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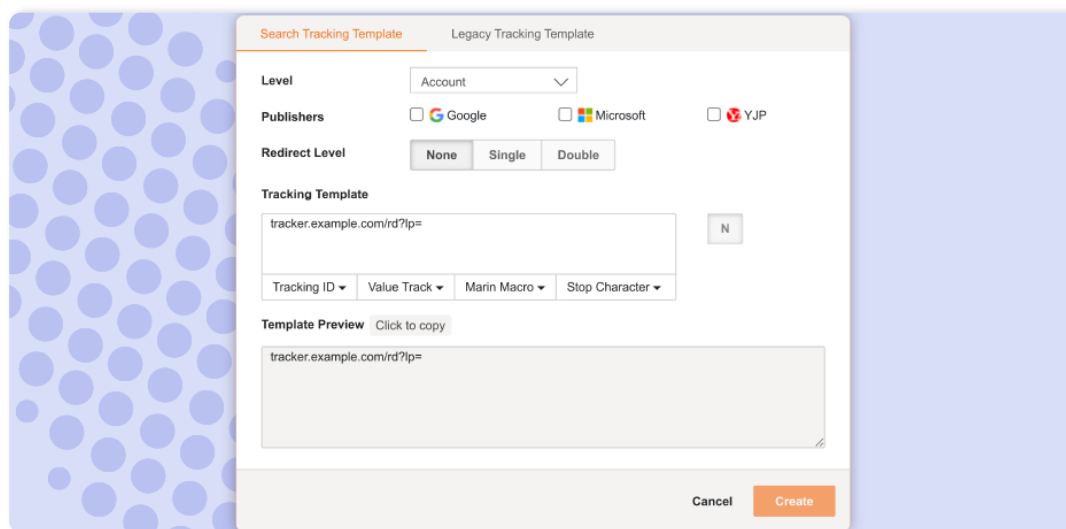
URL Builder in MarinOne

May 8, 2023

Let's face it, URL tracking parameters are an essential part of the digital marketing experience but can be tricky and time-consuming to get right. So we've made it easy with the upgraded URL Builder in MarinOne. Best of all, the built-in autocorrect automatically identifies and fixes URLs incorrectly set up.

The MarinOne URL Builder allows you to create, apply, and manage Tracking Templates, Custom Parameters, Redirects, and more across publishers and tracking solutions in MarinOne. Currently, the MarinOne URL Builder supports Google, Microsoft, and Yahoo! Japan. In addition, it automatically handles encoding if you are using redirects and makes managing custom parameters a breeze.

Think of your URL tracking templates as the building blocks for your tracking. Typical integrations see one tracking template used for one set of query string parameters.

Redirects

The URL Builder makes managing redirects simple. You can customize your URL by specifying the precise redirect you plan to use and any encoding.

- **None**: Select this option if no redirects are needed.
- **Single**: For URLs with a single redirect.
- **Double**: For URLs with a double redirect.

If you use **Single** or **Double** redirects, you will also have the option to use the corresponding encoding.

The Final Template (Preview Field)

As you build out your landing page, redirects, and custom parameters, you will see your Template Preview start to build out at the bottom of your tracking template.

This template is a combination of three things:

- Redirect URL (if used)
- Landing Page
- Landing Page parameters

Custom Parameters

Google Custom Parameters allow you to specify URL snippets (in the form of key/value pairs) that can be substituted by Google when Google serves the ad. Custom parameters will only be substituted into a Tracking Template when explicitly referenced.

For example, if your Tracking Template is: **http://www.example.com?mkwid={_mkwid}**

And your keyword custom parameter is **{_mkwid}=abc123**; the URL in the ad for that keyword will contain the resolved custom parameter: **http://www.example.com?mkwid=abc123**

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snippets that differ across objects, most custom parameters defined in the URL Builder will be Marin Macros.

To set up the URL Builder so that all keywords are given a custom parameter containing Marin's unique tracking parameter, you would define: **{_mkwid}=[uniq_id]** in the URL Builder, and the appropriate value will then be substituted into each keyword when the URL Builder settings are applied. The example keyword's **[uniq_id]** resolved to "**abc123**" in the case above.

Autocorrect

The URL Builder can apply URL settings to objects when they synced into Marin. This automatically adds tracking and corrects mistakes when campaigns sync into Marin. Set your Autocorrect preferences to **On**, **Off**, or **Warn**; these settings will apply to your entire MarinOne Client Account.

Want to learn more about MarinOne? Take a [3-minute product tour here](#).

Jennifer Warner-Green
Marin Software

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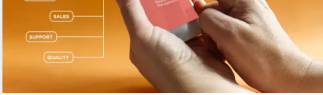
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