



Make the Most of Your ICRI Ad/Sponsorship

Does your company utilize Google Analytics or other website analytics program to monitor the effectiveness of traffic to your website?

When you purchase advertising on the ICRI website, *Concrete Repair Bulletin (CRB)*, or a sponsorship with ICRI you can provide us with a link for that ad/logo. If a link is not provided, ICRI automatically uses your website's URL as listed in your company's ICRI profile or displayed in your ad.

Did you know you can create and send ICRI a trackable link for your ad/logo?

Consider providing a trackable link with UTM tags for your ad/logo to better measure and monitor the effectiveness of your advertising efforts.

What's a UTM Tag?

UTM (Urchin Tracking Module) tags are a way to track traffic coming to your website from a specific source. By utilizing these tags, you can track campaign performance and differentiate traffic coming from each source and medium by campaign.

For example, if you provide a trackable link with your ICRI ad, you will be able to determine the number of users that visited your site and other interactions they performed all from that ad!

Please note that you will need to have your own Google Analytics account set up for your company website in order to use the UTM tags.

Check with your company's marketing or website staff and find out if your company could benefit.

Resources to consider:

- [How to Set up Google Analytics](#)
- [What Are UTM Tags and How To Use Them](#)
- [Google Analytics Campaign URL Builder](#)
- [How to Create UTM Codes to Track Your URLs \[UTM Builder\]](#)

Please ensure that any link you provide to ICRI for your ad/logo works as you intend it.

Disclaimer: You acknowledge that the resources and information provided are a convenience to you and that such assistance and information are not intended to and do not constitute marketing advice and that no marketing relationship is formed. ICRI does not warrant or guarantee that use of these resources and information will produce exceptional results, and that you are responsible for the marketing of your brand and the accuracy of the information provided to ICRI.