



## Tracking Lead Information from Your Website

CampusLogin allows you to collect information from prospects who submit a form on your website, such as the media source of the lead, or the keyword they used to find your school.

If your website is hosted on the CampusLogin | Website CMS system (content management system) then all of this functionality is automatically included with your website.

If you host your own website and wish to add this functionality, here are the instructions to do so.

The following information can be passed into CampusLogin and associated to each of your leads:

### Available Fields

<b>Advertising Source</b> (mediaid)	Use <b>mediaid</b> to identify the leads source using the media id from CampusLogin. This is a proprietary field of CampusLogin. <i>Example:</i> mediaid=12345
<b>Campaign Source</b> (utm_source)	Use <b>utm_source</b> to identify a search engine, newsletter name, or other source. <i>Example:</i> utm_source=google
<b>Campaign Medium</b> (utm_medium)	Use <b>utm_medium</b> to identify a medium such as email or cost-per-click. <i>Example:</i> utm_medium=cpc
<b>Campaign Term</b> (utm_term)	Used for paid search. Use <b>utm_term</b> to note the keywords for this ad. <i>Example:</i> utm_term=running+shoes
<b>Campaign Content</b> (utm_content)	Used for A/B testing and content-targeted ads. Use <b>utm_content</b> to differentiate ads or links that point to the same URL. <i>Examples:</i> utm_content=logolink or utm_content=textlink
<b>Campaign Name</b> (utm_campaign)	Used for keyword analysis. Use <b>utm_campaign</b> to identify a specific product promotion or strategic campaign. <i>Example:</i> utm_campaign=spring_sale

### Passing Values to CampusLogin

There are two methods to deliver your leads to CampusLogin. You can either use your own forms and form post data into CampusLogin. Or use CampusLogin forms and add them to your website using iframes.

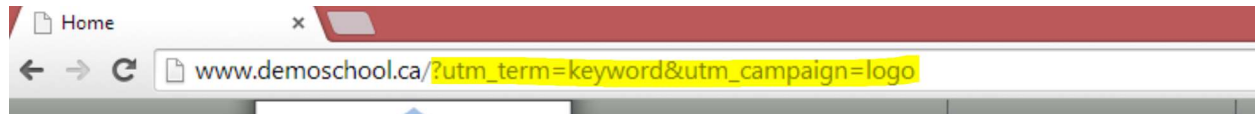
If you use the form post method, just include these values with your post. For example if you would like to pass the keyword, you would post the value to "utm\_term".

If you use an iframe form from CampusLogin you will need to add these values to the end of your form url, in the form of a query string, like this:

[http://form1.campuslogin.com/sampleform.aspx?utm\\_term=your+keyword&utm\\_content=text+link](http://form1.campuslogin.com/sampleform.aspx?utm_term=your+keyword&utm_content=text+link)

## Collecting Values from Your CMS

You will need to collect these values from the url:



And save them to either a session or a cookie so you can pass the values along with your form post, or insert them into the iframe url. It is important to save this as a session or cookie, in case the user clicks around to multiple pages within your website prior to filling out a form.

## Form Post Forms

If you use form posts, then you simply need to include the mediaid in your post, along with the other variables such as first name, etc. The proper format for the media variable should be "mediaid".

## Implementation Tip for iFrame Users

The implementation method that CampusLogin used for its own CMS system is to create a variable that can be added to all iframe forms, such as {%para%}.

This variable is programmed to collect all of the values from the url (mediaid, utm\_source, utm\_medium, utm\_term, utm\_content, and/or utm\_campaign) and add them to the end of the iframe appear in the iframe url:

So in your source code, your iframe form url would look something like this:

[http://form1.campuslogin.com/Demo\\_School/3800/Lead/Request\\_Information.campuslogin?{%para%}](http://form1.campuslogin.com/Demo_School/3800/Lead/Request_Information.campuslogin?{%para%})

And then when users go to your website, and the url contains the above variables, {%para%} would be replaced with those actual variables, like this:

```
139 <br />
140 <iframe allowtransparency="allowtransparency" background-color="transparent" border="0" frameborder="0" height="1000" s
src="http://form1.campuslogin.com/Demo_School/3800/Lead/Request_Information.campuslogin?utm_campaign=logoad_keyword=keyword" w
141 <p>
142 &nbsp;  </p>
```

When the lead submits the forms those variables will be saved to their profile.