



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

Bluth Marketing

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URLsParametersToolsEmailsReportsSettings

URLs

+ Build Tracking URLs

Advanced search

Search

Destination URL	Campaign	Medium	Source	Content	Term	Clicks	Actions
https://www.terminusapp.com/ https://ter.li/qc990k Fully tagged URL 2017-09-05 puru ads trial	buysellads	display	histats.com	160x90-utm_spreadsheet...		17205	
https://www.terminusapp.com/utm-parameters-best-practic... https://ter.li/stm0zd Fully tagged URL 2017-09-05 puru FB PIXEL ads leadgen retargeting	utm_course	cpc	facebook	signup		243	
https://www.terminusapp.com/blog/3-lies-google-analytics-li... https://ter.li/a7pgsw Fully tagged URL 2017-09-05 puru blog	blog	email	tips	3 lies google analytics like...		188	
https://www.terminusapp.com/ https://ter.li/lxj3jl Fully tagged URL 2017-09-05 puru ads ongoing	brandname	cpc	google	terminus - utm url builder -...	terminus	175	
http://www.terminusapp.com/blog/add-utm-referrer-lead-for... https://ter.li/grf32h Fully tagged URL 2017-09-05 puru blog ongoing	blog	social	quora	answer		154	
http://www.terminusapp.com/blog/add-utm-referrer-lead-for... https://ter.li/xpdyg0 Fully tagged URL 2017-09-05 puru ongoing	awareness	social	stackexchange	answer		145	
https://www.terminusapp.com/blog/avoiding-direct-for-analy... https://ter.li/4myeil Fully tagged URL 2017-09-05 puru blog	blog	email	tips	avoiding 'direct': how to s...		143	

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...

UTM Campaign

ebook-ca-lead

Product *

ebook

Region *

ca

Goal *

lead

UTM Medium

social

UTM Source

facebook

UTM Content

newsfeed-Free ebook

FB-Medium *

newsfeed

Headline *

Free ebook

UTM Term

Choose or add a term

Naming Conventions

(A powerful feature)

1

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

2

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

3

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

4

Much more robust than fragile spreadsheet formulae and dropdowns

5

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



Any code (UTM/CID/Ad 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
✓ visit	✗ france	✗ ??	✓ jeans	✗ ??	✓ summer_sale
✗ ??	✓ us	✓ social	✗ ??	✓ 2023_09_01	✗ labor Day
✓ lead	✗ ??	✗ Email	✗ Shirts	✗ 2023	✓ labor_day
✗ ??	✗ ??	✗ ??	✗ ??	✗ ??	✗ 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	✓ 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

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



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/>



<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.



www.terminusapp.com



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