

## ServiceTitan Marketing Pro: Non-Linked Campaign Mapping Rules

| Source in ServiceTitan | Medium in ServiceTitan | Campaign in ServiceTitan  | Category in ServiceTitan | utm_source(s)                                      | utm_medium(s)  | Referrer   | Click ID           |
|------------------------|------------------------|---|--------------------------|--|--|--|--------------------|
| Google                 | Organic                | Google Organic  | Organic                  | google   | organic  | *  |                    |
|                        |                        |   |                          | *  | *  | <a href="http://google.com">google.com</a>           |                    |
|                        |                        |   |                          | *  | *  | <a href="http://google.ca">google.ca</a>             |                    |
|                        |                        |   |                          | *  | *  | <a href="http://google.com.au">google.com.au</a>     |                    |
| Google                 | GMB                    | If utm_campaign is not null,<br>THEN {utm campaign}                               | Organic                  | google   | gmb  | *  |                    |
|                        |                        | ELSE  |                          | google   | gbp  | *  |                    |
|                        |                        | Google My Business - Clicked<br>to Website  |                          | gbp  | *  | *  |                    |
|                        |                        |   |                          | googlebusinessprofile                              | *  | *  |                    |
|                        |                        |   |                          | gmb  | *  | *  |                    |
|                        |                        |   |                          | google my business                                 | *  | *  |                    |
|                        |                        |   |                          | googlemybusiness                                   | *  | *  |                    |
|                        |                        |   |                          | *  | gbp  | *  |                    |
|                        |                        |   |                          | *  | GBP  | *  |                    |
|                        |                        |   |                          | *  | gmb  | *  |                    |
| Google                 | CPC                    | If GCLID exists   | Search                   | *  | *  | *  | CONTAINS A GCLID   |
|                        |                        | OR  |                          | google   | cpc  | *  |                    |
|                        |                        | utm_campaign=campaignid of<br>an integrated Google Ad<br>campaign                 |                          | google   | ppc  | *  |                    |
|                        |                        | OR  |                          | google   | paidsearch   | *  |                    |
|                        |                        | utm_campaign=campaign<br>name of an integrated Google<br>Ad campaign              |                          | google   | cpm  | *  |                    |
|                        |                        | THEN  |                          | google   | display  | *  |                    |
|                        |                        | {campaign name}   |                          | google   | banner   | *  |                    |
|                        |                        |   |                          | google   | cpv  | *  |                    |
|                        |                        |   |                          | google   | cpa  | *  |                    |
|                        |                        |   |                          | google   | cpp  | *  |                    |
|                        |                        |   |                          | adwordsexpress                                     | *  | *  |                    |
| Google                 | LSA                    | Google LSA - Clicked to<br>Website  | 3rd Party Web Traffic    | google   | lsa  | *  |                    |
|                        |                        |   |                          | google   | hlsa   | *  |                    |
| Bing                   | Organic                | Bing Organic  | Organic                  | *  | *  | <a href="http://bing.com">bing.com</a>               |                    |
|                        |                        |   |                          | *  | *  | <a href="http://microsoft.com">microsoft.com</a>     |                    |
|                        |                        |   |                          | bing   | organic  | *  |                    |
| Bing                   | CPC                    | {utm campaign}  | Search                   | *  | *  | *  | CONTAINS A MSCLKID |
|                        |                        | *if no utm_campaign is present,<br>traffic will be classified as<br>Uncategorized |                          | bing   | cpc  | *  |                    |
|                        |                        |   |                          | bing   | ppc  | *  |                    |
| Facebook               | Social                 | Facebook - Social   | Social                   | *  | *  | <a href="http://facebook.com">facebook.com</a>       |                    |
|                        |                        |   |                          | *  | *  | <a href="http://m.facebook.com">m.facebook.com</a>   |                    |
|                        |                        |   |                          | facebook   | social   | *  |                    |
|                        |                        |   |                          | <a href="http://facebook.com">facebook.com</a>     | referral   | *  |                    |
|                        |                        |   |                          | <a href="http://m.facebook.com">m.facebook.com</a> | referral   | *  |                    |
|                        |                        |   |                          | facebook   | {anything except paid, ppc, video, display, cpm, or cpc} | *  |                    |
|                        |                        |   |                          | *  | *  | <a href="http://meta.com">meta.com</a>               |                    |
|                        |                        |   |                          | *  | *  | <a href="http://m.meta.com">m.meta.com</a>           |                    |
|                        |                        |   |                          | meta   | social   | *  |                    |
|                        |                        |   |                          | <a href="http://meta.com">meta.com</a>             | referral   | *  |                    |
|                        |                        |   |                          | <a href="http://m.meta.com">m.meta.com</a>         | referral   | *  |                    |
|                        |                        |   |                          | meta   | {anything except paid, ppc, video, display, cpm, or cpc} | *  |                    |
| Instagram              | Social                 | Social  | Social                   | *  | *  | <a href="http://instagram.com">instagram.com</a>     |                    |
|                        |                        |   |                          | *  | *  | <a href="http://m.instagram.com">m.instagram.com</a> |                    |

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|------------------------|------------------------|--------------------------|--------------------------|---|--|---|-------------------|
|                        |                        |                          |                          | instagram   | social   | *   |                   |
|                        |                        |                          |                          | <a href="https://www.instagram.com">instagram.com</a> | referral   | *   |                   |
|                        |                        |                          |                          | <a href="https://m.instagram.com">m.instagram.com</a> | referral   | *   |                   |
|                        |                        |                          |                          | meta  | {anything except paid, ppc, video, display, cpm, or cpc} |   |                   |
| Pinterest              | Social                 | {utm campaign}           | Social                   | pinterest   | social   |   |                   |
| Facebook               | CPC                    |                          | Display                  | *   | *  | *   | CONTAINS A FBCLID |
|                        |                        |                          |                          | facebook  | cpc  | *   |                   |
|                        |                        |                          |                          | facebook  | cpm  | *   |                   |
|                        |                        |                          |                          | facebook  | paid   | *   |                   |
|                        |                        |                          |                          | facebook  | ppc  | *   |                   |
|                        |                        |                          |                          | facebook  | display  | *   |                   |
|                        |                        |                          |                          | facebook  | video  | *   |                   |
|                        |                        |                          |                          | meta  | cpc  | *   |                   |
|                        |                        |                          |                          | meta  | cpm  | *   |                   |
|                        |                        |                          |                          | meta  | paid   | *   |                   |
|                        |                        |                          |                          | meta  | ppc  | *   |                   |
|                        |                        |                          |                          | meta  | display  | *   |                   |
|                        |                        | {utm campaign}           |                          | meta  | video  | *   |                   |
| Instagram              | CPC                    |                          | Display                  | instagram   | cpc  | *   |                   |
|                        |                        |                          |                          | instagram   | cpm  | *   |                   |
|                        |                        |                          |                          | instagram   | paid   | *   |                   |
|                        |                        |                          |                          | instagram   | ppc  | *   |                   |
|                        |                        |                          |                          | instagram   | display  | *   |                   |
|                        |                        | {utm campaign}           |                          | instagram   | video  | *   |                   |
| Yahoo                  | Organic                | Yahoo Organic            | Organic                  | *   | *  | <a href="https://www.yahoo.com">yahoo.com</a>           |                   |
|                        |                        |                          |                          | *   | *  | <a href="https://www.yahoo.ca">yahoo.ca</a>             |                   |
|                        |                        |                          |                          | yahoo   | organic  | *   |                   |
| DuckDuckGo             | Organic                | DuckDuckGo Organic       | Organic                  | *   | *  | <a href="https://www.duckduckgo.com">duckduckgo.com</a> |                   |
|                        |                        |                          |                          | duckduckgo  | organic  | *   |                   |
| Email                  | Email                  |                          | Email                    | *   | email  | *   |                   |
|                        |                        | {utm campaign}           |                          | email   | *  | *   |                   |
| Direct                 | Direct                 | Direct Web Traffic       | Direct                   | (null)  | (null)   | (website URL)   |                   |
| Direct Mail            | Print                  | {utm campaign}           | Direct Mail              | print   | *  | *   |                   |
|                        |                        |                          |                          | *   | print  | *   |                   |
|                        |                        |                          |                          | mail  | *  | *   |                   |
|                        |                        |                          |                          | *   | mail   | *   |                   |
|                        |                        |                          |                          | postcard  | *  | *   |                   |
|                        |                        |                          |                          | *   | postcard   | *   |                   |
|                        |                        |                          |                          | directmail  | *  | *   |                   |
|                        |                        |                          |                          | *   | directmail   | *   |                   |
|                        |                        |                          |                          | local   | print  | *   |                   |
|                        |                        |                          |                          | direct_mail   | *  |   |                   |
|                        |                        |                          |                          | *   | direct_mail  |   |                   |
|                        |                        |                          |                          | bluewing  | print  |   |                   |
|                        |                        |                          |                          | mailer  | print  |   |                   |
|                        |                        |                          |                          | direct  | qr_code  |   |                   |
| Citizens Gas           | Print                  | {utm campaign}           | Shared Mail              | direct_mail_shared                                    | *  |   |                   |
|                        |                        |                          | Doorhanger               | doorhanger  | *  |   |                   |

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|------------------------|------------------------|-------------------------------|--------------------------|-------------------|---------------|--|----------|
| Doorhanger             | Print                  | {utm campaign}                | Doorhanger               | *                 | doorhanger    |  |          |
| Event                  | Print                  | {utm campaign}                | Event                    | event_collateral  | *             |  |          |
| Local Directory        | Print                  | {utm campaign}                | Local                    | chamberofcommerce | directory     |  |          |
|                        |                        |                               |                          | magazine          | *             |  |          |
| Magazine               | Print                  | {utm campaign}                | Magazine                 | *                 | magazine      |  |          |
|                        |                        |                               |                          | magazine          | print         |  |          |
|                        |                        |                               |                          | newspaper         | *             |  |          |
| Newspaper              | Print                  | {utm campaign}                | Newspaper                | *                 | newspaper     |  |          |
| Reach                  | Print                  | Reach Shared Mail             | Shared Mail              | houston_chronicle | referral      |  |          |
|                        |                        |                               |                          | reach             | direct_mail   |  |          |
| Valpak                 | Print                  | Valpak Shared Mail            | Shared Mail              | valpak            | *             |  |          |
| Yellow Pages           | Print                  | {utm campaign}                | Yellow Pages             | *                 | valpak        |  |          |
| Sticker                | Sticker                | Sticker                       | Direct                   | yellow_pages      | print         |  |          |
|                        |                        |                               |                          | sticker           | sticker       | *  |          |
|                        |                        |                               |                          | business_card     | *             |  |          |
| Business Card          | Business Card          | {utm campaign}                | Business Card            | businesscard      | *             |  |          |
|                        |                        |                               |                          | magnets           | *             |  |          |
|                        |                        |                               |                          | magnet            | *             |  |          |
|                        |                        |                               |                          | *                 | magnets       |  |          |
| Magnet                 | Magnet                 | {utm campaign}                | Magnet                   | *                 | magnet        |  |          |
| Facebook               | Social                 | {utm campaign}                | Social                   | facebook          | social        |  |          |
|                        |                        |                               |                          | flyer             | *             |  |          |
| Flyer                  | Print                  | {utm campaign}                | Flyer                    | *                 | flyer         |  |          |
| Yelp                   | CPC                    | {campaign name}               | Display                  | yelp              | cpc           | *  |          |
|                        |                        |                               |                          | yelp              | paid          | *  |          |
|                        |                        |                               |                          | yelp              | ppc           | *  |          |
|                        |                        |                               |                          | yelp              | ads           | *  |          |
| Yelp                   | Referral               | Yelp Referral Traffic         | 3rd Party Web Traffic    | *                 | *             | <a href="http://yelp.com">yelp.com</a>               |          |
|                        |                        |                               |                          | *                 | *             | <a href="http://yelp.ca">yelp.ca</a>                 |          |
|                        |                        |                               |                          | yelp              | referral      | *  |          |
|                        |                        |                               |                          | yelp              | social        |  |          |
| Carrier                | Referral               | Carrier Referral Traffic      | 3rd Party Web Traffic    | *                 | *             | <a href="http://carrier.com">carrier.com</a>         |          |
|                        |                        |                               |                          | carrier           | referral      | *  |          |
| HomeAdvisor            | Referral               | HomeAdvisor Referral Traffic  | 3rd Party Web Traffic    | homeadvisor       | referral      | *  |          |
|                        |                        |                               |                          | *                 | *             | <a href="http://homeadvisor.com">homeadvisor.com</a> |          |
| Houzz                  | Referral               | Houzz Referral Traffic        | 3rd Party Web Traffic    | houzz             | referral      | *  |          |
| Home Depot             | Referral               | Home Depot Referral Traffic   | 3rd Party Web Traffic    | homedepot         | referral      | *  |          |
|                        |                        |                               |                          | *                 | *             | <a href="http://homedepot.com">homedepot.com</a>     |          |
| Angie's List           | Referral               | Angie's List Referral Traffic | 3rd Party Web Traffic    | angieslist        | referral      | *  |          |
|                        |                        |                               |                          | *                 | *             | <a href="http://angieslist.com">angieslist.com</a>   |          |
| Homestars              | Referral               | Homestars Referral Traffic    | 3rd Party Web Traffic    | homestars         | referral      | *  |          |
|                        |                        |                               |                          | *                 | *             | <a href="http://homestars.com">homestars.com</a>     |          |
| Thumbtack              | Referral               | Thumbtack Referral Traffic    | 3rd Party Web Traffic    | thumbtack         | referral      | *  |          |
|                        |                        |                               |                          | *                 | *             | <a href="http://thumbtack.com">thumbtack.com</a>     |          |
| Trane                  | Referral               | Trane Referral Traffic        | 3rd Party Web Traffic    | trane             | referral      | *  |          |
|                        |                        |                               |                          | *                 | *             | <a href="http://trane.com">trane.com</a>             |          |
| Nextdoor               | Referral               | Nextdoor Referral Traffic     | 3rd Party Web Traffic    | Nextdoor          | referral      | *  |          |
|                        |                        |                               |                          | *                 | *             | <a href="http://nextdoor.com">nextdoor.com</a>       |          |

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|------------------------|------------------------|----------------------------|--------------------------|---------------------------|-------------------------|---|----------|
| Networkx               | Referral               | Networkx Referral Traffic  | 3rd Party Web Traffic    | nextdoor<br>Networkx<br>* | social<br>referral<br>* | *<br><a href="http://networkx.com">networkx.com</a> |          |
| Lennox                 | Referral               | Lennox Referral Traffic    | 3rd Party Web Traffic    | Lennox<br>*               | referral<br>*           | *<br><a href="http://lennox.com">lennox.com</a>     |          |
| Costco                 | Referral               | Costco Referral Traffic    | 3rd Party Web Traffic    | Costco<br>*               | referral<br>*           | *<br><a href="http://costco.com">costco.com</a>     |          |
| Porch                  | Referral               | Porch Referral Traffic     | 3rd Party Web Traffic    | Porch<br>*                | referral<br>*           | *<br><a href="http://porch.com">porch.com</a>       |          |
| Modernize              | Referral               | Modernize Referral Traffic | 3rd Party Web Traffic    | modernize                 | *                       |   |          |
| Sponsorship            | Referral               | {utm campaign}             | Local                    | coloradoeagles            | referral                |   |          |
|                        |                        |                            |                          | carts                     | print                   |   |          |
|                        |                        |                            |                          | reviewjournal             | referral                |   |          |
|                        |                        |                            |                          | blog                      | referral                |   |          |
|                        |                        |                            |                          | belocal                   | referral                |   |          |
| Verizon                | CPC                    | Verizon Ads                | Display                  | verizon                   | cpc                     | *   |          |
|                        |                        |                            |                          | verizon                   | cpm                     | *   |          |
|                        |                        |                            |                          | verizon                   | banner                  | *   |          |
|                        |                        |                            |                          | verizon                   | display                 | *   |          |
|                        |                        |                            |                          | verizon                   | ads                     | *   |          |
|                        |                        |                            |                          | verizon                   | paid                    | *   |          |
|                        |                        |                            |                          | verizon                   | ppc                     | *   |          |
| Clear Channel          | CPC                    | Clear Channel Ads          | Display                  | clearchannel              | cpc                     | *   |          |
|                        |                        |                            |                          | clearchannel              | cpm                     | *   |          |
|                        |                        |                            |                          | clearchannel              | banner                  | *   |          |
|                        |                        |                            |                          | clearchannel              | display                 | *   |          |
|                        |                        |                            |                          | clearchannel              | ads                     | *   |          |
|                        |                        |                            |                          | clearchannel              | paid                    | *   |          |
|                        |                        |                            |                          | clearchannel              | ppc                     | *   |          |
| Viacomm                | CPC                    | Viacomm Ads                | Display                  | viacomm                   | cpc                     | *   |          |
|                        |                        |                            |                          | viacomm                   | cpm                     | *   |          |
|                        |                        |                            |                          | viacomm                   | banner                  | *   |          |
|                        |                        |                            |                          | viacomm                   | display                 | *   |          |
|                        |                        |                            |                          | viacomm                   | ads                     | *   |          |
|                        |                        |                            |                          | viacomm                   | paid                    | *   |          |
|                        |                        |                            |                          | viacomm                   | ppc                     | *   |          |
| YouTube                | CPC                    | {utm campaign}             | YouTube                  | youtube                   | cpc                     |   |          |
| YouTube                | Social                 | {utm campaign}             | YouTube                  | youtube                   | social                  |   |          |
|                        |                        |                            |                          | ctv                       | *                       |   |          |
| CTV                    | TV                     | {utm campaign}             | TV                       | *                         | ctv                     |   |          |
| TV                     | TV                     | {utm campaign}             | TV                       | tv                        | offline                 |   |          |
| Amazon                 | CPC                    | Amazon Ads                 | Display                  | amazon                    | cpc                     | *   |          |
|                        |                        |                            |                          | amazon                    | cpm                     | *   |          |
|                        |                        |                            |                          | amazon                    | banner                  | *   |          |
|                        |                        |                            |                          | amazon                    | display                 | *   |          |
|                        |                        |                            |                          | amazon                    | ads                     | *   |          |
|                        |                        |                            |                          | amazon                    | paid                    | *   |          |
|                        |                        |                            |                          | amazon                    | ppc                     | *   |          |

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|------------------------|------------------------|--------------------------|--------------------------|---------------|---------------|--|----------|
| iHeartRadio            | CPC                    | iHeartRadio Ads          | Display                  | iHeartRadio   | cpc           | *  |          |
|                        |                        |                          |                          | iHeartRadio   | cpm           | *  |          |
|                        |                        |                          |                          | iHeartRadio   | banner        | *  |          |
|                        |                        |                          |                          | iHeartRadio   | display       | *  |          |
|                        |                        |                          |                          | iHeartRadio   | ads           | *  |          |
|                        |                        |                          |                          | iHeartRadio   | paid          | *  |          |
|                        |                        |                          |                          | iHeartRadio   | ppc           | *  |          |
| Hulu                   | CPC                    | Hulu Ads                 | Display                  | Hulu          | cpc           | *  |          |
|                        |                        |                          |                          | Hulu          | cpm           | *  |          |
|                        |                        |                          |                          | Hulu          | banner        | *  |          |
|                        |                        |                          |                          | Hulu          | display       | *  |          |
|                        |                        |                          |                          | Hulu          | ads           | *  |          |
|                        |                        |                          |                          | Hulu          | paid          | *  |          |
|                        |                        |                          |                          | Hulu          | ppc           | *  |          |
| StackAdapt             | CPC                    | StackAdapt Ads           | Display                  | stackadapt    | cpc           | *  |          |
|                        |                        |                          |                          | stackadapt    | cpm           | *  |          |
|                        |                        |                          |                          | stackadapt    | banner        | *  |          |
|                        |                        |                          |                          | stackadapt    | display       | *  |          |
|                        |                        |                          |                          | stackadapt    | ads           | *  |          |
|                        |                        |                          |                          | stackadapt    | paid          | *  |          |
|                        |                        |                          |                          | stackadapt    | ppc           | *  |          |
| Trade Desk             | CPC                    | Trade Desk Ads           | Display                  | tradedesk     | *             | *  |          |
|                        |                        |                          |                          | thetradedesk  | *             | *  |          |
|                        |                        |                          |                          | ttd           | *             | *  |          |
|                        |                        |                          |                          |               |               |  |          |
| Impact                 | Referral               | Impact Referral Traffic  | 3rd Party Web Traffic    | Impact        | referral      | *  |          |
|                        |                        |                          |                          | *             | *             | <a href="http://impact.com">impact.com</a> |          |
| SMS                    | SMS                    | {campaign name}          | SMS                      | SMS           | SMS           | *  |          |
| Marketing Pro          |                        |                          |                          |               | *             |  |          |
| Podium                 |                        |                          |                          |               | *             |  |          |
| Klayviyo               |                        |                          |                          |               | *             |  |          |
| MailChimp              |                        |                          |                          |               | *             |  |          |
| Audacy                 | Display                | {utm campaign}           | Display                  | audacy        | *             | *  |          |
|                        |                        |                          |                          | *             | audacy        | *  |          |
| Iterable               | Email                  | {utm campaign}           | Email                    | iterable      | email         | *  |          |
|                        |                        |                          |                          | email         | iterable      | *  |          |
| Iterable               | SMS                    | {utm campaign}           | SMS                      | iterable      | sms           | *  |          |
|                        |                        |                          |                          | sms           | iterable      | *  |          |
| Invisibly              | Display                | {Campaign Value}         | Display                  | invisibly     | display       | *  | *        |
|                        |                        |                          | 3rd Party Web Traffic    | bbb           | *             |  |          |
|                        |                        |                          | 3rd Party Web Traffic    | *             | bbb           |  |          |
| BBB                    | Referral               | BBB Referral Traffic     | 3rd Party Web Traffic    | bbb           | referral      |  |          |
|                        |                        |                          |                          | display       | qr_code       |  |          |
| Display                | CPC                    | {utm campaign}           | Display                  | display       | cpc           |  |          |
| Display                | Banner                 | {utm campaign}           | Display                  | display       | banner        |  |          |
| DJ                     | Radio                  | {utm campaign}           | Radio                    | dj            | offline       |  |          |
| Radio                  | Radio                  | {utm campaign}           | Radio                    | wrtv          | radio         |  |          |
|                        |                        |                          |                          | radio         | offline       |  |          |

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| <b>IF ALL OTHER RULES HAVE NOT BEEN MET, AS A CATCH-ALL:</b> |                        |                          |                          |               |               |          |          |
|  |                        | Direct Web Traffic       |                          | (blank)       | (blank)       | n/a      |          |
| Other  | Other                  | Uncategorized            | Uncategorized            | *             | *             | *        |          |
|  | Referral               | Other                    |                          |               |               |          |          |