

Signup Source vs. Acquisition Source

Sailthru's standardized signup source variable allows you to track how your subscribers signed up (e.g. a Facebook sweepstakes form vs. a pop-under window on your website); this differs from the optional (but highly recommended) acquisition source variables, which tell you where you acquired those signups (e.g. Facebook ad vs. a particular Google keyword).

Still confused? Consider these two examples:

Paul visits your Facebook page and signs up for your newsletters via a form provided on that page. Paul's signup source should look similar to 'facebook' and his acquisition source similar to `utm_source: facebook, utm_medium = referral, utm_campaign = spring2014`.

In contrast, Peter sees one of your Facebook ads and clicks through to your site. After some initial browsing, he decides to sign up for your newsletters via the signup form at the top right of your homepage. Peter's signup source should look something like "homepage_top_right" and his acquisition source would be along the lines of `utm_source = facebook, utm_medium = display, utm_campaign = spring2014_adA`.

The signup source variable allows you to test the performance of various designs, layouts and messages. That said, it is incredibly important for you to change the names of your source values as you change key components of these different signup forms. If your standard landing page has changed, we highly advise issuing a new value with a qualifier to describe the new page (e.g. `landingpage072013` vs. `landingpage082013`).

For information on how to activate the standard source variable, refer to our documentation or contact your account manager.

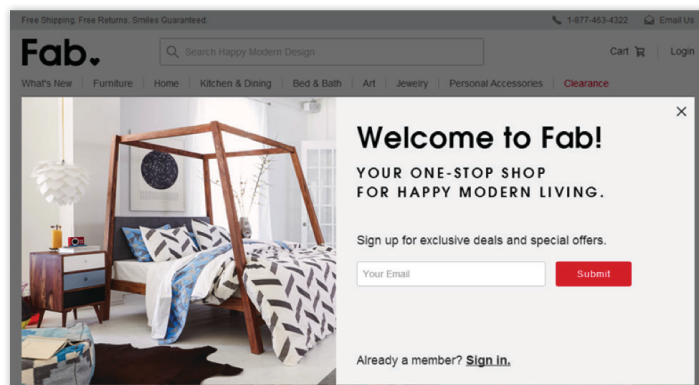
Most clients use several different variables to track acquisition source, namely so they can get as granular as possible with their analytics. We recommend setting acquisition source vars on a user during signup using the API email call or the user call in the widely used UTM parameter format:

```
utm_source
utm_medium
utm_campaign
utm_term [optional]
utm_content [optional]
```

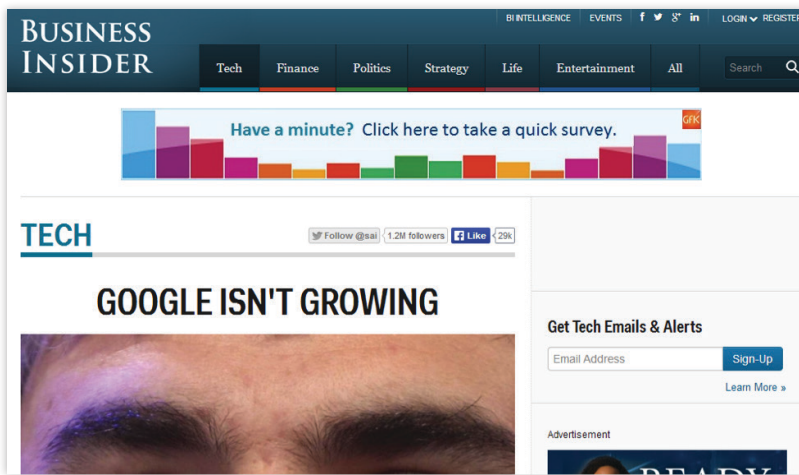
Tracking acquisition source variables will empower you to answer questions such as:

- Which Google keywords drive the highest opt-out rate in the first 30 days?
- Do contest signups ever engage with email?
- Which channels bring in the highest average order values?

Examples: effective signup CTAs



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Tangentially Related: Optimizing Your Signup Flow

Remember, all of these variables are only powerful if you are successfully converting anonymous traffic into signups. To do so, make sure you have prominent calls-to-action (CTAs) across your site as well as highly effective landing pages for your paid traffic.

Tangentially Related: Cross-Promotions Across Your Brands

If your company manages several different brands (and thus, many different lists), there are many ways to leverage Sailthru to run cross-promotions across your sites with the aim of boosting signups, including:

- **Onsite treatment for new signups:** at the initial point of signup, ask users to opt in for communications from all of your brands (but follow up with a preference center that lets the user remain in full control at all times).
- **Onsite cross-promotions:** use a registration box across all sites to encourage logged in users to sign up for other properties you own/operate.
- **Aggressive email approach:** deploy a dedicated email send to each brand/domain promoting the others (“if you like what you get here, check out this other thing...”). Disclaimer: whenever you run this type of promotion, it’s important to start with a small sample of your audience and monitor the impact closely (especially for opt-outs) before offering to the whole list.
- **Less aggressive email approach:** place banners in your email messages to drive subscribers to your other properties.

Example: effective landing page

