen McAuliffe	kathleenamcauliffe@gmail.com	Registration Modal	02/17/21, 2:45PM	Hide
<div>Custom User ID</div> <div>Personalized link https://www.bigmarker.com/kathleen-mcauliffe1/Top-Ten-Marketing-Tactics-of-2021-2dcdf3aaebdabdf3ec24c4?bmid=a836e3424e26</div> <div>Member ID (BMID) a836e3424e26</div> <div>Job Title rnamom</div> <div>How did you hear about us? Friend/Colleague</div> <div>Yes, I consent to receiving emails true</div> <div>campaigna</div> <div>Referral Domain</div> <div>Tracking Code</div> <div>Ticket Purchased No</div> <div>Delete Registration Edit Registration Resend Confirmation Email</div>				