

Customize Default Google Analytics Parameters

Customize Account Defaults

You can customize the default values populated into the Google Analytics variables by following these steps:

- 1) Go to **Account Account Settings**
- 2) Edit the value for the following Google Analytics parameters:
 - **Default UTM Source:** The value that will auto populate in the "Source" field on send screens when Google Analytics is enabled.
 - **Default UTM Medium:** The value that will auto populate in the "Medium" field on send screens when Google Analytics is enabled.
 - **Default UTM Content:** The value that will auto populate in the "Content" field on send screens when Google Analytics is enabled.
- 3) Once these settings are set, you will see these values populated as the default values when you enable Google Analytics for a send.