



CloudAmp Campaign Tracker

for Google Ads and Marketing Attribution

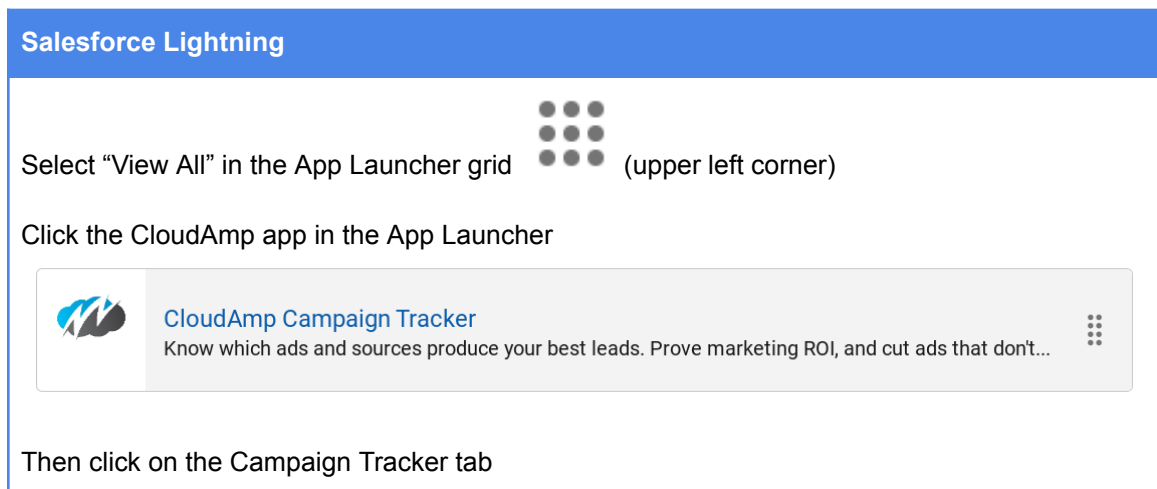
[Skip to Complete Documentation >](#)

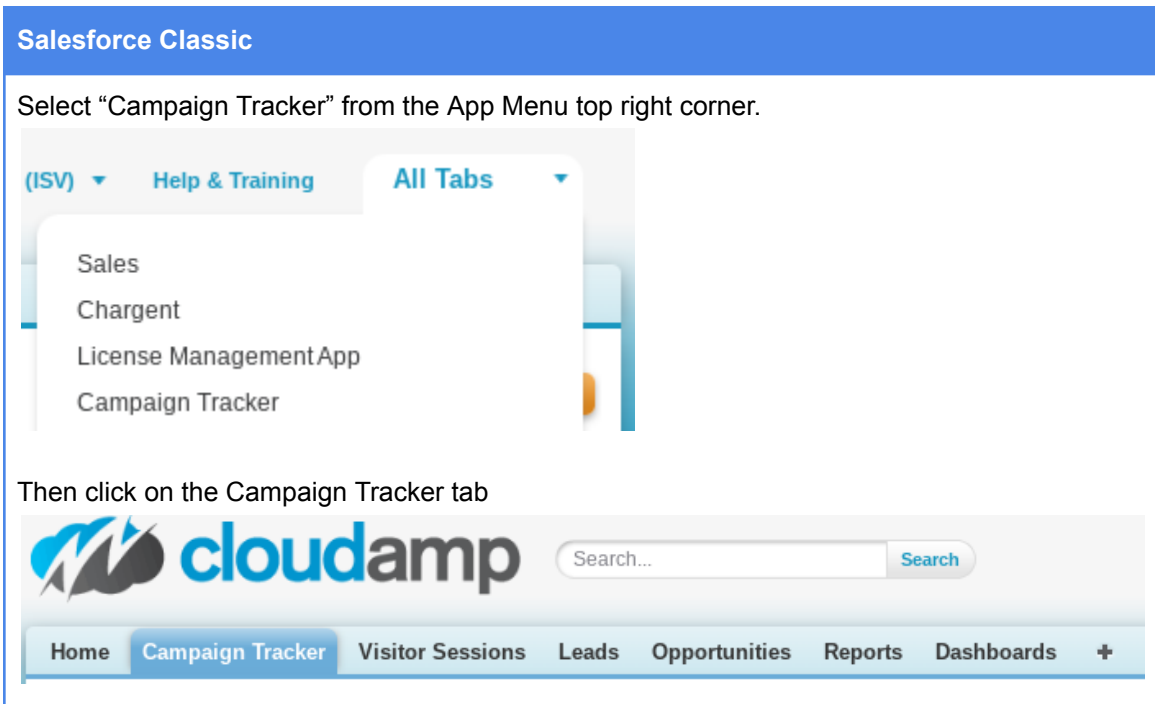
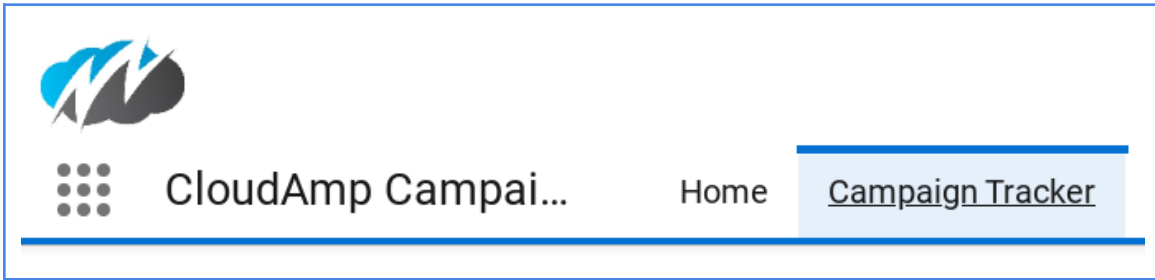
Quick Start Guide

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





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 Script ([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

- 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

- 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?

```
<input type="hidden" name="cloudamp__data__c">
```

- 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:

```
<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%7
```



	<pre>D%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 web site 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 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>
<p>Still have questions?</p>	<p>support@cloudamp.com</p>



Complete Documentation

Version 3.8

Last Updated: March 18, 2025

[Quick Start Guide](#)

[Complete Documentation](#)

[About the App](#)

[Technical Support](#)

[Requirements](#)

[Installation](#)

[Troubleshooting](#)

[First and Last Touch](#)

[Visitor Sessions](#)

[Google Ads Tracking](#)

[Implementing Custom Lead Forms](#)

[Gravity Forms](#)

[Marketing Automation Systems \(Pardot, Marketo\)](#)

[Programmatic \(Javascript\) Form Population](#)

[Limitations](#)

[Custom Lead Field Definitions](#)

[Additional Resources](#)

About the App

CloudAmp's Campaign Tracker lets you know where your best leads come from. Capture Google Ads, UTM Campaign tags, Bing, Facebook, Gclids and other ad IDs, Organic search and Referrer data into your Salesforce leads when they submit a form. Get complete source data and keywords, as well as what pages a lead visited on your web site, right in each Salesforce lead.

- Know which ads produce your best leads
- Get the data you need to drive more pipeline & won opps
- Prove marketing ROI, cut ads that don't drive revenue
- Works with any online advertising via UTM tags
- See the pages leads visited on your website

If you tag banners, search engine campaigns, Google ads, and links on external websites with



Google Analytics Campaign URLs, when visitors click on those tracked items they arrive on your web site with a referral URL that contains those parameters (utm_campaign=etc.).

Now with the Campaign Tracker for Google Analytics, you can capture those values into Salesforce when that visitor submits a lead form, and forever know how you got that lead. For non-tagged visitors, the application captures other information -- Organic Search, Referral, or Direct.

Release Notes (Major Feature Updates)	
3.8	Salesforce Campaign auto-assignment & auto-creation Update all API versions to 60 for ICU Locale Enforcement
3.7	New fields for Mslckid & fbclid (Mslckid no longer mapped to Gclid field) New Parameter captured: Fbclid values (Facebook & Instagram links)
3.4	New Parameters captured: utm_id, Mslckid (Microsoft Click ID) Keyword & Ad ID mapping to Opportunity
2.9	Update all API versions to 41
2.5	Automated Lead to Contact Field Mapping Automated Lead and Contact Page Layout update tool
2.4	Both First and Last Touch Source Data (initial visit and visit prior to submitting a lead form)
2.0	See which pages a lead visited on your web site with our new "Visitor Sessions" feature.

Technical Support

If you have any questions or need assistance making sure your website or Salesforce are updated properly, don't hesitate to contact us at:

support@cloudamp.com

When you contact us, please **provide a link to one of your web site forms**.

Requirements

1. Salesforce Unlimited, Enterprise or Professional Edition
2. Ability to add a tracking script to your web site
3. Website forms that create Leads in Salesforce

Installation

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



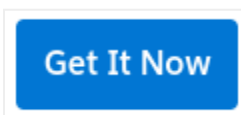
App Name	Publisher	Version Name	Version Number
Campaign Tracker for Google Ads and Marketing Attribution	CloudAmp LLC	Campaign Tracker 3.3	3.3

[Additional Details](#) [View Components](#)

👍 Production or Sandbox?

Our recommendation is to install the Campaign Tracker in your Production Salesforce Org, so you can see actual data from real leads coming in.

To install in production, click the “Get it Now” button:



Larger organizations may have a change management process around making configuration changes to Salesforce, regardless of how small the changes are. For those organizations, installing in Sandbox first is likely to be a better first step.

NOTE: The downside of installing in a Salesforce Sandbox is that you will need to create a test website page with a lead form that submits leads to your Salesforce Sandbox (instead of the live forms which post leads to Production).



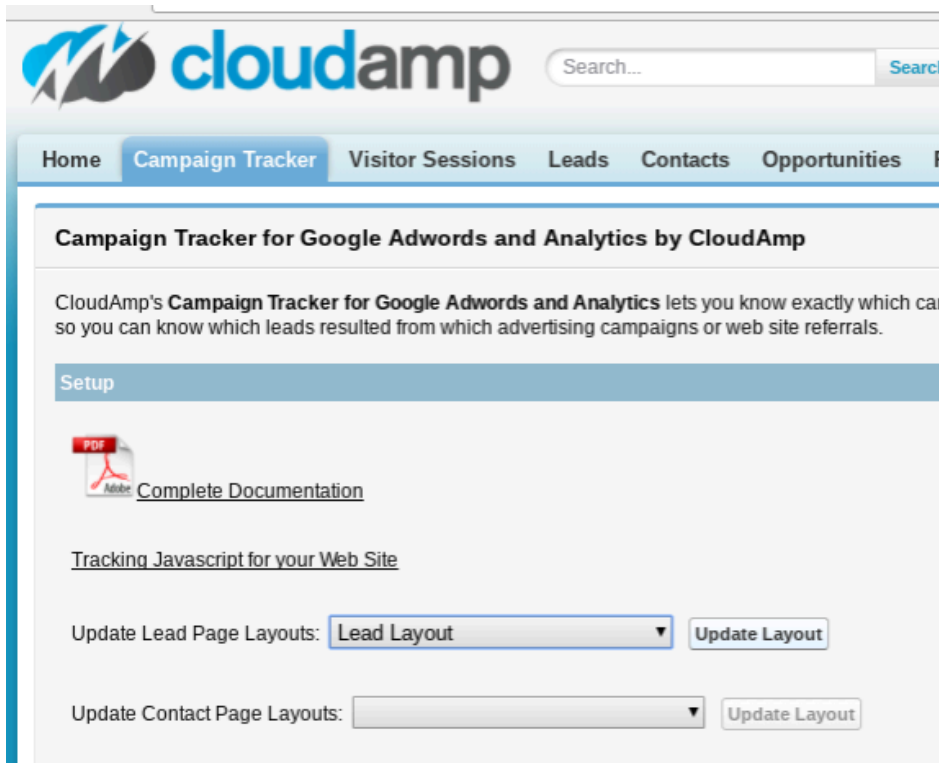
To install in sandbox, click the “Try it Free” button on the AppExchange listing:



(This button is unfortunately confusing, since the Campaign Tracker includes a 30 day free trial regardless of whether installed in Production or Sandbox.)

2. Update Your Page Layouts

To see the CloudAmp data on your Leads and Contacts, use the tool on the Campaign Tracker Tab in Salesforce.



Simply select the page layout that you wish to update, and then click the “Update Layout” button.

The following fields will automatically be inserted into a section at the bottom of your page layout, along with the Visitor Sessions related list.



Cloudamp Campaign Tracker interface showing tracking data for David Adwords. The interface includes a search bar, navigation tabs (Home, Campaign Tracker, Leads, Opportunities, Reports, Dashboards), and a detailed view of tracking parameters.

Parameter	Value	Action
First Lead Source Type	Campaign	✎
Last Lead Source Type		
First UTM Campaign	CampaignTracker	✎
Last UTM Campaign		
First UTM Source	GoogleAdwords	✎
Last UTM Source		
First UTM Medium	Adwords	✎
Last UTM Medium		
First UTM Term	Google Analytics Salesforce	✎
Last UTM Term		
First UTM Content		✎
Last UTM Content		
First Paid Search	<input checked="" type="checkbox"/>	✎
Last Paid Search	<input type="checkbox"/>	
First gclid		✎
Last gclid		
First Search Engine	GoogleAdwords	✎
Last Search Engine		
First Keyword	Google Analytics Salesforce	✎
Last Keyword		
First Referrer	http://www.cloudamp.com/products/google-analytics-campaign-tracker.html?utm_source=GoogleAdwords&utm_campaign=CampaignTracker&utm_term=Google%20A	✎
Last Referrer		

There are also prebuilt Campaign Tracker lead and contact page layouts provided if you prefer to use one of those for certain profiles.

3. Add the tracking script to your web site.

- The following code should be placed just above the `</body>` tag on ALL pages of your web site. A common Footer is a good place to add it.

```
Tracking Script (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>
```

4. Add a Hidden Field to your Forms.

- a. If your web site forms are Salesforce Web-to-Lead forms that use the HTML code that was generated inside Salesforce, you can skip this step.
- b. If you are using a 3rd party form:
 - Please add a hidden field named `cloudamp__data__c` to your forms.
 - Example: `<input type="hidden" name="cloudamp__data__c">`
 - Make sure that any form field mapping will pass the "cloudamp__data__c" field through to the "data" field on the Lead object in Salesforce successfully.
- c. For forms that use their own field names such as GravityForms or FormAssembly, so you cannot add the "cloudamp__data__c" hidden field to them, please see the [instructions below](#) or [contact us for support](#).

5. Testing

- a. We recommend clicking on some links with test parameters that point to your site and then submitting the lead form so you can test the new setup.
- b. Testing in your web browser's Incognito Mode is recommended (or be sure to **clear your browser's cache** before each test).

Test URLs (replace MYSITE.com with your website)	
Email Newsletter	http://www.MYSITE.com/?utm_campaign=Newsletter&utm_medium=Email&utm_source=July2023Newsletter&utm_id=News001
Yahoo Sponsorship	http://www.MYSITE.com/?utm_campaign=YahooDisplay&utm_medium=Sponsorship&utm_source=Yahoo



Adroll Retargeting	http://www.MYSITE.com/?utm_campaign=Retarget&utm_medium=Banners&utm_source=Adroll
-----------------------	---

6. Campaign Auto-Assignment

- e. Add the field called “UTM Campaign” to your Salesforce Campaigns page layout
- f. Enter a value in that field that matches the “utm_campaign” parameter name for that campaign

Example: for the last Test URL example above, you would enter “**Retarget**” in this field

- g. 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 that Campaign automatically
- h. If there is no matching Campaign, enable this setting on the CloudAmp Settings tab to automatically create one

Allow Campaign Creation:

- i. **Case sensitivity:** UTM Campaign values are not case sensitive, so utm_source=Campaign2025 and utm_source=campaign2025 will both be assigned to the same Salesforce Campaign.
- j. **Duplicate Campaign Membership:** This should be prevented by merging duplicate Leads and Contacts according to your normal process.

7. Optional Final Steps

a. Email Notifications

If you want to get an email with all the tracking data every time you have a new lead, there is an email template called “**Campaign Tracker 2 Lead Notification First & Last Touch**” that you can use as the email alert when leads are assigned to a person or queue in Salesforce.

More information is on our blog:

[How to get a detailed Email about every new lead in Salesforce](#)



Email Template

Send Test and Verify Merge Fields

Subject | New {{Organization.Name}} inquiry: {{Lead.Name}} from {{Lead.Company}}

Plain Text Preview

```

Lead Name: {{Lead.Name}}
Title: {{Lead.Title}}
Company: {{Lead.Company}}
Email: {{Lead.Email}}
Phone: {{Lead.Phone}}
Description: {{Lead.Description}}

Lead URL: {{Lead.Link}}

Lead Source: {{Lead.LeadSource}}

**** Lead's First Visit ****

Lead Source Type: {{Lead.cloudamp__Lead_Source_Type__c}}

UTM Campaign: {{Lead.cloudamp__GA_Campaign__c}}
UTM Medium: {{Lead.cloudamp__GA_Medium__c}}
UTM Source: {{Lead.cloudamp__GA_Source__c}}
UTM Term: {{Lead.cloudamp__GA_Term__c}}
UTM Content: {{Lead.cloudamp__GA_Content__c}}

Keyword: {{Lead.cloudamp__Keyword__c}}
Search Engine: {{Lead.cloudamp__Search_Engine__c}}
Referrer: {{Lead.cloudamp__Referrer__c}}

**** Lead's Last Visit ****

Lead Source Type: {{Lead.cloudamp__Last_Lead_Source_Type__c}}

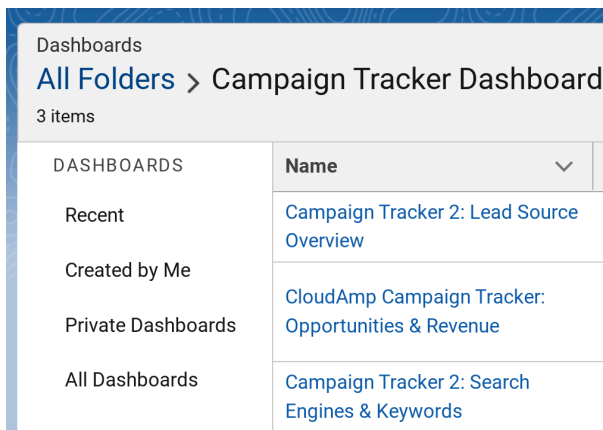
UTM Campaign: {{Lead.cloudamp__Last_GA_Campaign__c}}
UTM Medium: {{Lead.cloudamp__Last_GA_Medium__c}}
UTM Source: {{Lead.cloudamp__Last_GA_Source__c}}
UTM Term: {{Lead.cloudamp__Last_GA_Term__c}}
UTM Content: {{Lead.cloudamp__Last_GA_Content__c}}

Keyword: {{Lead.cloudamp__Last_Keyword__c}}
Search Engine: {{Lead.cloudamp__Last_Search_Engine__c}}
Referrer: {{Lead.cloudamp__Last_Referrer__c}}

```

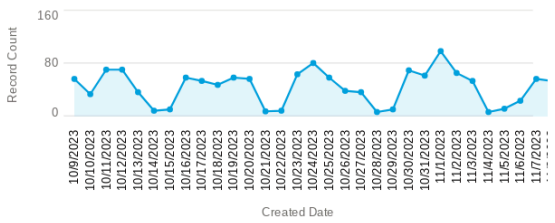
b. Dashboards

Once you start getting leads, check out the prebuilt reports and the dashboards that show your tracked leads. Dashboards are found in the "Campaign Tracker Dashboards" folder. You can customize the dashboards and reports (an example of which is shown below) to fit your needs.



Dashboard
Campaign Tracker 2: Lead Source Overview
 As of Dec 7, 2023 1:07 PM - Viewing as David Hecht

Leads by Day

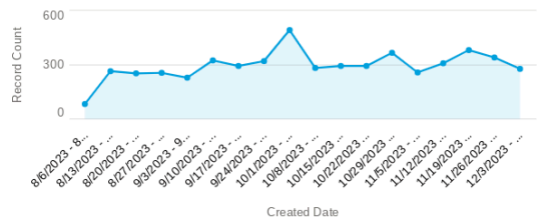


Record Count

Created Date

Last 60 Days
[View Report \(Leads by Day \(Last 60 Days\)\)](#)

Leads by Week

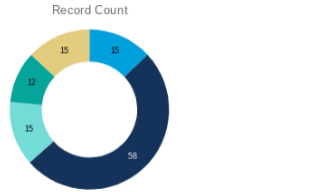


Record Count

Created Date

Last 120 Days
[View Report \(Leads by Week \(Last 120 Days\)\)](#)

Leads by UTM Source

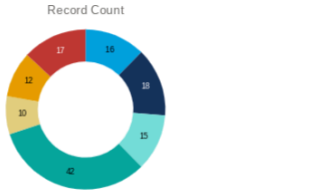


Record Count

First UTM Source | ● (direct) ● google ● urn:li:adForm:8394086 ● youtube ● Other

Last 60 Days
[View Report \(Tracker Leads by GA Source\)](#)

Leads by UTM Medium



Record Count

First UTM Medium | ● - ● cpc ● none ● organic ● referral ● social ● SPONSORED


Last 60 Days
[View Report \(Tracker Leads by GA Medium\)](#)

Dashboard
Campaign Tracker 2: Opportunities & Revenue
 As of Dec 7, 2023 1:24 PM - Viewing as David Hecht

Opportunities by Keyword (Last 60 Days)

Open Opportunities by Keyword

Sum of Opportunity Amount \$55k




First Keyword | ● (not provided) ● chargent ● chargent appexcha

Last 60 Days
[View Report \(Open Opportunities by Keyword 2\)](#)

Opportunities by Campaign (Last 60 Days)

Open Opportunities by Campaign

Sum of Opportunity Amount \$55k

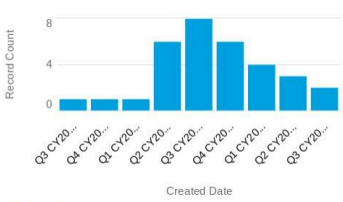


First UTM Campaign | ● (organic) ● b_chargent ● b_chargent_ex

Last 60 Days
[View Report \(Open Opportunities by Campaign\)](#)

All Time Opportunities

of Won Opportunities from Campaigns



Record Count

Created Date

All Time by Quarter
[View Report \(Won Opportunities by Campaign 2 All Time\)](#)

Open Opportunities by Keyword

First Keyword	Sum of Opportunity Amount ↓
(not provided)	\$31,400
buying a hotel room	\$12,000
cloudamp campaign tracker setup	\$6,000
Keywords5	\$6,000

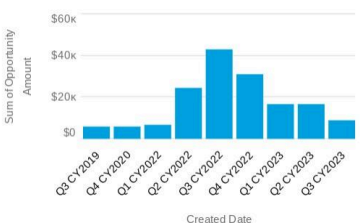
Last 60 Days
[View Report \(Open Opportunities by Keyword\)](#)

Open Opportunities by Campaign

First UTM Campaign	Sum of Opportunity Amount ↓
(not provided)	\$31k
buying a hotel room	\$12k
cloudamp campaign tracker setup	\$6k
Keywords5	\$6k

Last 60 Days
[View Report \(Open Opportunities by Campaign\)](#)

\$ of Won Opportunities from Campaigns



Sum of Opportunity Amount

Created Date

[View Report \(Won Opportunities by Campaign 2 All Time\)](#)



You may wish to customize the dashboards to better fit your data, or filter on certain types of leads (for example, excluding leads you import from tradeshows that do not come in via the web site).

For more information on customizing your dashboards, please see our blog post: [How to Customize Salesforce Dashboards](#)

Troubleshooting

If you are not seeing tracking data in Salesforce, here are some things to check, in order of importance:

1. Tracking Script:

- a. Should be on every page on your web site
- b. Should be near the end (</body>) of the HTML page (footer.php in wordpress)
- c. Should be cut and pasted cleanly from [our example](#) (line breaks in the wrong places cause errors)

2. Hidden Field:

- a. If you are using a form different than the web-to-lead code provided by Salesforce, check to make sure the “cloudamp__data__c” hidden field has been added (note the double underscores - please copy and paste!)
- b. If you are using a non-Salesforce form, make sure to map the hidden field to the “data” field on the Lead object in Salesforce (your form program should provide an interface for this)

3. Browser Developer Tools / Inspect Element:

- a. If you feel comfortable using your web browser’s developer tools (Right click on part of your form and choose “Inspect Element” or press **Ctrl + Shift + I**), check the page for errors which could be preventing the script from loading
- b. You can also check the “cloudamp__data__c” field in the form to see if it is populated with tracking data successfully. If successful, it will be obvious as it is a lot of data in the format similar to:
 - i.

```
<input type="hidden" value="%7B%22campaignData%22%3A%7B%22type%22%3A%22campaign%22%2C%22utm_campaign%22%3A%22whatever%22%2C%22utm_content%22%3Anull%2C%22utm_medium%22%3A%22cloudamp%22%2C%22utm_source%22%3A%22testing%22%2C%22utm_term%22%3Anull%2C%22gclid%22%3Anull%2C%22paidSearch%22%3Afalse%2C%22timestamp%22%3A1445039682580%2C%22GAREferer%22%3A%22http%3A%2F%2Fwww.appfrontier.com%2Fsupport.html%22%7D%22history%22%3A%7B%22initialReferrer%22%3A%
```



```
22direct%22%2C%22sessions%22%3A%5B%7B%22session%22%3A1%2C%22pages%22%3A%5B%7B%22url%22%3A%22http%3A%2F%2Fwww.appfrontier.com%2F%3Futm_source%3Dtesting%26utm_campaign%3Dwhatever%26utm_medium%3Dcloudamp%22%2C%22timestamp%22%3A1445039682583%2C%22title%22%3A%22AppFrontier%2C%20home%20of%20Chargent%20Payment%20Processing%20for%20Salesforce%22%7D%2C%7B%22url%22%3A%22http%3A%2F%2Fwww.appfrontier.com%2Fsupport.html%22%2C%22timestamp%22%3A1445039684316%2C%22title%22%3A%22Chargent%20Technical%20Support%22%7D%2C%7B%22url%22%3A%22http%3A%2F%2Fwww.appfrontier.com%2Fcontact.html%22%2C%22timestamp%22%3A1445039690421%2C%22title%22%3A%22Contact%20Us%3A%20AppFrontier%22%7D%5D%7D%5D%7D%7D" name="cloudamp__data__c">
```

4. Mapping to Salesforce:

- a. If all of the above checks out, and you are not seeing data in Salesforce, your form script may not be configured to send the “cloudamp__data__c” field through to Salesforce
- b. Make sure your form script and validation is mapped and configured to send the “cloudamp__data__c” field to Salesforce (This is not an issue with Salesforce-provided web-to-lead forms.)

5. Setting up Salesforce:

- a. Check to make sure you have added the CloudAmp fields to the Lead and Contact page layouts using the tools on the Campaign Tracker tab. If you can't see the fields, you won't see the data.

Every web site structure is different, so sometimes setting up the Campaign Tracker is simple, and sometimes it takes a bit of work.

If you have any questions or need assistance, please contact us at:

support@cloudamp.com

In your email, please **provide a link to one of your web site forms**.

Hundreds of web sites are running the Campaign Tracker, so we will make it work for you!

First and Last Touch

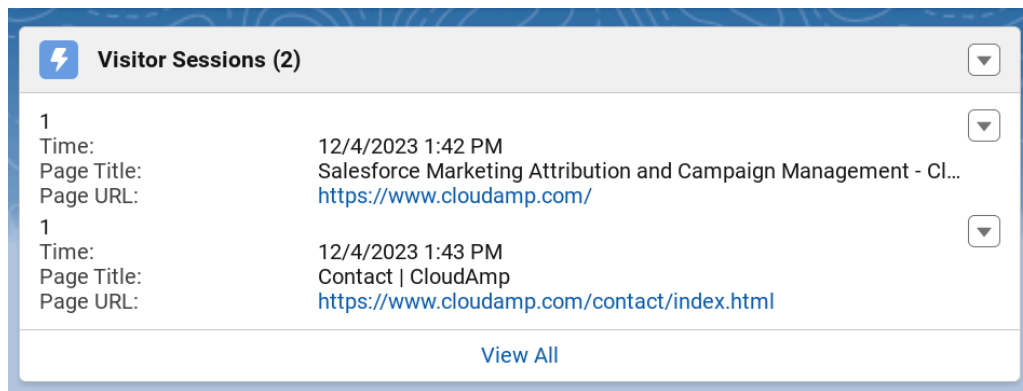
First Touch means the first time they came to your website. Last Touch means the last time they visited your site before they submitted the form. This can be useful as sometimes a lead may have originally discovered your site via Ads, and then later searches to come back to your site Organically -- now you can see both of those source visits.



Note that if a visitor has multiple sessions where they visit your web site, you will see only the first and last time in the tracking data, but the Visitor Sessions data will show all of the visits.

Visitor Sessions

Visitor Sessions are included as a custom object in Salesforce, related to both the Lead and then Contact upon conversion.



Each Visitors Sessions record shows the date and time, Page Title, and Page URL that a visitor went to. The Session Number is used to distinguish different sessions (visits) to your web site.

See exactly what pages a lead visited on your website, to understand product interest or buying signals. You can also see the timing of multiple visits to your website (if a lead visited multiple times before submitting a form).

Google Ads Tracking

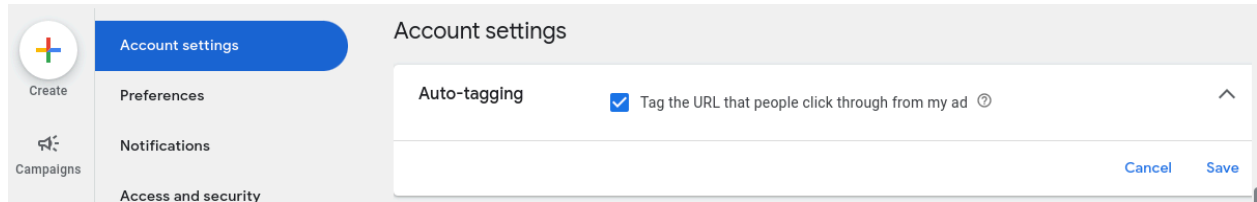
Campaign Tracker is designed to work with Google Ads as well as Google Analytics -- the same URL structure can be used to track any source where you can control the URL that visitors click on.

To set up the Campaign Tracker to track Google Ads into Salesforce, just add UTM campaign parameters (for example, utm_campaign and utm_source) to the end of your Google Ads ad URLs.

Step 1:



Autotagging should be enabled (it will add the Google click ID (Gclid) to your URLs)



Step 2:

Update the Final URL Suffix in all your Campaigns with the campaign URL parameters as follows:

- Final URL Suffix
- Campaign Level

```
utm_source=GoogleAds&utm_medium=PPC&utm_campaign=CampaignName&utm_term={Keyword}
```

Simply replace the highlighted portions with the values you wish for your website landing page and campaign names.

NOTE: `utm_term={keyword}` is required for Google / Bing ads, in order to capture the search term keywords into Salesforce.

1. In your Google Ads account, click the **Campaigns** icon
2. Click the **Campaigns** drop down in the section menu.
3. Click **Campaigns**.
4. Click on the **Settings** tab.
5. Click **Additional Settings** to expand the options
6. Expand the **Campaign URL Options** section
7. Enter the parameters in the **Final URL suffix** field.
8. Click **Save**.




Campaign URL options

Tracking template

Example: `https://www.trackingtemplate.foo/?url={lpurl}&id=5`

Final URL suffix

`utm_campaign=AdCamp1&utm_source=GoogleAds&utr` 

Example: `param1=value1¶m2=value2`

Implementing Custom Lead Forms

The Campaign Tracker automatically works with Salesforce-generated web-to-lead forms, and can support most third party forms with the simple addition of the “cloudamp__data__c” hidden field, and making sure that the field gets passed through to Salesforce by any form processing scripts you have.

```
<input type="hidden" name="cloudamp__data__c">
```

However, some forms such as GravityForms replace field names with their own field names, for example “cloudamp__data__c” becomes “input_5”. To support Gravity Forms, you simply have to identify what the field names have been changed to, and add these into the tracking script you put on your pages.

To tell CloudAmp what the new field name is, just modify the script that goes on the bottom of every page on your web site. So the normal script:

```
<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>
```

becomes a script like this:

```
<script>
    window._cloudAmp = window._cloudAmp || {};
    cloudAmp.forms = [{ id: 'form id here', name: 'custom field name here' }];
    (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>
```

If your form has a pre-existing hidden field with a custom name that you need to populate and it looks something like this:

```
<form id="myForm" action="myFormProcessor.php" method="post">
    <!-- your form content -->
    <input type="hidden" name="input_1" value="" />
</form>
```

Populate the yellow highlighted areas of the code snippet at the top of the page to tell CloudAmp which form and which custom field name to insert the tracking data into:

```
<script>
    window._cloudAmp = window._cloudAmp || {};
    cloudAmp.forms = [ { id: 'myForm', name: 'input_1' } ];
    (function(){ ... }) ();
</script>
```

You can also define multiple forms to be targeted by the script. This is useful if you have different forms with different hidden fields, but want to put the same tracking code across all pages of your web site. Just add more objects to the `_cloudAmp.forms` array, like so:

```
<script>
    window._cloudAmp = window._cloudAmp || {};
    _cloudAmp.forms = [
```



```
{ id: 'myForm', name: 'input_1' },
{ id: 'myOtherForm', name: 'customName' },
{ id: 'anotherOne', name: 'customName' }
];
(function(){ ... })();
</script>
```

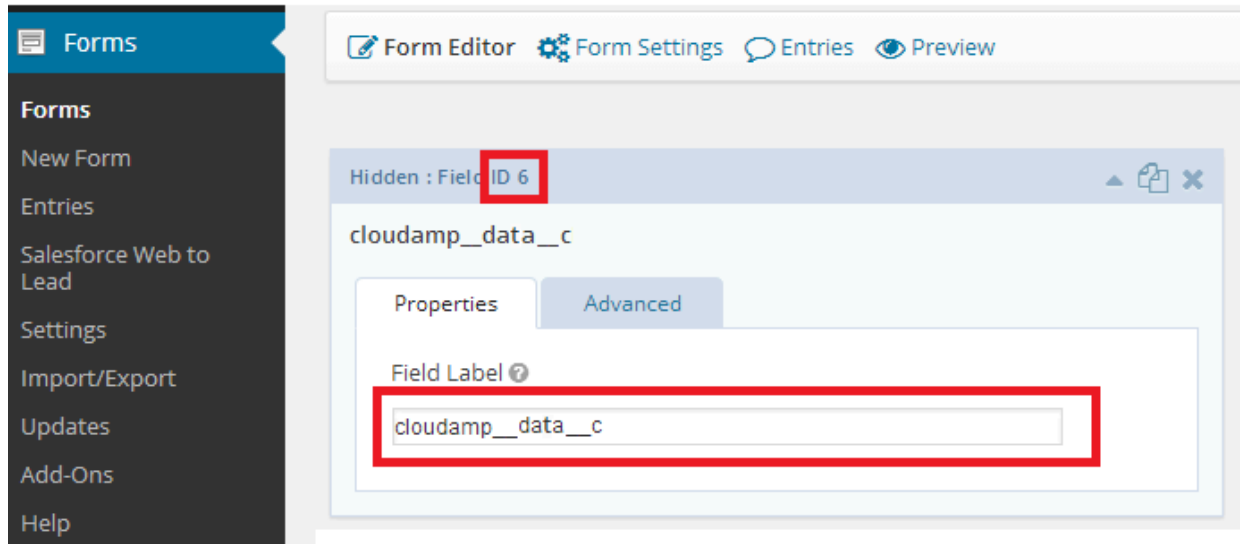
Gravity Forms

To use Gravity Forms with the Campaign Tracker, you will need to create a hidden field called "cloudamp__data__c" in GravityForms and map it to Salesforce.

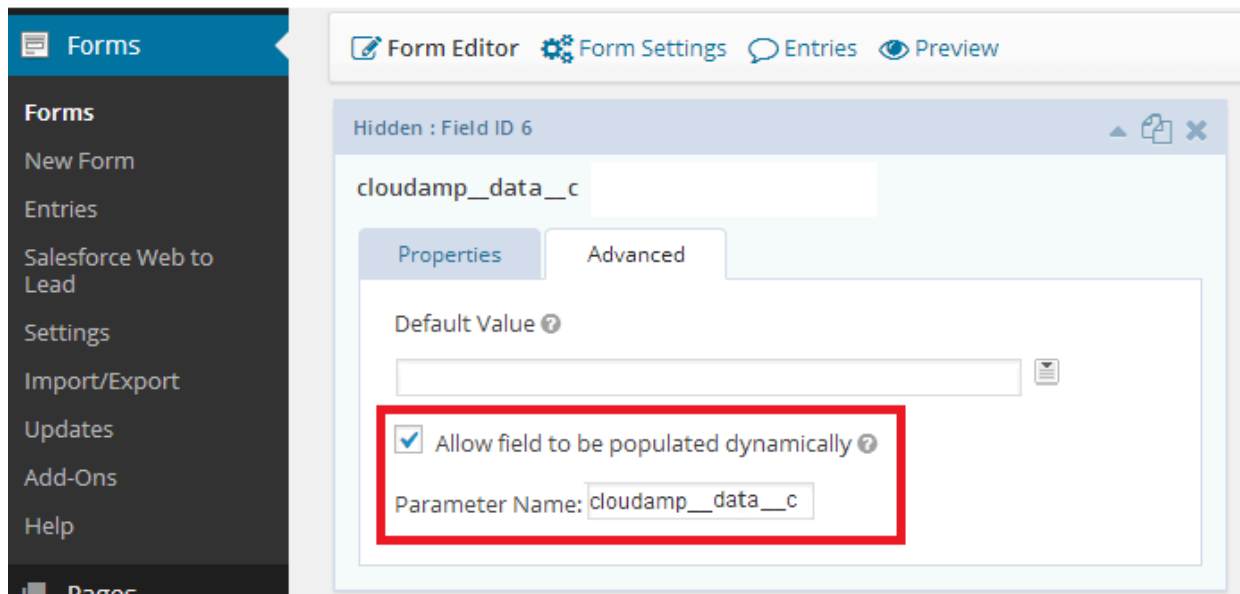
1. Add the field to Gravity Forms

When you are trying to map a custom Salesforce field, you need to set the Parameter Name (in Advanced tab, visible after checking "Allow field to be populated dynamically") to be the API Name of the Custom Field as shown in Salesforce. The Custom Field that CloudAmp uses for tracking should have an API Name of cloudamp__data__c

Create the hidden field in GravityForms, noting the Field ID



The screenshot shows the GravityForms Form Editor interface. On the left is a sidebar with a 'Forms' menu. The main area is titled 'Form Editor' and shows a 'Hidden : Field ID 6' configuration window. The field name is 'cloudamp__data__c'. The 'Advanced' tab is selected, and the 'Field Label' is set to 'cloudamp__data__c'. A red box highlights the 'Field ID 6' and the 'Field Label' input field.



The screenshot shows the GravityForms Form Editor interface. On the left is a sidebar with a 'Forms' menu. The main area is titled 'Form Editor' and shows a 'Hidden : Field ID 6' configuration window. The field name is 'cloudamp__data__c'. The 'Advanced' tab is selected, and the 'Default Value' is empty. The 'Allow field to be populated dynamically' checkbox is checked, and the 'Parameter Name' is set to 'cloudamp__data__c'. A red box highlights the 'Allow field to be populated dynamically' checkbox and the 'Parameter Name' input field.

Note the ID number that Gravity Forms assigns to the field. This will be the input_#

These steps are necessary because Gravity Forms changes all the names of the fields to its standard naming convention, so the CloudAmp tracking scripts need to be told what our tracking field has been renamed to (eg. that “cloudamp__data__c” has been renamed to “input_6”).

2. Map the Lead Field



In newer versions of Gravity Forms, which have a plugin that creates Salesforce Feeds, map the field “cloudamp__data__c”. Scroll down through the List of Fields until you find the one called “CloudAmp Data” and then select the CloudAmp field.

Standard Fields	List Fields	Form Fields
	data Type: textarea Max Length: 32768	cloudamp_data_c

3. Update the Footer Code

See the instructions for page one of this guide for how to customize the code, using the “input_#” you identified in step 1. It should look something like this:

Add the name of the field ID (ID 6 = input_6) to the CloudAmp custom code

```
<!-- Campaign Tracker for Google Adwords and Analytics Start -->
<script>
var _cloudAmp= _cloudAmp || {};
_cloudAmp.forms = [
  { id: 'gform 2', name: 'input 2' },
  { id: 'gform_1', name: 'input_6' }
];
(function(){var b=document.getElementsByTagName("script"),f=b.length,
h=document.createElement("script"),g=document.getElementsByTagName
c="1d5ef9e9369608f625a8-878b10192d4a956595449977ade9187d.ssl.c
a="cloudamp_custom.js";
_cloudAmp.validScripts=[];_cloudAmp.attachOnLoadEvents=functio
{if(i.script.readyState==="loaded"){i.loaded=true}};i.script.onload=fu
{if(b[d].src){var e=
{script:b[d],src:b[d].src,loaded:false};_cloudAmp.validScripts.push(e)
;h.async=true;h.src=j+c+"/"+a;g[0].appendChild(h)}}());
</script>

<!-- Campaign Tracker for Google Adwords and Analytics End -->
```

4. Testing



You can use the Browser tools to view your form and see that the hidden field has been populated with tracking data. Then it is just a matter of submitting some test leads, to ensure that the data is making it into Salesforce.

**Once your page is updated, load it in Chrome or Firefox Web Browsers
Ctrl + Shift + I and search for the corresponding input field to check that it is populated**

```
100% success rate | Open - Browser Inspector  
Q | Elements | Network | Sources | Timeline | Profiles | Resources | Audits | Console  
▶ <li id="field_1_5" class="gfield gform_hidden">...</li>  
▼ <li id="field_1_6" class="gfield gform_hidden">  
  <input name="input_6" id="input_1_6" type="hidden" class="gform_hidden" value="Pt  
  utm_content : null  
  utm_term : null  
  __lc.visitor_id.3294562 : 51392243137.07e33bd82f  
  lc_window_state : minimized  
  utm_campaign : troubleshooting  
  utm_medium : test  
  utm_source : cloudamp  
  wordpress_test_cookie : WP Cookie check  
  wp-settings-1 :  
  align=center&imgsize=full&editor=html&urlbutton=none&wplink=1&hidetb=1&ngg_upload  
  wp-settings-time-1 : 1393615648  
  wfvfvt_3041177256 : 5310f7185b266  
  __utma : 218885322.784477961.1392243133.1393615379.1393620507.3  
  __utmb : 218885322.8.10.1393620507  
  __utmc : 218885322  
  __utmz : 218885322.1393615379.2.2.utmcsr=cloudamp|utmccn=troubleshooting|utmcmd=t  
  GAREferer : http://www.  
  ">  
</li>
```

More information from Gravity Forms on custom fields:
http://www.gravityhelp.com/documentation/page/Post_Custom_Field

Marketing Automation Systems (Pardot, Marketo)

The Campaign Tracker is designed to track leads that go directly into Salesforce, but it can work with Marketing Automation systems such as Marketo, Eloqua and Hubspot, or any interim database that you may be using.

- a. Step 1: create a field in the system that that your leads go into first (Eloqua) to store the JSON data from the hidden form field "cloudamp__data__c"

- b. Step 2: Make sure that system sends the data in that field to Salesforce when leads are first created in Salesforce. (Note that the field name is just "data" on the Salesforce lead, "cloudamp__data__c" is the API name.



Please contact us if you have any questions about setup.

Programmatic (Javascript) Form Population

If you are a developer and wish to populate your forms with the CloudAmp tracking data programmatically, here is how to do it.

Type: Method

Name: `_cloudAmp.populateForm`

Parameters: form - an HTML form element

Description:

Populates a specified form with the CloudAmp campaign tracking data to be passed to Salesforce. If the form does not already have a hidden field named "cloudamp__data__c", one will be created, inserted into the form and its value will be populated.

Usage:

Say you have a form like this on your page:

```
<form id="myForm" action="myFormProcessor.php" method="post">
  <!-- your form content -->
</form>
```

You'll first need to load the form element into a variable that you can then pass to the `_cloudAmp.populateForm` method.

So, in your javascript somewhere:

```
var myForm = document.getElementById('myForm');
```

Once you have the form stashed in a variable, you can then call the method.

```
_cloudAmp.populateForm(myForm);
```

The method will insert the CloudAmp hidden field if it is not already present and populate it with the campaign and other tracking information.

The resulting markup will be something like this:

```
<form id="myForm" action="myFormProcessor.php" method="post">
```



```
<!-- your form content -->  
<input type="hidden" name="cloudamp__data__c" value="CloudAmp  
campaign information..." />  
</form>
```

Limitations

The Campaign Tracker for Google Ads and Analytics should be able to capture a large percentage of visitors to your web site, but as with any Internet tracking, there are some limitations.

1. The Campaign Tracker automatically works with Salesforce web-to-lead forms. If you are using a different type of form, add a hidden field named **cloudamp__data__c** to your forms and it should work, but there may be some custom forms or other signup processes that do not pass the hidden field to Salesforce correctly. Please contact us for assistance.
2. Visitors to your web site who have javascript turned off or other restrictive security settings in their web browsers will not be tracked. Of course, not many Internet sites will work for them either.
3. If you are using forms in **iFrames**, or dynamic forms served after your web page loads, the Campaign Tracker may not work. The Campaign Tracker requires forms to be present on the web page when our tracking script runs. Please contact us for assistance if you have questions.

Custom Lead Field Definitions

The Campaign Tracker app contains a number of custom fields on the Salesforce Lead and Contact objects. Here is more information about each of them. Please note that there are a few additional fields from earlier versions of the Campaign Tracker that are no longer in use.

There are two sets of the fields below, beginning with “First” or “Last” to indicate the First Touch / Last Touch.

Field Label	Description
UTM Campaign	The Google Analytics “Campaign” tag, as set by a CloudAmp code that looks for utm codes and records the values. Only populated if the visitor arrived on your site via a URL with utm parameters.
UTM Medium	The Google Analytics “Medium” tag. May say “(none)” if Direct, “Organic” or “(Referral)”, if the visitor arrived on your site through a method other than a utm tagged Google Analytics format URL, otherwise it will have the value you defined from the utm_medium tag.
UTM Source	The Google Analytics “Source” tag. May say (Direct), (Organic) or contain the name of the



	Referring site, if the visitor arrived on your site through a method other than a utm tagged Google Analytics format URL, otherwise it will have the value you defined from the utm_source tag.
UTM Term	<p>The Google Analytics “Term” tag. This will contain the Term or Keyword used in Searches, and should be used to tag your Ads ad destination URLs.</p> <p>Note that for many organic searches, Google and Yahoo hide this data, so you will instead see the value “(Not Provided)”</p>
UTM Content	The Google Analytics “Content” tag, which is an optional tag not often used. Only populated if the visitor arrived on your site via a tagged Google Analytics format URL.
UTM ID	A parameter that allows you to specify an ID from your campaigns or links.
gclid	An Ads id field used by Google Ads.
msclkid	A Microsoft ads click ID
fbclid	A Meta click ID (Facebook / Instagram). Can be organic or from Ads.
Keyword	The Keywords used by a visitor to search for your web site. Note that for many organic searches, Google and Yahoo hide this data, so you will instead see the value “(Not Provided)”
Paid Search	Checkbox that indicates whether traffic from Google was Paid (Ads) or Non-paid (Organic).
Referrer	The previous URL / page the visitor was on, before they submitted the form. Can be similar to the UTM Source if they only visited one page of your web site before submitting the form, otherwise it is typically the previous page in your web site where the visitor was.
Search Engine	The Search Engine that sent a visitor to your web site. Organic leads will have the source/search engine value of Google, Bing, Yahoo, DuckDuckGo or Yandex.
Lead Source Type	A field that categorizes the Source of each lead into one of 4 types: Campaign, Organic, Referral or Direct. Campaign is from a utm tagged URL, Organic is from a Search Engine but not from a paid advertisement, Referral is traffic from another site via a non-utm tagged URL, and Direct means they typed in your URL.
Data	Long Text Area that receives all of the tracking data that can be captured and submitted via lead forms. Most of the fields below are populated from data that is parsed from this data field’s contents (should not be added to page layout, for back end data only).

Additional Resources

Visit the CloudAmp blog for additional articles and resources:

<https://cloudamp.com/news/>