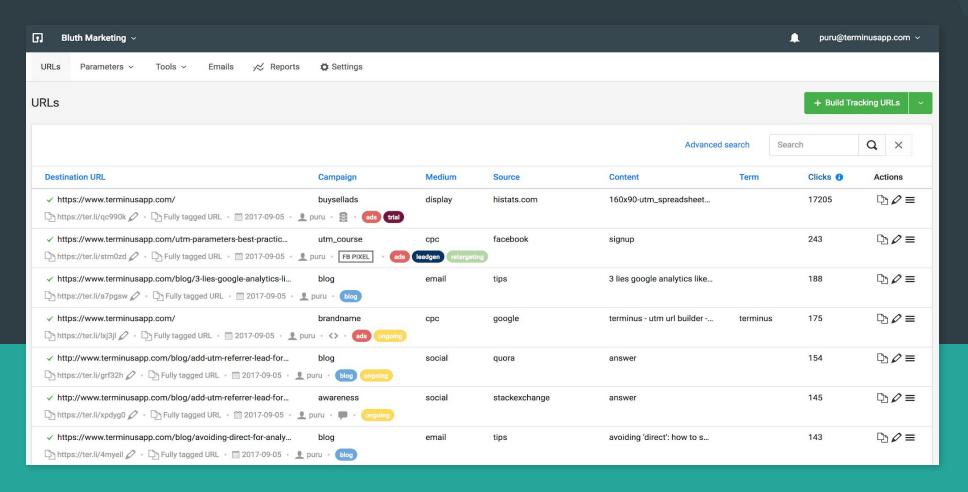


UTM Governance Hub for Modern Marketing Teams

www.terminusapp.com

### What does it do?

Helps you build and manage all tracking URLs and UTM codes in one place





### How does it help?

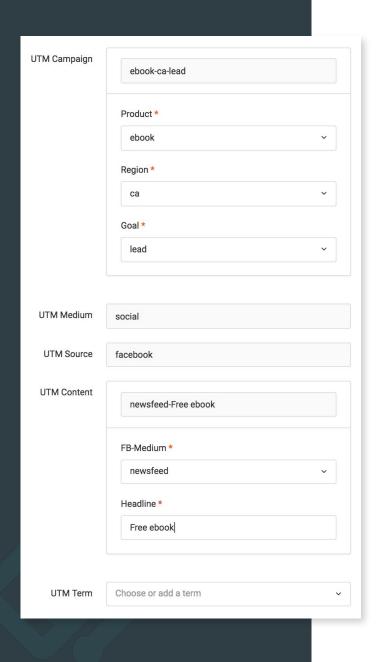
- ✓ Multiple configurable URL builders for different building needs
- Custom naming conventions with nested dependent fields
- ✔ Presets, Preset Groups, Parameter Groups to save sets of UTM values for quick reuse
- Auditing and fine grained user level permissions
- ✓ Email builder to enforce UTM naming conventions in email URLs
- Auto-generate short URLs with custom domains and HTTPS enabled
- Organizational features like projects, labels, info fields, etc.
- Search and download URLs, UTMs, etc.



### How does it help?

- ✓ Project notes to document any instructions, workflows, etc. for your team
- Custom parameters for tracking beyond UTM
- ✓ Repository of all URLs, UTMs, and other information for future reference
- ✓ Perform bulk operations on URLs
- Custom enforcement including lowercase, replace spaces with custom character, prohibit certain characters, limit length of UTMs, etc.
- ✓ Redirect/remarketing/retargeting codes with dynamic data insertion
- ✓ Basic short url click reports
- And much more...





## Naming Conventions (A powerful feature)



Define conventions/taxonomies for different channels, products, or anything else you need



Reuse formats in multiple conventions, e.g. use the same UTM campaign format in social and email conventions



Nested dependent fields to help select business units, product categories, products, models, etc.



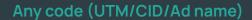
Much more robust than fragile spreadsheet formulae and dropdowns



Use Option (dropdown), Date, Text, and Constant field types to build any convention from ground up

### **Before Terminus**

**Example taxonomy:** Goal-Country-Channel-Product-Launch Date-Campaign Name



visit-france-jeans-summer\_sale

us-social-2023\_09\_01-labor Day

lead-Email-Shirts-2023-labor\_day

labor-day

Goal	Country	Channel	Product	Launch Date	Campaign Name
<b>✓</b>	<b>X</b>	<b>X</b>	<b>√</b>	<b>X</b>	<b>√</b>
visit	france	??	jeans	??	summer_sale
<b>X</b>	<b>√</b>	<b>√</b>	<b>X</b>	<b>√</b>	<b>X</b>
??	us	social	??	2023_09_01	labor Day
<b>√</b>	<b>X</b>	<b>X</b>	<b>X</b>	<b>X</b>	<b>✓</b>
lead	??	Email	Shirts	2023	labor_day
<b>X</b>	<b>X</b>	<b>X</b>	<b>X</b>	<b>X</b>	<b>X</b>
??	??	??	??	??	labor-day



### With Terminus

Example taxonomy: Goal-Country-Channel-Product-Launch Date-Campaign Name

#### Any code (UTM/CID/Ad name)

visit-fr-cpc-jeans-2023\_06\_01-summer\_sale

lead-us-social-shorts-2023\_09\_01-labor\_day

lead-ca-email-shirts-2023\_09\_01-labor\_day

visit-de-social-shoes-2023\_09\_01-labor\_day

Goal	Country	Channel	Product	Launch Date	Campaign Name
visit	<b>v</b> fr	cpc	<b>√</b> jeans	2023_06_01	summer_sale
<b>✓</b> lead	<b>√</b> us	social	<b>√</b> shorts	2023_09_01	labor_day
<b>✓</b> lead	ca	<b>√</b> email	<b>v</b> shirts	2023_09_01	labor_day
visit	<b>√</b> de	social	shoes	2023_09_01	labor_day



### Terminus.app vs Spreadsheet

	Spreadsheet	Terminus.app	
Rollout	Slow, costly.	Fast, almost instantaneous, inexpensive	
Control	Not possible. Everyone has their own version	Complete control and visibility	
Updating	Fragile, complex formulas, no validation, easy to break.	Use configurable data structures and rules	
URL validation	Not possible. Cannot handle #fragments or existing query parameters	Validate before saving	
Auditing	Not possible	Know who created what URLs and when	
Bad data combination (e.g. medium=search and source=facebook)	Not easy to control	Preventable	



# Why should you use it?

- No need to manage UTM spreadsheets
- Manage all UTM tracking in a one place with ability to review
- Enforce highly consistent UTM strategy across entire company
- Can handle complex UTM conventions/taxonomies
- Configurable to work with variety of workflows and requirements

Overall, it helps improve accuracy of your analytics reports. You can then make educated and reliable business decisions.

### Who uses it?



Marketing teams in companies of all sizes (from 1 person team to billion dollar multinational corporations).



Marketing agencies to manage tracking URLs for their clients



3

Several teams consisting of hundreds of users regularly use Terminus



#### Some of our customers:

- \$150B market cap multinational conglomerate, a household name
- A major pharmaceutical company
- \$50B market cap financial services company
- A major international manufacturer of equipment for construction, building, energy and other sectors.



#### What we do to make our service secure and reliable

- Hosted on Amazon Web Services (AWS)
- ✓ Multi-zone redundant database with continuous backup
- ✓ Redundant servers running 24x7x365
- > 99.99% uptime for the last 12 months
- Continuous automated monitoring of systems with real-time alerts
- ✓ 2048-bit SSL for secure/encrypted access
- Credit-card payments handled by Stripe (www.stripe.com)



# **Exact quotes** from our customers

"So far I've had a fantastic experience with Terminus — it's exactly the tool I would have wanted to build myself! Thanks again for creating this great software! Cheers,"

"Just a confirmation that the Grid Mode URL Builder surpassed all expectations and provided a great solution to our needs."

"Again, we're all loving Terminus and the fantastic support you've been providing to us."

I am consistently blown away at how dialed in Terminus is! The team has thought through all of the great features - and they build out new ones based on user requests. It changed our lives when it comes to keeping track of URLs"

"Truthfully, we love Terminus and our Marketing Managers were sad to see that platform go away, but this larger business initiative required this new platform. We thank you for the time using this platform - the user experience was great, and the customer service experience was even better." - Past customer that moved to an internal BI solution

"We've been using Terminus for almost 3 years and it's still the absolute best UTM builder I've seen."

"Anyhow, I have to be honest, the rich features
Terminus offers is what has made it an easy
decision for us."



## For more information



https://www.terminusapp.com/demo/

https://www.terminusapp.com/blog/utm-naming-conventions/



### **Questions?**

Please email us for any questions about features, pricing, product demo, etc.



