fynl.io

FREE CHECKLIST

UTM data missing in GA4: the checklist

Work down the list in order. Most cases are solved by the third box.

Start here

Campaign name exactly as it appears in the link: _____ Date the link went out: _____

Check in this order

	Check	What you see if this is the cause	Fix
☐	1. Has it been 48 hours?	Nothing yet, or numbers still changing	Wait; processing can take 24 to 48 hours
☐	2. Right report and column?	Only channels like Organic Social, no campaign names	Traffic acquisition, first column Session campaign
☐	3. Tags survive the page load?	Visits under Direct or the referring site	Link to the final address; fix the redirect
☐	4. All three tags, spelled right?	(not set) in campaign or medium	Rebuild the link with source, medium and campaign
☐	5. A medium GA4 knows?	Visits in Unassigned in the channel report	Use social, paid_social, email, cpc, referral or sms
☐	6. Google Ads link?	google / cpc instead of your tags	Expected with auto-tagging; leave ad links untagged

Test the live link

- ☐ Opened on a phone, not only on the computer that built it
- ☐ Address bar after loading still shows utm_source, utm_medium, utm_campaign
- ☐ The page has the GA4 tag (Google tag ID starting with G-)
- ☐ The link was not shortened by a service that strips parameters

Notes

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