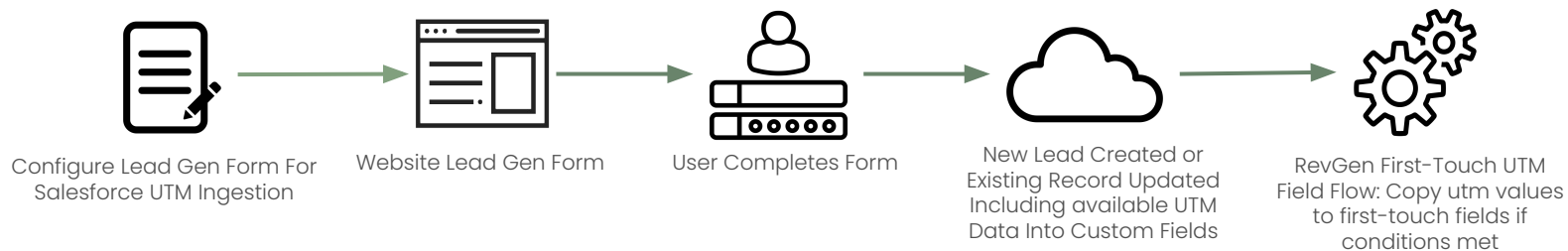


Revely



UTM Ingestion: Process Map

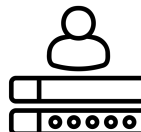


First-Touch Attribution: Flow Map



RevGen First-Touch UTM Field Flow

This Flow is designed to listen for the creation or update of a Lead record and copy over the appropriate utm field values if they are present and do NOT currently exist.



Record Triggered Flow: A record is created or updated

Object: Lead

Conditions:

Utm_campaign__c != Empty String &&

First_touch_utm_campaign__c == Empty String

Copy UTM Values:

First_touch_utm_campaign__c ← record.utm_campaign

First_touch_utm_content__c ← record.utm_content

First_touch_utm_medium__c ← record.utm_medium

First_touch_utm_source__c ← record.utm_source

first_touch_utm_term__c ← record.utm_term