Tracking Campaign Performance with Custom URL Parameters (dctx)

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Looking to measure which traffic sources drive the most conversions for your quizzes or campaigns? With Digioh's custom tracking parameter, you can tag your links and see exactly where your engagement is coming from.

This guide walks you through how to use the *dctx* parameter to track performance across campaigns, channels, and placements.

What Is dctx?

The *dctx* parameter (short for "Digioh Context") is a simple way to label your traffic sources. By adding *?dctx=value* to any URL linking to a Digioh quiz or campaign, you can tell exactly which placement or channel brought that visitor in.

For example, if you have a quiz linked on your top nav bar, exit intent, and emails, you can add tracking URL parameters and see which path gets the best results.

How to Add the Parameter

In order to leverage this tracking, just add the parameter ?*dctx=* to the end of your campaign URLs.

Here are some URL parameter examples:

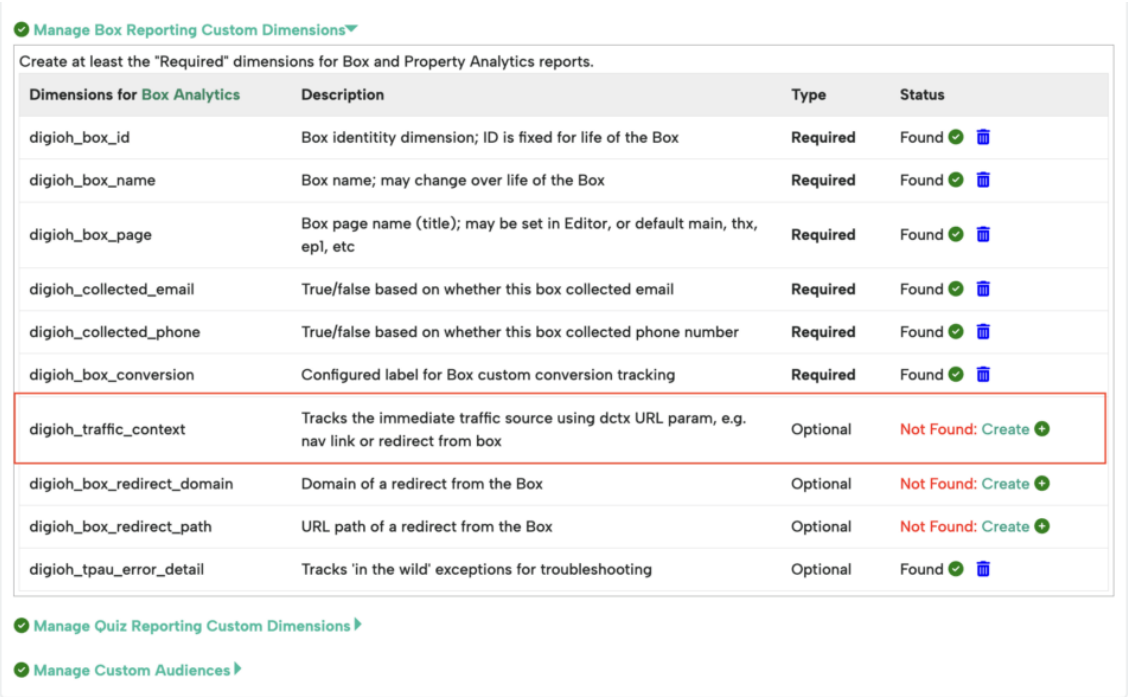
- ?dctx=top_nav
- ?dctx=exit_intent
- ?dctx=embedded
- ?dctx=ANYTHING_YOU_WANT

URL example: https://yoursite.com/product-quiz?dctx=homepage_banner

Digioh automatically appends the *dctx* parameter when a campaign redirects to another URL. No extra setup needed. For example, if you're using an exit-intent popup to redirect visitors to a quiz, Digioh will automatically add *dctx=box123456* (with the campaign's ID) to the redirect URL. This ensures your tracking stays consistent from one step to the next.

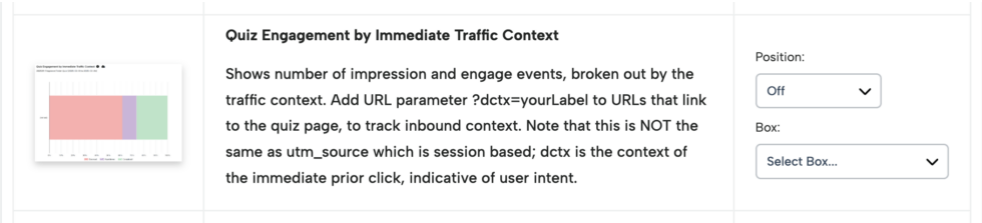
If your *dctx* value includes spaces or special characters, be sure to URL-encode it. For example, use *email_campaign_June* or *email%20campaign%20June* instead of *email campaign June*. This prevents broken links and ensures your tracking data is recorded accurately.

Important Note: To track this parameter, make sure your Digioh account's Google Analytics integration includes the custom dimension called *digioh_traffic_context*. Without this custom dimension, the *dctx* value will not be tracked.



Where to View Performance

Once your links are tagged and traffic starts flowing in, you can view your *dctx* performance chart in Digioh by navigating to the **Configure Dashboard** section.



This report will show how each *dctx* label is performing, helping you identify your top traffic sources and optimize campaigns based on engagement.

Quiz Engagement by Immediate Traffic Context

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