

How to Track an ACP Outreach Campaign

If an organization would like to perform outreach to inform consumers about the Affordable Connectivity Program (ACP), USAC recommends that they build a unique campaign URL. This will allow USAC to monitor the traffic from the campaign to the AffordableConnectivity.gov website. USAC can measure the success of the campaign by tracking referrals from the unique URL to AffordableConnectivity.gov.

Follow these simple steps to create your unique ACP campaign URL:

1. Create the unique URL.
 - a. Use Google's Campaign URL Builder at <https://ga-dev-tools.web.app/campaign-url-builder/>

OR

- b. Create it on your own by adding the following three parameters to AffordableConnectivity.gov
 - o utm_source=xxx (i.e. newsletter)
 - o utm_medium=xxx (i.e. email, text)
 - o utm_name=xxx (i.e. company name)

Example:

https://www.affordableconnectivity.gov?utm_source=newsletter&utm_medium=email&utm_campaign=CompanyABC

2. Drop the unique URL into your outreach.

OPTIONAL: Shorten the URL using a free service like [Bitly](#). This will also enable your organization to track use of the URL.

Reach out to ACProgram@usac.org with the subject line "Request for ACP Outreach Data" to obtain information about your campaign, or if you have any questions.