

# Default Tracking Parameters

09/18/2025 11:18 am 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:

### Marketing Settings

Campaign Notifications

Campaign Testing

Coupon Notifications

Usage Notifications

Product Settings

Auto-Prioritizer

Global Frequency Capping

**Tracking Parameters**

Email Eligibility

#### TRACKING PARAMETERS

Set the tracking parameters here that will prepopulate on new campaigns. You will have the option to change the default option within each campaign during setup.

##### Promotional/Batch Email Campaigns

utm_medium	=	email	×
utm_source	=	bluecore_batch	×
utm_campaign	=	PLACEHOLDER	×
date	=	{{nqe.created}}	×

+ Add tracking parameter

##### Triggered or Transactional Email Campaigns

utm_medium	=	email	×
utm_source	=	bluecore_trigger	×
utm_campaign	=	PLACEHOLDER	×

+ Add tracking parameter

SAVE

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 to [build a campaign](#).