



# Channel Mapping Model - Overview

CHANNEL	GOOGLE'S CHANNEL MAPPING <i>(What Google includes for this channel)</i>	GLEW'S CHANNEL MAPPING <i>(What Glew includes for this channel)</i>		
	Medium	Medium	Source	Order Source (Shopify Only)
Direct	not set, none, null AND source IS direct	not set, none, null	direct	
cpc_google	cpc, ppc, paidsearch	cpc, ppc, paidsearch	IS NOT bing, msn, yahoo, gemini, facebook, Instagram, pinterest, twitter, tiktok, snapchat	
cpc_bing	n/a	cpc, ppc, paidsearch	bing, msn, yahoo, gemini	
facebook_paid	n/a	cpc, ppc, paid_social, paidsocial, paid social	facebook, fb	
instagram	n/a	cpc, ppc, paid_social, paidsocial, paid social, referral	Instagram, igshopping	
Ad Roll	n/a		adroll	
Organic Search	organic	organic		
Social	social, social-network, social-media, sm, social network, social media	social, social-network, social-media, sm, social network, social media, referral	facebook, instagram, pinterest, twitter, tiktok	
Amazon	n/a	referral	amazon	
Email	email	email, e-mail		
Affiliates	affiliate	affiliate, affiliates		
Referral	referral	referral	IS NOT facebook, instagram, pinterest, twitter, tiktok	
Other Advertising	cpv, cpa, cpp, content-text	cpv, cpa, cpp, content-text		
Other Social Advertising	n/a	cpc, ppc, paid_social, paid-social, paid social, paidsocial	pinterest, snapchat, twitter, tiktok	
Display	display, cpm, banner OR Ad Distribution Network exactly matches Content	display, cpm, banner		
Facebook Marketplace	n/a	not set, none, null		CONTAINS 'facebook'
Google Marketplace	n/a	not set, none, null		CONTAINS 'google'
Amazon Marketplace	n/a	not set, none, null		CONTAINS 'amazon'
Recharge	n/a	not set, none, null		294517
Shopify Draft Orders	n/a			shopify_draft_order
POS	n/a			POS