Create unique links to track registrations from different sources

Campaign Source Tracking is feature that is used to create a unique URL for each location your event will be marketed. These links can be promoted in each location to allow you to track registrations.

Link Setup

This feature is located on the **Email & Marketing** page of the setup. Start by entering a name for the **Campaign ID** (i.e. facebook, linkedin, etc.) in the text field. Click **Create New** to generate a unique link for the Campaign ID.

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A unique Event URL will be created (i.e. https://event.webcasts.com/starthere.jsp?ei=XXXXXXX&tp_key=6a60b4e5ff&sti=facebook) for this Campaign ID and listed under **Campaigns with No Registrants**. This unique URL should only be shared in its respective location to properly track registration.

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A Campaign will move to **Active Campaigns** once it has been used to register for the event. Campaign IDs can contain alphanumeric characters, along with hyphens and underscores.

Common uses for unique links include social media sites and websites or email blasts promoting the event. Campaign IDs can contain alphanumeric characters, along with hyphens and underscores.

Reporting

Campaign ID registration data can be accessed on the individual viewer level or on the event as a whole in the Reports.

To access Campaign IDs for individual registrants, enable the **Campaign Source Tracking** field under the Registration Data section of the Audience Details report. This will include a column in the reports to display the Campaign ID.

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To access total Campaign IDs on the event level, select the **Campaign Source Tracking Report** under the Event Analytics section. This will include a pie chart with total registrations from each Campaign ID. The percentage of registrations from each source will also be displayed in this report.

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