

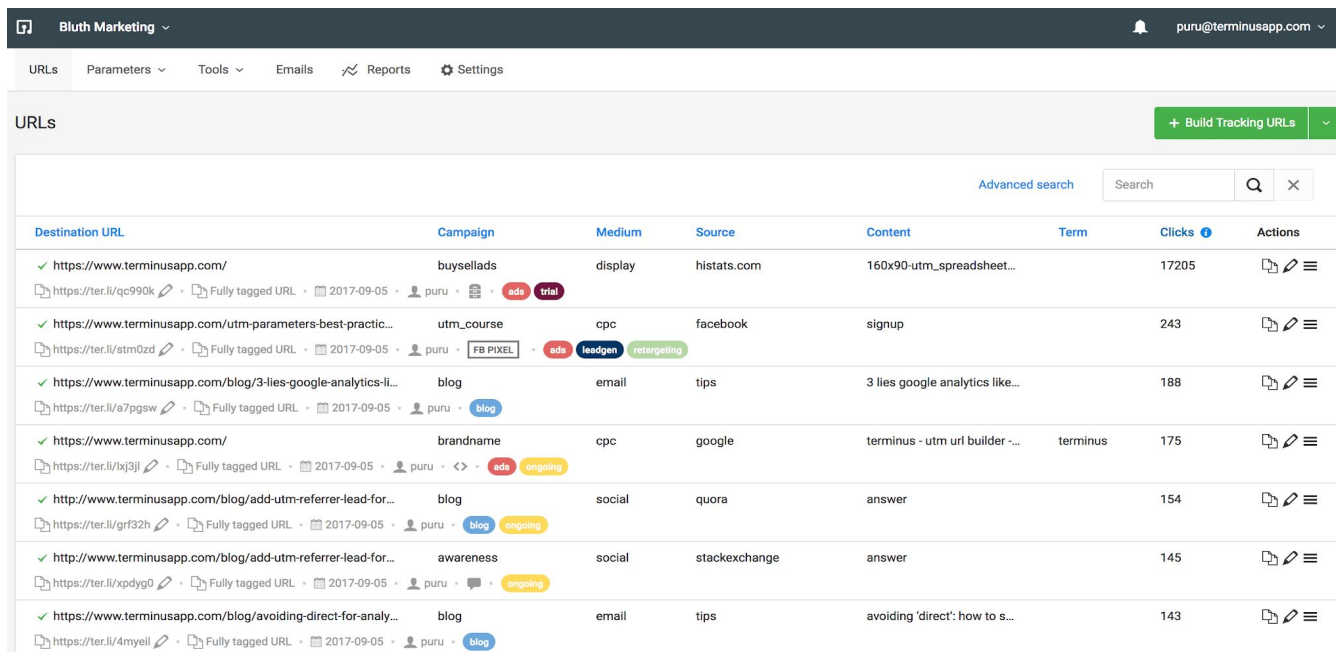

Terminus

UTM URL Build and Management System

<https://www.terminusapp.com>

What does it do?

Helps you build and manage all tracking URLs and UTM codes in one place



Bluth Marketing

URLs Parameters Tools Emails Reports Settings

URLs + Build Tracking URLs

Advanced search Search

| Destination URL | Campaign | Medium | Source | Content | Term | Clicks | Actions |
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| ✓ https://www.terminusapp.com/blog/3-lies-google-analytics-li... ↳ https://ter.li/a7pgsw · Fully tagged URL · 2017-09-05 · puru · blog | blog | email | tips | 3 lies google analytics like... | | 188 | 📄 ✎ ⋮ |
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| ✓ http://www.terminusapp.com/blog/add-utm-referrer-lead-for... ↳ https://ter.li/xpdyg0 · Fully tagged URL · 2017-09-05 · puru · ongoing | awareness | social | stackexchange | answer | | 145 | 📄 ✎ ⋮ |
| ✓ https://www.terminusapp.com/blog/avoiding-direct-for-analy... ↳ https://ter.li/4myeii · Fully tagged URL · 2017-09-05 · puru · blog | blog | email | tips | avoiding 'direct': how to s... | | 143 | 📄 ✎ ⋮ |

How does it help?

- **Multiple configurable URL builders** for different building needs
- **Custom naming conventions** with nested dependent fields
- **Presets, Preset Groups, Parameter Groups** to save sets of UTM values for quick reuse
- **Auditing and fine grained user level permissions**
- **Email builder** to enforce UTM naming conventions in email URLs
- Auto-generate short URLs with custom domains and HTTPS enabled
- Organizational features like **projects, labels, info fields**, etc.
- Search and download URLs, UTMs, etc.

How does it help? (contd.)

- Project notes to document any instructions, workflows, etc. for your team
- **Custom parameters** for tracking beyond UTM
- Repository of all URLs, UTMs, and other information for future reference
- **Perform bulk operations** on URLs
- **Custom enforcement** including lowercase, replace spaces with custom character, prohibit certain characters, limit length of UTMs, etc.
- Redirect/remarketing/retargeting codes with **dynamic data insertion**
- Basic short url click reports
- And much more...

Naming Conventions (A powerful feature)

UTM Campaign

Product *

Region *

Goal *

UTM Medium

UTM Source

UTM Content

FB-Medium *

Headline *

UTM Term

- Define conventions for different channels, products, or anything else you need
- Reuse formats in multiple conventions, e.g. use the same UTM campaign format in social and email conventions
- Nested dependent fields to help select business units, product categories, products, models, etc.
- Much more robust than fragile spreadsheet formulae and dropdowns
- Use Option (dropdown), Date, Text, and Constant field types to build any convention from ground up

Why should you use it?

- No need to manage UTM spreadsheets
- Manage all UTM tracking in a one place with ability to review
- Enforce highly consistent UTM strategy across entire company
- Can handle complex UTM conventions/taxonomies
- Configurable to work with variety of workflows and requirements

Overall, it helps improve accuracy of your analytics reports. You can then make educated and reliable business decisions.

Who uses it?

- Marketing teams in companies of all sizes (from 1 person team to billion dollar multinational corporations)
- Marketing agencies to manage tracking URLs for their clients
- Several teams consisting of hundreds of users regularly use Terminus

What we do to make our service secure and reliable

- Hosted on Amazon Web Services (AWS)
- Multi-zone redundant database with continuous backup
- Redundant servers running 24x7x365
- > 99.99% uptime for the last 12 months
- Continuous automated monitoring of systems with real-time alerts
- 2048-bit SSL for secure/encrypted access
- Credit-card payments handled by Stripe (www.stripe.com)

Exact quotes from our customers

- *“So far I’ve had a **fantastic experience with Terminus** – it’s exactly the tool I would have wanted to build myself! Thanks again for creating this great software! Cheers,”*
- *“I would also like to thank you for a **great customer experience**. You were very quick to reply, and help with my task. I understand how many requests must come through the door daily, so your quick replies and dedication to this task was very appreciated.”*
- *“Again, **we’re all loving Terminus** and the fantastic support you’ve been providing to us.”*
- *“I am consistently blown away at how dialed in Terminus is! The team has **thought through all of the great features** - and they build out new ones based on user requests. It changed our lives when it comes to keeping track of URLs”*
- *“We’ve been using Terminus for almost 3 years and it’s still the **absolute best UTM builder** I’ve seen”*
- *“Truthfully, **we love Terminus and our Marketing Managers were sad to see that platform go away**, but this larger business initiative required this new platform. We thank you for the time using this platform – **the user experience was great, and the customer service experience was even better.**” - Past customer that moved to an internal BI solution*
- *“Anyhow, I have to be honest, the **rich features Terminus offers** is what has made it an easy decision for us.”*

For more information

- <https://www.terminusapp.com/>
- <https://www.terminusapp.com/demo/>
- <https://www.terminusapp.com/blog/utm-naming-conventions/>

Questions?

Please email us for any questions about features, pricing, product demo, etc.

Website: <https://www.terminusapp.com>

Email: hello@terminusapp.com