If setting up Urchin Tracking Modules (UTMs) and Google Analytics (GA) is not feasible, AOCS can set up event triggers for outbound links in GA for specific ads and promotions. Once set up, AOCS can report to you and your company the number of users showing interest in your product or promotion via clicks.

Examples of metrics for outbound links:
   a. Number of clicks
   b. Number of unique clicks

What do you need to do?
   1. Provide AOCS with:
      a. URL with the ad or promotional text
      b. Desired frequency of automated reports (weekly, monthly, or upon the event’s conclusion)
      c. Email of company contact to receive the reports
   2. AOCS will set up the event trigger in AOCS’s GA account.
   3. AOCS will distribute the automated reports as requested.

Considerations
The information provided by this method is limited. Using event triggers (a link click), AOCS can report a user clicked on a link and presumably landed on the partner’s site, but we cannot reliably provide information on users once they leave our domain.

Contact Us
If you have any questions or need any assistance, please contact Ellen Snipes, Director, Meetings and Exhibits at ellen.snipes@aocs.org or +1 217-693-4831.