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IOS Lead Attributions [1]

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IOS uses two main buckets to categorize a lead. Source Channel and Lead Source. The first bucket, Source Channel, is the type of channel associated with the lead.

IOS Source Channel Values:

Internal	Third-party or system-based integration
Direct	Direct contact with the Recruitment or Admissions Team
Organic	Organic Marketing Efforts
Paid	Paid Marketing Efforts
Referral	Leads from other systems, or non-IOS websites
Event	Any in-person or virtual event

The second bucket, Lead Source, provides deeper insight into the group of channels associated with the lead.

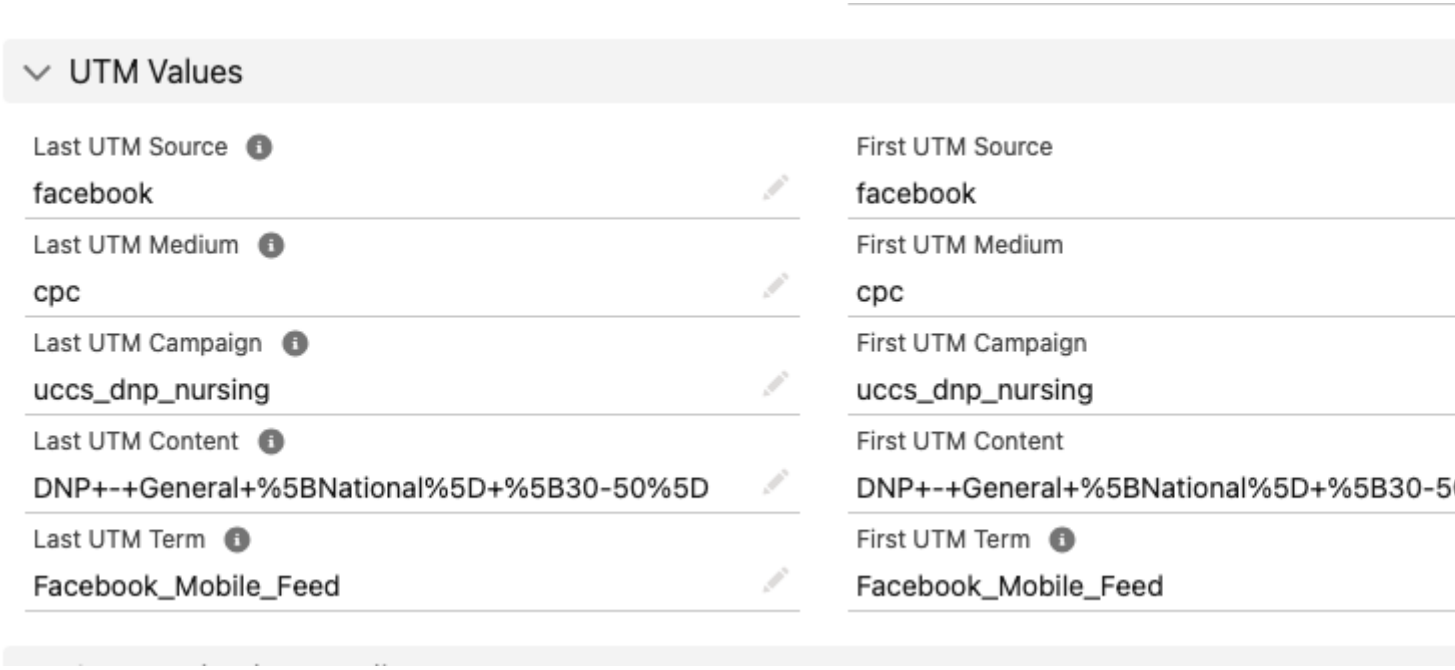
IOS Lead Source Values:

Audio	Spotify, Pandora, etc.
Calendly	Leads created from the Calendly Integration
Call-In	Direct calls to enrollment or marketing teams
Display	Any online marketing using graphical screens
Email	Direct emails or email marketing efforts
In-Person	In-person events
RFI Form Submission	Request for information submissions
Search	Yahoo, Google, Bing, etc
Social	Facebook, Instagram, LinkedIn, etc.
Tour	Leads created from in-person campus tours
Virtual	Virtual events
Web	Direct from websites

Webinar	Leads from webinar registrations
AMC-PHARMCAS	Anschutz PharmCas Integration
BLD-LEED-ONLINE	Historic Boulder Leeds integration
BLD-SLATE-GRAD-ONL	Boulder Graduate School Slate Integration
BLD-SLATE-UGRAD-ONL	Boulder Undergraduate Slate Integration
DEN-NURSCAS-ONLINE	Denver NursCas Integration
SIS-APP-ONLINE	CU System Internal Integration
Slate Import	Historic Slate Import
SPG-CA-ONLINE	Common Application
SPG-FER-GRAD-ONLINE	Historic UCCS Fire Engine Red Integration
SPG-FER-UGRAD-ONLINE	Historic UCCS Fire Ending Red Integration
UCCS-SF-ONLINE	UCCS Recruiting and Admissions Salesforce Integration
AMC-PHARMCAS	Anschutz School of Pharmacy PharmCAS Integration
AMC-NURSCAS	Anschutz College of Nursing NursCas Integration
BLD-APY	Boulder Apply Yourself
BLD-CMN	Boulder Common App
BLS-CSP	Boulder CASPA
BLD-EDI	Boulder EDI
BLD-FER	Boulder Fire Engine Red
BLD-HRD	Boulder Hard Copy
BLD-LAW	Boulder LAW
BLD-SLA	Boulder Slate
BLD-WWW	Boulder Web Application
DEN-APY	Denver Apply Yourself
DEN-CMN	Denver Common App
DEN-CSP	Denver CASPA
DEN-DEN	Denver ADEA
DEN-HRD	Denver Hard Copy
DEN-MCS	Denver AMCAS
DEN-PHC	Denver PharmCAS
DEN-PTC	Denver PTCAS

DEN-ROY	Denver ROYALL
DEN-SLA	Denver Slate
DEN-SOP	Denver SOPHAS
DEN-WWW	Denver Web Application
SPG-CIC	Springs College in Colorado
SPG-CMN	Springs Common App
SPG-CSP	Springs CASPA
SPG-DEN	Springs ADEA
SPG-EDI	Springs EDI
SPG-FER	Springs Fire Engine Red
SPG-HRD	Springs Hard Copy
SPG-PHC	Springs PharmCAS
SPG-ROY	Springs ROYALL
SPG-SFC	Springs Salesforce Admissions Connect
SPG-WWW	Springs Web Application

Each of these values is informed by the UTM's (Urchin Tracking Method) associated with the lead. These can be found in the "UTM Values" section on the contact record as shown below.



Source Channel and Lead source will always show a lead's most recent attribution with us. As you see above, We keep the Last and first UTM values. The values in the Last column will always show the most recent information on a lead. the first values are static and will only show the first touch details for a lead. The field "Last UTM Source" will always show the most

granular detail about a lead attribution and should be viewed in combination with Source Channel and Lead Source.

When utilizing UTM values in marketing campaigns, please refer to the standard values we accept for Source and Medium below. Both UTM Content and Term can be free text. Please submit a help ticket [3] if you need a value you do not see listed.

UTM Source	UTM Medium
email	cpc
bing	paid
google	organic
facebook	SEO
instagram	discovery
linkedin	retargeting
twitter	
youtube	
tiktok	
hulu	
spotify	
pandora	
reddit	
gumgum	
GMB	
MOZ	
vanity	
google-pmax	

Display Title:
IOS Lead Attributions
Send email when Published:
Yes

Source URL:https://www.cu.edu/blog/integrated-online-services/ios-lead-attributions

Links
[1] https://www.cu.edu/blog/integrated-online-services/ios-lead-attributions
[2] https://www.cu.edu/blog/integrated-online-services/author/108091 [3] https://www.cu.edu/crm/forms/crm-help-ticket