

roistat

- [Utm vs. roistat](#)
- [roistat](#)

Roistat .

Roistat , . Roistat : **roistat utm-**.

Utm vs. roistat

Utm- , Roistat.

utm **roistat** . Google AdWords.



, utm- . , . Google AdWords.

roistat Roistat. **utm-**:

- ;
- 7 5- **utm**;
- **utm-** . Google AdWords, **roistat** — ;
- **roistat** , , .

Roistat .

, Roistat **roistat**, **utm-**.

i utm , ..

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roistat , , . , , :

```
site.ru/catalogue.html?roistat=site_kampaniya1_obyavlenie1_slovo1
site.ru/catalogue.html?roistat=site_kampaniya1_obyavlenie1_slovo2
site.ru/catalogue.html?roistat=site_kampaniya1_obyavlenie1_slovo3
..
```

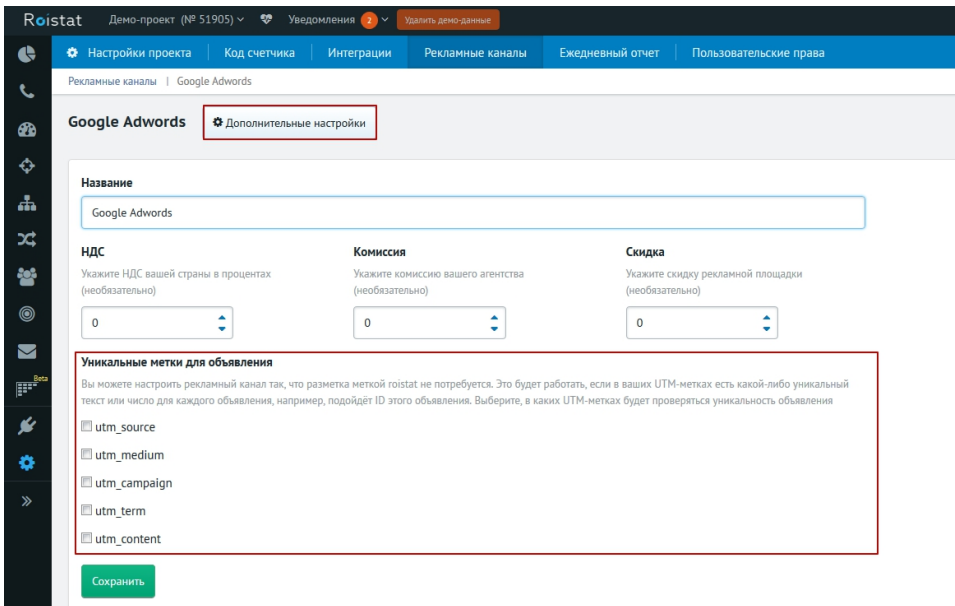
, utm- (**utm_source** , **utm_medium** , **utm_campaign** , **utm_content** , **utm_term**) / (). Roistat , utm- . , **utm_term** , , , :

```
site.ru/catalogue.html?utm_source=yandex&utm_medium=cpc&utm_campaign=mycampaign&utm_content=obyavlenie1&utm_term=slovo1
site.ru/catalogue.html?utm_source=yandex&utm_medium=cpc&utm_campaign=mycampaign&utm_content=obyavlenie1&utm_term=slovo2
site.ru/catalogue.html?utm_source=yandex&utm_medium=cpc&utm_campaign=mycampaign&utm_content=obyavlenie1&utm_term=slovo3
..
```

, .. **roistat** , **utm-**.

roistat

1. .
2. .
3. .
4. utm-, :



5. .

- .
- .
- [Google AdWords](#)