

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 displays the BigMarker webinar management interface. At the top, a navigation bar includes 'Edit', 'Presenters', 'Design', 'Emails & Invitations', 'Manage Webinar' (selected), 'Automation', 'Integrations', and a 'View Landing Page' button. A left-hand sidebar lists various webinar management options, with 'Custom Registration Fields' highlighted. The main content area shows details for a webinar titled 'Top Ten Marketing Tactics of 2021', scheduled for Wednesday, February 17, 2021, at 3:00 PM CST. Below the title are buttons for 'Server Initializing...', 'Share Link', 'Copy Webinar', 'Practice Webinar', and 'More'. A 'Webinar Stats' section displays 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 'Webinar Setup' section includes options for 'Landing Page' (with a 'Customize >' link), 'Registration Form' (with a 'Customize >' link and a list of required fields: Full name, Email address, Job Title, How did you hear about us?, and GDPR fields), and 'Sell Tickets Off' (with an 'Add Tickets >' link).

- 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](#)

- 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. At the top, there are navigation tabs: Edit, Presenters, Design, Emails & Invitations, **Manage Webinar**, Automation, and Integrations. A 'View Landing Page' button is located in the top right corner. On the left, a sidebar lists various webinar management options under 'WEBINAR', 'PRE-LOAD', and 'PRE-LOAD' categories. The main content area displays the webinar title 'Top Ten Marketing Tactics of 2021' with a 'Live Webinar' badge and the date 'Wednesday, February 17, 2021 - 3:00 PM CST'. Below this are buttons for 'Enter Webinar', 'Share Link', 'Copy Webinar', 'Practice Webinar', and 'More'. A 'Webinar Stats' section shows: Registrants (0), Revenue (\$0.00), Page Views (2), and Invited (0). The 'Webinar Setup' section includes options for 'Landing Page' and 'Registration Form'.

- 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 registration page for the webinar. The URL in the browser is `bigmarker.com/kathleen-mcauliffe1/Top-Ten-Marketing-Tactics-of-2021-2dcdf3aaebdabdff3ec24c4?show_live_page=true`. The page features a dark blue header with the title 'Top Ten Marketing Tactics of 2021' and the text 'HAPPENING NOW', 'Wednesday, Feb 17, 3:00 PM CST - 1 hour', and 'Webinar Opens in 20m : 02s'. A prominent 'ENTER WEBINAR' button is centered. Below the header, there is a 'Share This Webinar' section with a text input field containing the URL and a 'Copy Link to Clipboard' button. At the bottom, a section provides 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'.

https://www.bigmarker.com/kathleen-mcauliffe/Top-Ten-Marketing-Tactics-of-2021-2dcdf3aaebdabdf3ec24c4?campaigna

Apps Virtual Event Reso... Title Sexual Harassmen... IL 2020 SB75 Har... How to Define KPI... BigMarker Reselle... Exhibitor Booth 2... Kathleen's School BigMarker

Live Landing Page: This is how people you invite will see your webinar. Manage Webinar Change Template Register

Top Ten Marketing Tactics of 2021

HAPPENING NOW
Wednesday, Feb 17, 3:00 PM CST - 1 hour
Webinar Opens in 19m : 51s

ENTER WEBINAR

Share This Webinar

To invite people, share this page: <https://www.bigmarker.com/kathleen-mcauliffe/Top-Ten-Marketing-Tactics-of-2021-2dcdf3aaebdabdf3ec24c4> [Copy Link to Clipboard](#)

When: Wednesday, February 17, 2021 - 03:00:00 PM - Central Time (US & Canada)
Duration: 1 hour
Language: English
Who can attend? Everyone
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.

Edit Presenters Design Emails & Invitations **Manage Webinar** Automation Integrations 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

Webinar Stats [View Analytics](#)

Registrants 0 <small>+ 0% this week</small>	Revenue \$0.00 <small>ticket price: FREE</small>	Page Views 2 <small>unique visitors</small>	Invited 0 <small>No invites sent yet</small>
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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:

[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

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-2021-2dcdf3aaebdabff3ec24c4?utm_bmc_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	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_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.

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