AOCS recommends that our Annual Meeting sponsors and exhibitors add Urchin Tracking Modules (UTMs) to their URLs in conjunction with Google Analytics (GA).

With proper implementation, you can accurately track users who click on links in ads and promotional copy and arrive at your website. Combining UTMs and GA will give you and your company the most accurate results.

Examples of metrics you can monitor:
- Number of total users
- Number of unique users
- Sessions
- Bounce Rate
- Pages/Session
- Average Session Duration

What do you need to do?
1. Set up Google Analytics (GA) for your website at: [https://analytics.google.com/analytics/web/](https://analytics.google.com/analytics/web/).
   a. Complete the fields with asterisks; each field has a short description and example for guidance.
   b. Click “Copy URL” under “Share the generated campaign URL” found below the boxes.
   c. Here is an example URL with UTM attached: [https://www.aocs.org/?SSO=True&utm_source=newsletter&utm_medium=banner&utm_campaign=meeting](https://www.aocs.org/?SSO=True&utm_source=newsletter&utm_medium=banner&utm_campaign=meeting)
3. Include this URL with banners or as the link(s) in promotional text provided to AOCS.
4. Visit GA to see results of clicks.
   - GA takes approximately 24 hours to start showing results.

Considerations
GA provides a [getting started guide](https://www.aocs.org/?SSO=True&utm_source=newsletter&utm_medium=banner&utm_campaign=meeting) that you can use to configure GA for your site. Please note, AOCS cannot report metrics on exhibitor UTMs because AOCS does not own exhibitors’ website domains.

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.