Default Tracking Parameters

07/17/2025 6:45 pm EDT

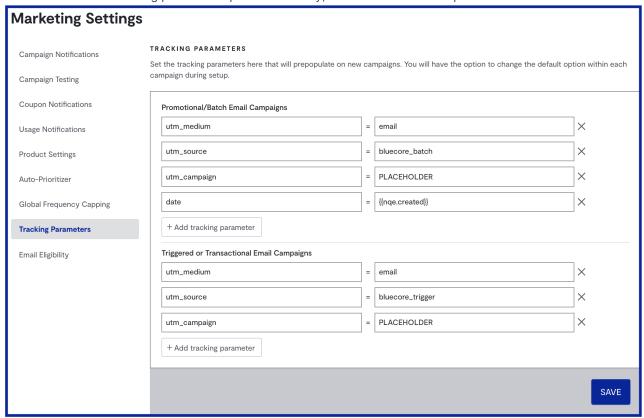
Tracking parameters are used to integrate your Bluecore analytics to other third-party analytics, such as Google Analytics. Quickly and easily add tracking parameters at an account-level using the Bluecore marketing settings. Access default tracking parameters by following the below steps.

- 1. Navigate to **Campaigns > Communicate > Settings**.
- 2. Click the Tracking Parameters tab on the marketing settings page.

Configure tracking parameters

Configure tracking parameters here for triggered and promotional email campaigns. Any tracking parameters that are set within this page will appear when creating a campaign. You may add or remove tracking parameters from an individual campaign during campaign creation.

While there are no tracking parameters provided initially, below are a few examples:



If you're using Google Analytics, click here for tracking parameter examples. Click here to learn more about using customer attributes in tracking parameters with Jinja.

After you've configured your tracking parameters in the marketing settings, the next step is tobuild a campaign.