



CloudAmp Campaign Tracker

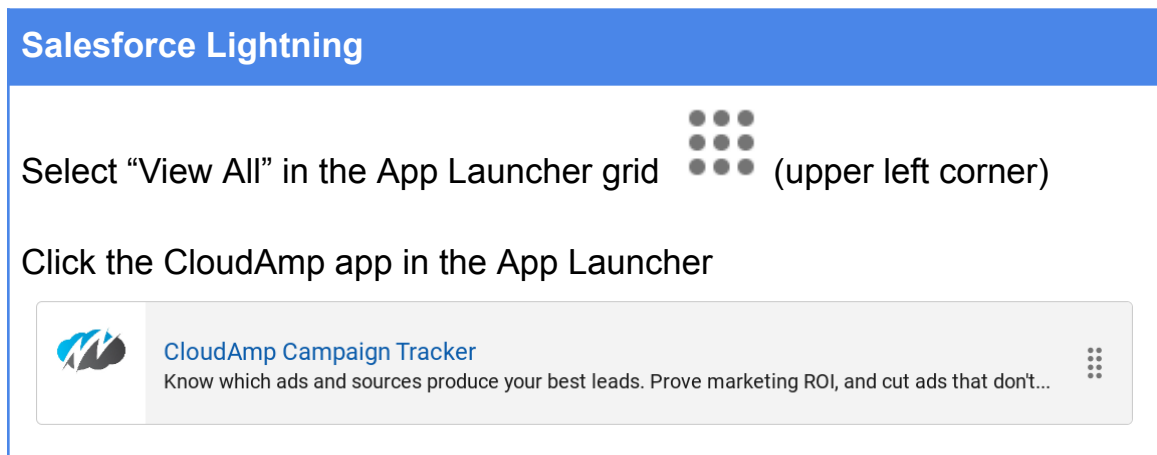
for Google Ads and Marketing Attribution

Quick Start Guide

1. Install App into Salesforce from the [AppExchange](#)
 - a. Install for All Users (permissions by access to Lead Object, page layouts)



2. Go to the Campaign Tracker app in Salesforce





Then click on the Campaign Tracker tab



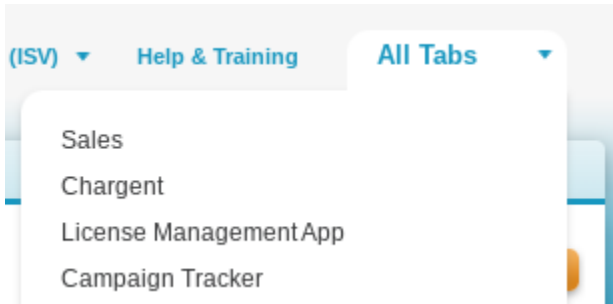
CloudAmp Campai...

Home

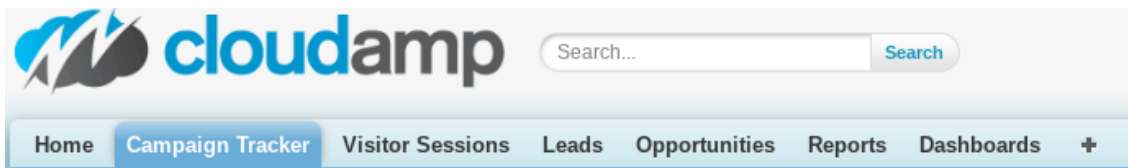
Campaign Tracker

Salesforce Classic

Select "Campaign Tracker" from the App Menu top right corner.



Then click on the Campaign Tracker tab



3. Update Page Layouts using tools on Campaign Tracker tab

Update Lead Page Layouts:

Update Contact Page Layouts:



4. Add tracking code to the footer of your web site
 - a. Code should be placed just above the </body> tag on ALL pages of your website.

Tracking Code ([web link](#))

```
<script>
  window._cloudAmp = window._cloudAmp || {};
  _cloudAmp.forms = [];
  (function () {
    var scripts = document.getElementsByTagName('script'),
        sLen = scripts.length,
        ca_script = document.createElement('script'),
        head = document.getElementsByTagName('head'),
        protocol = document.location.protocol,
        httpsDomain =
'1d5ef9e9369608f625a8-878b10192d4a956595449977ade9187d.ssl.cf2.rackcdn.com',
        httpDomain = 'trk.cloudamp.net',
        filename = 'ctk.js',
        srcDomain = protocol === 'http:' ? httpDomain : httpsDomain;

    ca_script.type = 'text/javascript';
    ca_script.async = true;
    ca_script.src = protocol + '//' + srcDomain + '/' + filename;
    head[0].appendChild(ca_script);

  })();
</script>
```

5. Add a hidden field to your lead forms
 - a. `<input type="hidden" name="cloudamp__data__c">`
 - b. If your form program changes the field name, [contact us](#) for assistance!
6. Test!
 - a. Submit a couple of test leads on your web site
 - b. Incognito mode in your web browser is recommended
 - c. Here is a test URL with UTM parameters (change MYSITE.com to your domain):
http://www.MYSITE.com/?utm_campaign=Newsletter&utm_medium=Email&utm_source=July2023Newsletter&utm_id=News001
7. Campaign Auto-Assignment
 - a. A field called “UTM Campaign” is now on Salesforce Campaigns
 - b. Enter a value in that field that matches the “utm_campaign” parameter name
 - c. If the “First UTM Campaign” or “Last UTM Campaign” field on a new Lead matches the value entered in that Campaign field, the Lead will be assigned to your Campaign automatically



- d. If there is no matching Campaign, enable this setting to automatically create one
Allow Campaign Creation:

Questions?

Phone and Email support is always available, both during the trial and when you become a customer.

support@cloudamp.com
+1-415-500-2505
M-F 8 AM - 5 PM Pacific

- Get help updating your forms, testing, adding the script to your website & more
- Assistance syncing data back to Google (optional)
- Best practices around Salesforce and marketing in general

Troubleshooting

There is no section of CloudAmp fields in Salesforce	<ol style="list-style-type: none">1) Have you updated the Lead and Contact page layouts in Salesforce, using the buttons on the CloudAmp tab?2) Is your Salesforce user assigned one of the Page Layouts that has been updated?
New website Leads do not have data in the CloudAmp fields	<ol style="list-style-type: none">1) Has the CloudAmp script been added to the footer of your website?2) Has the CloudAmp hidden field been added to your lead forms? <code><input type="hidden" name="cloudamp__data__c"></code>3) Web Developers: When you “inspect element” on your forms, do you see the CloudAmp field populated with a long string of tracking data? If successful, it will be obvious as it is a long string of JSON similar to:



	<pre><input type="hidden" value="%7B%22campaignData%22%3A%7B%22type%22%3A%22direct%22%2C%22utm_campaign%22%3A%22 (direct)%22%2C%22utm_content%22%3Anull%2C%22utm_medium%22%3A%22none%22%2C%22utm_source%22%3A%22 (direct)%22%2C%22utm_term%22%3Anull%2C%22clid%22%3Anull%2C%22paidSearch%22%3Afalse%2C%22timestamp%22%3A1662747764608%2C%22GAREferer%22%3A%22%22%7D%22history%22%3A%7B%22initialReferrer%22%3A%22direct%22%2C%22sessions%22%3A%5B%5D%7D%7D" name="cloudamp__data__c"></pre>
<p>The CloudAmp hidden field is not populating with tracking data</p>	<ol style="list-style-type: none"> 1) Is your lead form part of your website? (Forms served via iframe or script are not able to work with CloudAmp, the form HTML needs to be on your web page). 2) Is the CloudAmp tracking script added to your website footer? (Not header, it should be running toward the end of your web page load) 3) Did your form program change the name of the hidden field from "cloudamp__data__c" with double underscores? (If so, please contact us for assistance updating the tracking script to identify the new field name).
<p>Some Leads have data in the CloudAmp fields, and some do not</p>	<ol style="list-style-type: none"> 1) Is the CloudAmp tracking script on 100% of your website pages? 2) Is the CloudAmp hidden field in 100% of your website lead forms? 3) Are the leads in question from your website? (leads from a tradeshow, list or offline source would not have tracking data) 4) Are your incoming ad links tagged with UTM parameters (utm_source=, utm_campaign=, etc.) 5) Can you identify a common source for the leads that are missing data, versus the leads that have CloudAmp data? (a form that isn't working, or leads from a particular campaign) <p>Creating reports in Salesforce can help identify a common issue or source of the missing data.</p> <p>Please note that you will never get 100% of leads tracked, due to technical issues such as users having Javascript or</p>



	<p>certain ad blocking extensions in their web browsers.</p> <p>But you should get data on 90%+ of web site leads however, which is generally more than enough data to improve your marketing efforts.</p>
Still have questions?	support@cloudamp.com