



Google Ads

TRACKING TEMPLATES

Your complete list of value track
parameter for google ads

TRACKING PARAMETERS

Parameter	What it returns
{campaignid}	The campaign ID. (Use this when you've set up your tracking info at account level and want to know which campaign served your ad.)
{adgroupid}	The ad group ID. (Use this when you've set up your tracking info at the account or campaign level and want to know which ad group served your ad.)
{feeditemid}	The ID of the extension that was clicked.
{targetid}	The ID of the keyword (labeled "kwd"), dynamic search ad ("dsa") target, remarketing list target ("aud"), or product partition ("pla") that triggered an ad. For multiple target IDs, the output shows in the following order: "aud, dsa, kwd, pla." For example, if you add a remarketing list to your ad group (criterion ID "456") and target the keywords ID "123" the {targetid} would be replaced by "aud-456:kwd-123."
{loc_interest_ms}	The ID of the location of interest that helped trigger the ad. See developer website for location IDs.
{loc_physical_ms}	The ID of the geographical location of the click. See developer website for location IDs.
{matchtype}	The match type of the keyword that triggered your ad: "e" for exact, "p" for phrase, or "b" for "broad"
{network}	Where the click came from: "g" for Google search, "s" for a search partner, or "d" for the Display Network
{device}	What device the click came from: "m" for mobile (including WAP), "t" for tablet, and "c" for computer
{devicemodel}	What model of phone or tablet the click came from (for example, "Apple+iPhone"). Note: only available on Display Network campaigns
{ifmobile:[value]}	Whatever you define for "[value]," if your ad's clicked from a mobile phone
{ifnotmobile:[value]}	Whatever you define for "[value]," if your ad's clicked from a computer or tablet
{ifsearch:[value]}	Whatever you define for "[value]," if your ad's clicked from a site in the Google Search Network
{ifcontent:[value]}	Whatever you define for "[value]," if your ad's clicked from a site in the Google Display Network
{creative}	A unique ID for your ad
{keyword}	For the Search Network: the keyword from your account that matches the search query, unless you are using a Dynamic Search ad, which returns a blank value. For the Display Network: the keyword from your account that matches the content.
{placement}	The content site where your ad was clicked (for keyword-targeted campaigns), or the matching placement targeting criteria for the site where your ad was clicked (for placement-targeted campaigns)
{target}	A placement category (works with placement-targeted campaigns only)
{param1}	Creative parameter #1, if you're using the AdParamService with the AdWords API
{param2}	Creative parameter #2, if you're using the AdParamService with the AdWords API
{random}	A random Google-generated number (an unsigned 64-bit integer), commonly used to force the page to reload
{adposition}	The position on the page that your ad appeared in, with a value like "1t2"(this means page 1, top, position 2)
{ignore}	Ignores tracking elements of your final URL to help reduce crawl load on your website. It can only be used in your final or final mobile URL.

Source: Google Support