

4. SAM's URL builder

SAM's URL builder is used to create traceable URLs that will provide insights on the behavior of the audience they are shared with: once someone clicks or accesses this URL, a campaign will be created automatically in SAM, and you'll be able to see the click rate and the income generated through it.

It will also be able to trace its activity when you share it with partners, in social media, through mobile apps, introducing it in emails, turning it into a QR code... or sharing it through any other kind of media distribution.

You'll be able to [set up and launch the campaign](#) just by clicking on the campaign that will be automatically generated for the URL.

Of course, you could also introduce the URL in any other SAM campaign, and thus see also its performance in that particular use case.

As you can see above, there are five fields that need to be filled out:

- The **point of sale**, in order to identify which one will be used for sales tracking.
- The **campaign source**: it has to be one of the existing campaign types (partnership, promotion, invitation, other...).
- The **campaign medium**, which identifies the communication channel of your campaign (Web link).
- The **campaign name**.
- And, of course, the **website URL** you want to track: Note that the URL does not need to be on a Ticketshop. It could be a page of your website, or from someone else's website. However, *if the domain of the URL is not the same as the Ticketshop's, then you need to authorize it in the linked [Point of sale](#)*. You can do that in Organisation Initialisation Sales channels *the sales channel* Points of sale *the point of sale* Gravity Domain restrictions. You'll have to enter one domain per line:

★ **Sales Channels** ?

Initialisation

Organisation characteristic

Sales Channels

Points of sale

Point of sale > Ticketshop

Domain restrictions

facebook.com
youtube.com
youtube.be
otherdomain.com

After these are completed, you'll be able to **click on the "Generate URL" button**: the tracked URL generated can be very long, so you could always use a URL shortener such as [Bitly](#). You should probably use it immediately, to check that it correctly redirects to where you intended.

After the first use of this tracked URL, an automatic campaign will be created by a batch. You'll be able to [set up and launch the campaign](#) just by clicking on it, and then follow the usage of your link through this campaign and get a report from it.

User guide - Spanish: [Manual para la creación de campañas de enlaces](#)

Old page - English

Old page - French