Contentsquare

Traffic Segments
Setup Guide

How to recreate your traffic segments in Contentsquare

Creating your Traffic Segments

In this guide, we're going to walk you through how to recreate the most common traffic segments **natively** into the Contentsquare platform directly, without the need for an integration.

Integrations with Adobe Analytics and Google Universal Analytics are still the quickest way to setup your traffic segments, but you always have the alternative of recreating these directly in the tool.
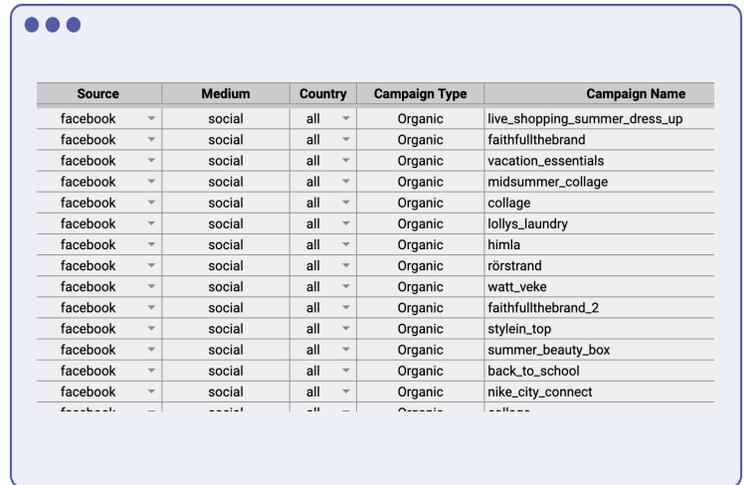
Pre-requisite: Ask relevant traffic teams for the UTM tags that they use

What are UTMs?
A UTM (Urchin Tracking Module) code is a snippet of text added to the end of a URL to track the metrics and performance of a specific digital marketing campaign. UTM codes can contain up to five parameters: Campaign, source, medium, content, and term. More info here.

How to get them?
Ask the CRM/paid media teams for the list of UTMs they use. They will usually provide a list like the one from the screenshot.

Why do we need them?
Most of your traffic segments in Contentsquare will rely on Query rules that contain the UTMs that your traffic team(s) use(s).

If the team does not use UTMs or they are hashed we can't proceed with the setup.

Source		Medium	Country		Campaign Type	Campaign Name
facebook	▼	social	all	▼	Organic	live_shopping_summer_dress_up
facebook	▼	social	all	▼	Organic	faithfullthebrand
facebook	▼	social	all	▼	Organic	vacation_essentials
facebook	▼	social	all	▼	Organic	midsummer_collage
facebook	▼	social	all	▼	Organic	collage
facebook	▼	social	all	▼	Organic	lollys_laundry
facebook	▼	social	all	▼	Organic	himla
facebook	▼	social	all	▼	Organic	rörstrand
facebook	▼	social	all	▼	Organic	watt_veke
facebook	▼	social	all	▼	Organic	faithfullthebrand_2
facebook	▼	social	all	▼	Organic	stylein_top
facebook	▼	social	all	▼	Organic	summer_beauty_box
facebook	▼	social	all	▼	Organic	back_to_school
facebook	▼	social	all	▼	Organic	nike_city_connect

By looking at the query of the landing page URL, you can identity from which channel a user has come from:

HOST   PATH

https://www.contentsquare.com/c/childrens?utm_medium =email&utm_campaign=october_newsletter

QUERY

However, some channels don't rely on UTM parameters...

With UTM Parameter in URL	Without UTM Parameter in URL
Email, Display, Social, PPC	SEO, Direct, SEA (Google Paid Traffic)

## 1/ Creating most segments based on UTMs parameters

Segments to setup first
First, we will recreate all the traffic segments that can be setup via UTM conditions in the query. There are only a few exceptions that we'll cover in the next slide which don't usually rely on UTMs: Google paid traffic, SEO and Direct traffic.

How to set them up
In the segment builder of Contentsquare, select 'Landing Page' as a condition. Then use 'Page Group on the Fly' tab to add your query conditions.

Note that that the field is *case sensitive!* If you are adding several conditions use regex rules as shown below:
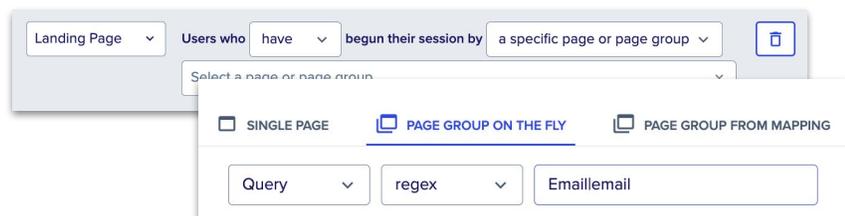
| Landing Page ▼ | Users who | have ▼ | begun their session by | a specific page or page group ▼ | | 🗑 |

Select a page or page group

☐ SINGLE PAGE   ▣ PAGE GROUP ON THE FLY   ▣ PAGE GROUP FROM MAPPING

| Query ▼ | regex ▼ | Email|email |

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2691009&vtp13=dress&**msclkid=9**e2c094ea7681c4234a46c4...

n=pla-nl-label0-all&gad=1**&gclid=**CjwKCAjwsKqoBhBPEiwALrrqiMX...

Referring Page | Users | **come from** | a page which URL | **contains**

yahoo|google|yandex|bing|duckduckgo|ecosia|baidu|aol|naver|seznam|qwant

AND | OR | THEN | DIRECTLY THEN

Page viewed | Users who | **have** | viewed | **a specific page or page grou**
⧉ Page group on the fly

query regex "gclid|msclkid"

2/ Setting up the SEA segment

How Google and Bing tag their paid traffic
All of Google's paid traffic (Shopping or Search ads) gets auto tagged with 'gclid' in the query. Similarly, all of Bing's traffic gets 'msclkid'.
If your media team uses utm tagging, these would usually fall under 'utm_medium=cpc'.

How to set it up
In the segment builder of Contentsquare, select 'Page viewed' as a condition. Then use 'Page Group on the Fly' tab to add your query conditions using regex for the path containing 'gclid|msclkid'.
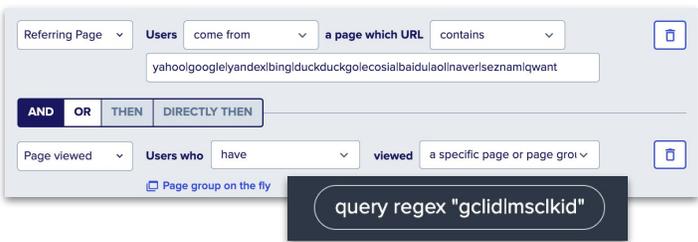
3/ Setting up SEO segment

In the segment builder of Contentsquare, select the 'Referring Page' condition. This would allow us to isolate all traffic from most common search engines.

Include the following regex with search engine URLs -
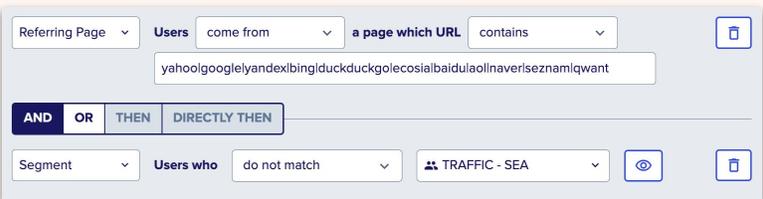yahoo|google|yandex|bing|duckduckgo|ecosia|baidu|aol|naver|seznam|qwant

Finally, exclude the segment we saved earlier for the paid search traffic to ensure all visitors that are captured in this segment visit the site organically.

4/ Setting up Direct traffic

Direct traffic is traffic that lands in directly on your site from their browser, without being referred by another site or channel such as SMS/Email.

To create this segment, in the segment builder of Contentsquare, select the 'Referring Page' condition and define it to 'Users coming from a page URL is empty'. This means there was no previous site linking to your site in their browsing.

Finally, exclude any traffic from your other channels that is tagged via UTMs that does not require the user to have a browser open, f.ex. Email, App or SMS initiatives.

Referring Page | Users | **come from** | a page which URL | **contains**

yahoo|google|yandex|bing|duckduckgo|ecosia|baidu|aol|naver|seznam|qwant

AND | OR | THEN | DIRECTLY THEN

Segment | Users who | **do not match** | 👥 TRAFFIC - SEA | 👁

Referring Page | Users | **come from** | a page which URL | **is empty**

AND | OR | THEN | DIRECTLY THEN

Page viewed | Users who | **have** | viewed | **a specific page or page grou**
⧉ Page group on the fly

query does not match regex "email|sms|app"

Additional resources

(Help Centre Article)
How to optimise your acquisition sources

(Webinar)
Measuring the performance of traffic sources

(Help Centre Article)
How to create segments for acquisition sources

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