

Link tagging

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With the help of the link tagging, you can track the sources of the visits to your website. Weblinks are marked with tags, which transmit to the Roistat Analytics the information about visits to your website from marketing platforms. It can be used to rate the effectiveness of internet marketing.

Roistat uses its own tags - **roistat** and **roistat_param** and recognizes **UTM** and **openstat** tags. When you [add the marketing channel](#), you should tag all the published links with the **roistat** tag. If weblinks are already tagged by the **UTM** and **openstat** tags, you may not add the **roistat** tag.

⚠ If you want to leave the current **UTM** and **openstat** layout without using the **roistat** tag, [read this instruction](#).

The values of **UTM** and **roistat_param** tags can be transmitted to the additional fields of CRM. Read more in the following articles: [Lead hunter](#), [Calltracking](#), [Integration setup](#).

The arrays of the Analytics reports are formed up on the basis of **roistat**, **UTM** and **openstat** tags.

If the weblink already has some tags or GET-parameters, you should replace the ? to & in the tags below. So, there should be only one question mark in the address bar.

For example, the tag of the advertisement http://site.com/?utm_source=ad&utm_medium=cpa&utm_content=offer1&utm_campaign=123 should look the following way after adding the **roistat** tag: http://site.com/?utm_source=ad&utm_medium=cpa&utm_content=offer1&utm_campaign=123&roistat=direct4_{network}_{group_id}_{ad_id}

The roistat tag

📘 There is an abbreviated version of the **roistat** tag - **rs** tag.

The parameters of the **roistat** tag differ according to the [marketing channel](#).

Here is the example of the roistat tags in various weblinks:

<http://site.com/?roistat=avito>

http://site.com/?roistat=flayer_green

http://site.com/?roistat=instagram_MyAccount_MyStoryPost (MyAccount - your Instagram account name, MyStoryPost - post title)

http://site.com/flowers.html?param=p&roistat=site_campaign1_advertisement7

Each **roistat** tag may contain up to 7 parameters. This allows us to form up the arrays of the Analytics reports with maximal effectiveness. Parameters of the tag are separated by underscores. Each parameter has its own array in the Analytics report.

How to add the tag manually

If the lead in CRM was created manually, the additional field **roistat** should be filled in manually as well. You should enter the parameters of the order to form up the arrays of the Analytics report, so the lead could take the needed position in the report. The titles of the arrays should be separated with underscores just like in link tagging.

Example: you placed the **billboard** campaign in the **offline-marketing** channel. Your billboards are situated in several districts of Chicago: Cabrini-Green, Goose Island and River West. If you receive the lead from the billboard situated in Goose Island, the report on the **roistat** field in CRM will have 3 arrays: **offline-marketing_billboard_goose-island**.

⚠ If the title of the array contains underscore, for example, `offline_marketing`, the underscore should be replaced to `:u:` (**offline:u:marketing**) so it can be recognized by Roistat as a single array of the report.

The UTM tag

The UTM tag has the following parameters:

- *utm_source* - source of the visit or marketing platform (for example, **facebook** or **google**)
- *utm_medium* - advertisement type (CPC, banner, email message)
- *utm_campaign* - name of the marketing campaign
- *utm_content* - additional information about the advertisement
- *utm_term* - key phrase

Analytics reports on visits with **UTM** tags are separated to arrays in the same order as reports on visits with **roistat** tags.

The example of **UTM** tags in the weblinks:

http://site.com/?sourceid=1234567890&utm_source=ad&utm_medium=cpa&utm_content=offer1&utm_campaign=123

http://site.com/?utm_source=yandex&utm_medium=cpc&utm_campaign=mycampaign&utm_content=special&yclid=1234567890

The openstat tag

The **openstat** tag has the following parameters:

- *openstat_service* - marketing service ID
- *openstat_campaign* - marketing campaign ID
- *openstat_ad* - advertisement ID
- *openstat_source* - ID of the platform/section/webpage where the advertisement was shown.

Analytics reports on visits with **openstat** tags are separated to arrays in the same order as reports on visits with **roistat** tags.

The example of **openstat** tags in the weblinks:

http://site.com/?_openstat=direct;phone;discount;top

http://site.com?utm_source=ad&utm_medium=cpa&utm_content=offer1&utm_campaign=123&_openstat=adwords.google.com;campaign1;123456789

The roistat_param tag

The **roistat_param** tag is used to transmit the additional information about the visit to CRM. The **roistat_param** tag has the following characteristics:

- maximal length - 255 symbols
- strung data type- (*string*)
- the number of the parameter should always be stated - *roistat_param1*, *roistat_param2*, etc.

Example: if you make wholesale and retail sales, you can separate the visits by wholesale and retail sales. To do it, add the tags **roistat_param1=wholesale** and **roistat_param1=retail** to the weblinks:

http://site.com/?roistat=direct1_context_123456789_buy-phone&roistat_param1=wholesale

http://site.com/?sourceid=1234567890&utm_source=ad&utm_medium=cpa&utm_content=offer1&utm_campaign=123&roistat_param1=retail

You can transmit not more than 5 additional parameters using the **roistat_param** tag: **roistat_param1**, **roistat_param2**, **roistat_param3**, **roistat_param4**, **roistat_param5**.

You can form the reports in the Analytics on the additional parameters.

There are two ways of adding the **roistat_param** tag:

- manually, in the advertisement weblink
- using the JS-script in the webpage code before the Roistat tracker:

```
window.onRoistatModuleLoaded = function () {  
  window.roistat.page.params.roistat_param1 = "retail";  
};
```

⚠ Using the JS-script, you can transmit the values of your own variables to the **roistat_param** tag.

The values of the **roistat_param** that are transmitted using the GET method are saved after the first visit on the webpage. If the visitor goes to another webpage, the GET-parameters of the **roistat_param** are not saved. To save the values of the **roistat_param**, use the JS API.

The sequence of the processing of the tags

Tags parameters are processed in the following sequence:

1. **roistat** tag
2. **UTM** tag
3. **openstat** tag
4. **referer** value

⚠ If these tags are absent, and the **referer** value does not contain the information about the source of the visit, the visit is direct.

Roistat tags after disabling the marketing channel

⚠️ After disabling the marketing channel, **roistat** tags are saved in the marketing channel.

Troubleshooting

If you have any problems with link tagging, [contact our support service](#).