

# Achieve greater ROI with Source Tracking

Custom registration links help you track your webinar effectiveness.

The key to webinar optimization is the ability to see which channels – your website, social media, email, etc. – drive the most webinar registrations and which of those actually convert. That’s exactly the valuable insight the Source Tracking feature for GoToWebinar delivers. Developed during our own Hack Week in response to customer feedback, Source Tracking lets you create unique registration links for your promotional channels. Use custom reports to see your highest-performing channels and where your dollars are best spent in the future.

Data is key to optimizing your promotional channels and marketing spend. Once you’ve scheduled your webinar, you can create unique source links for each of the channels you’ll use for promotion. These sources could include Facebook, Twitter, LinkedIn, your website or other channels. Use Registrant Report after your webinar to see which source resulted in the most registrants, highest attendance and, ultimately, the most conversion.

## Source Tracking allows you to:

<b>Customize</b>	Generate custom registration links for each source
<b>Get data</b>	View registrant sources in custom reports
<b>Plan ahead</b>	Better allocate your marketing and promotional resources



**Easy management**



**Powerful data**



**Performance optimization**

*“I just used your source tracker - what a fantastic tool. Not only could I see where most of my registrations were coming from, but I could also extrapolate my marketing weaknesses.”*

**Angela Sutcliffe**

GoToWebinar User and Fan