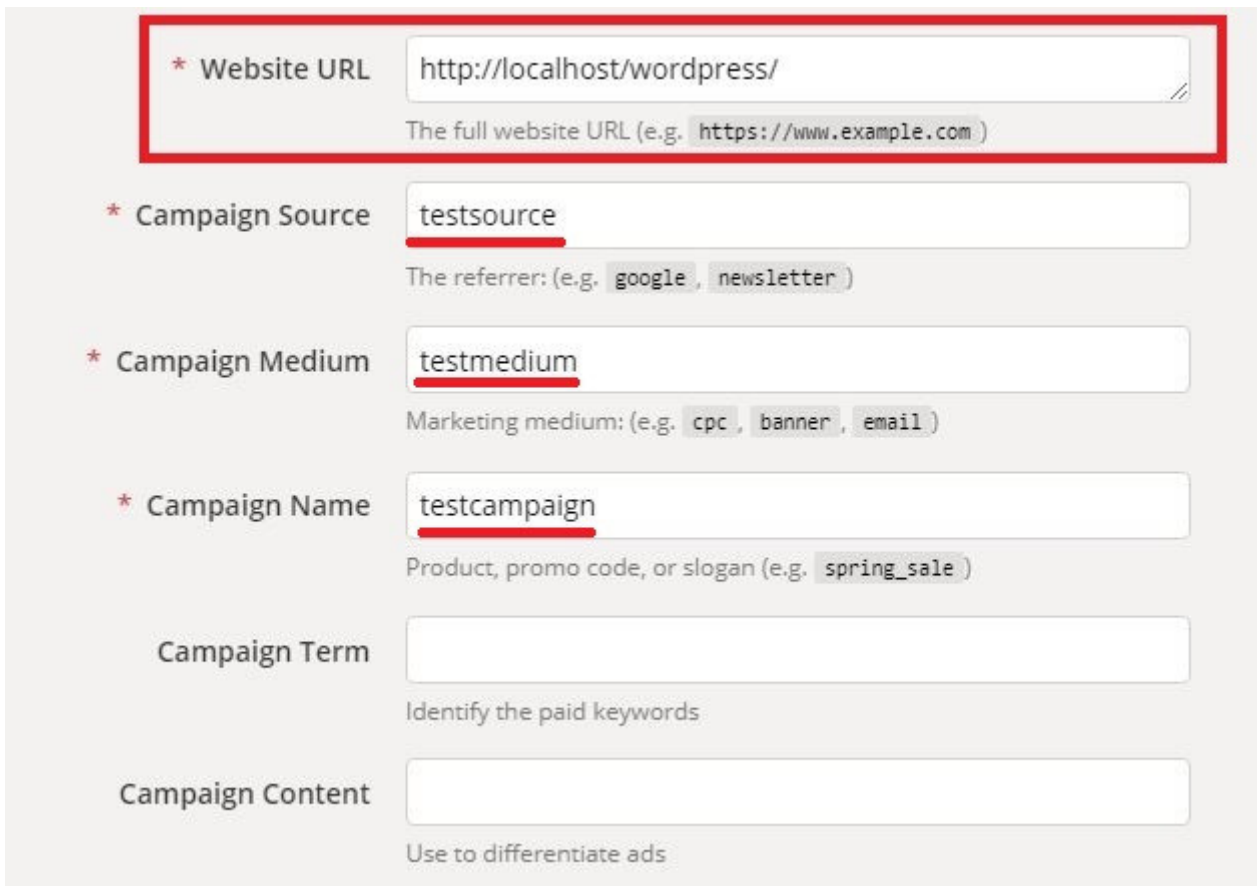


First / Last Touch Attribute

- [First Touch](#)
- [Last Touch](#)
- ['First & Last Touch Attribute' documentation video tutorial](#)

First Touch

1. Paste the link in the campaign url builder and fill the required fields.



The screenshot shows a campaign URL builder interface. The 'Website URL' field is highlighted with a red box and contains 'http://localhost/wordpress/'. Below it is a hint: 'The full website URL (e.g. https://www.example.com)'. The 'Campaign Source' field contains 'testsource' with a red underline and a hint: 'The referrer: (e.g. google, newsletter)'. The 'Campaign Medium' field contains 'testmedium' with a red underline and a hint: 'Marketing medium: (e.g. cpc, banner, email)'. The 'Campaign Name' field contains 'testcampaign' with a red underline and a hint: 'Product, promo code, or slogan (e.g. spring_sale)'. The 'Campaign Term' field is empty with a hint: 'Identify the paid keywords'. The 'Campaign Content' field is empty with a hint: 'Use to differentiate ads'.

* Website URL	<input type="text" value="http://localhost/wordpress/"/>	The full website URL (e.g. <code>https://www.example.com</code>)
* Campaign Source	<input type="text" value="testsource"/>	The referrer: (e.g. <code>google</code> , <code>newsletter</code>)
* Campaign Medium	<input type="text" value="testmedium"/>	Marketing medium: (e.g. <code>cpc</code> , <code>banner</code> , <code>email</code>)
* Campaign Name	<input type="text" value="testcampaign"/>	Product, promo code, or slogan (e.g. <code>spring_sale</code>)
Campaign Term	<input type="text"/>	Identify the paid keywords
Campaign Content	<input type="text"/>	Use to differentiate ads

2. Copy the link below and search it

Use this URL in any promotional channels you want to be associated with this custom campaign

☐ Set the campaign parameters in the fragment portion of the URL (not recommended).

② Convert URL to Short Link (authorization required)

The screenshot shows a web browser with the address bar displaying `localhost/wordpress/?utm_source=testsource&utm_medium=testmedium&utm_campaign=testcampaign`. The page content includes a header with the site name "handl — Bir başka WordPress sitesi", navigation links "Home", "About", "Blog", and "Contact", and social media icons for Facebook, Twitter, Instagram, and Email.

The browser's developer tools are open, specifically the "Application" tab. The "Cookies" section is expanded, showing a list of cookies. The cookies are as follows:

Name	Value	Path	Expires / Max-Age	Size	Http...	Sec...	Sam...	Pri...
handl_url	http%3A%2F...	/	2020-11-30T15:16:00.083Z	128				Med...
utm_campaign	testcampaign	/	2020-11-30T15:16:00.000Z	24				Med...
first_utm_campaign	testcampaign	/	2020-11-24T07:29:08.321Z	30				Med...
utm_medium	testmedium	/	2020-11-30T15:16:00.000Z	20				Med...
is-logged-in	1	/	2067-02-05T08:06:09.044Z	13				Med...
first_utm_source	testsource	/	2020-11-24T07:29:08.321Z	26				Med...
wordpress_bbfa5b72...	furkan%7C15...	/word...	Session	174	✓			Med...
gdprConsent	1	/	Session	12				Med...
handl_ip	%3A%3A1	/	2020-11-30T15:16:00.083Z	15				Med...
first_utm_medium	testmedium	/	2020-11-24T07:29:08.321Z	26				Med...
handl_original_ref	http%3A%2F...	/	2020-11-30T15:16:00.083Z	78				Med...
utm_source	testsource	/	2020-11-30T15:16:00.000Z	20				Med...
handl_landing_page	http%3A%2F...	/	2020-11-30T15:16:00.083Z	102				Med...
wordpress_logged_in...	furkan%7C15...	/word...	Session	184	✓			Med...
handl_ref	http%3A%2F...	/	2020-11-24T07:08:49.952Z	58				Med...
organic_source	http%3A%2F...	/	2020-11-30T15:16:00.083Z	74				Med...

Last Touch

1.Change values in the url and refresh the page.

The screenshot shows a web browser with the URL `localhost/wordpress/?utm_source=changedsource&utm_medium=changedmedium&utm_campaign=changedcampaign`. The URL parameters are highlighted with colored underlines: `changedsource` (blue), `changedmedium` (green), and `changedcampaign` (red). The browser's Application tab is open, displaying a table of storage items. The table has columns for Name and Value. The items are:

Name	Value
wordpress_bbfa5b...	furkan%7C15992...
gdprConsent	0
handl_url	http%3A%2F%2...
utm_campaign	changedcampaign
utm_medium	changedmedium
first_utm_campaign	testcampaign
is-logged-in	1
first_utm_source	testsource
handl_ip	%3A%3A1
handl_landing_page	http%3A%2F%2...
wordpress_logged...	furkan%7C15992...
wordpress_test_co...	WP%20Cookie%...
wp-settings-1	mfold%3Do
utm_source	changedsource
handl_original_ref	http%3A%2F%2...
first_utm_medium	testmedium

The Application tab also shows a list of storage items on the left: Manifest, Service Worker, Clear storage, Storage (Local Storage, Session Storage, IndexedDB, Web SQL, Cookies), Cache (Cache Storage, Application Cache), and Background Synchronization.

Below the browser window, the text "ng a Custom Parameter" is visible, which is part of the heading "Adding a Custom Parameter".

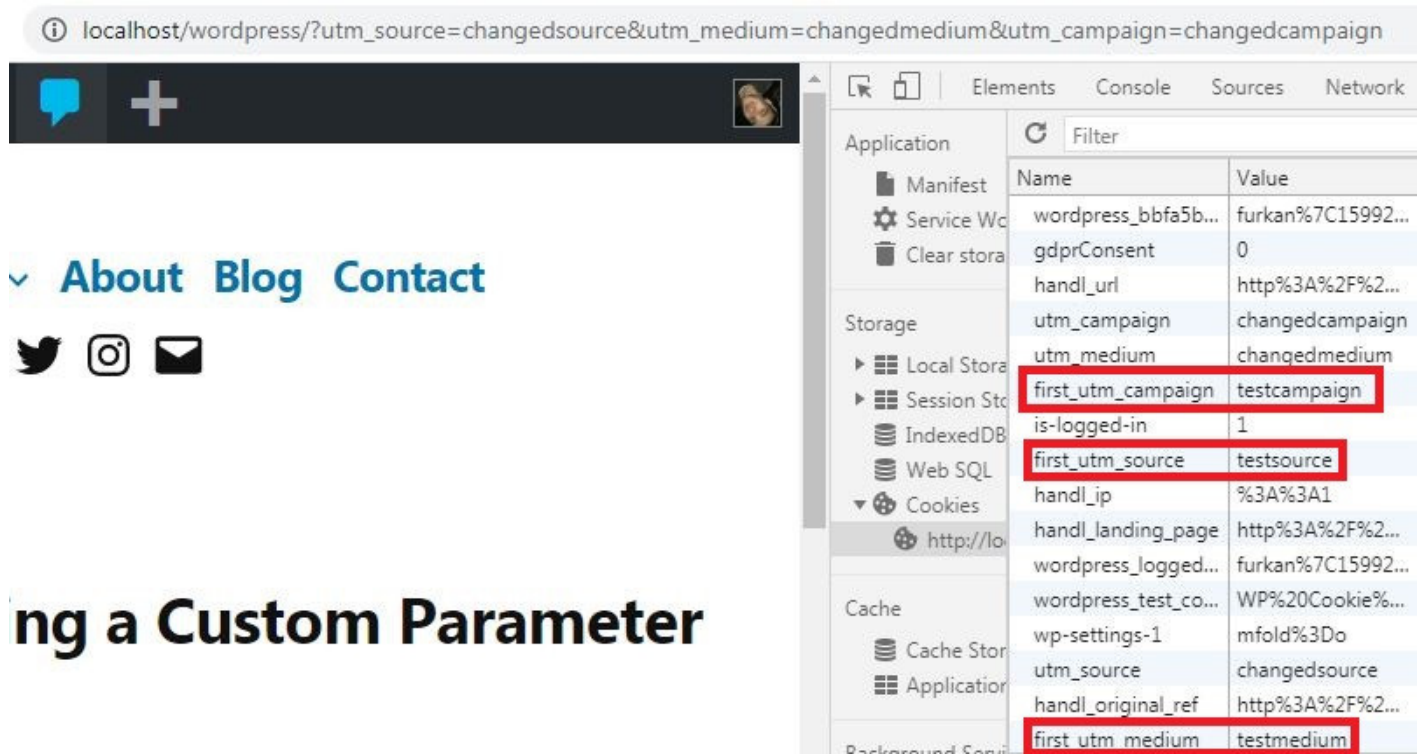
New values will be seen in the fields.

localhost/wordpress/?utm_source=changedsource&utm_medium=changedmedium&utm_campaign=changedcampaign

✓ About Blog Contact

Twitter Instagram Email

ng a Custom Parameter



Name	Value
wordpress_bbfa5b...	furkan%7C15992...
gdprConsent	0
handl_url	http%3A%2F%2...
utm_campaign	changedcampaign
utm_medium	changedmedium
first_utm_campaign	testcampaign
is-logged-in	1
first_utm_source	testsource
handl_ip	%3A%3A1
handl_landing_page	http%3A%2F%2...
wordpress_logged...	furkan%7C15992...
wordpress_test_co...	WP%20Cookie%...
wp-settings-1	mfold%3Do
utm_source	changedsource
handl_original_ref	http%3A%2F%2...
first_utm_medium	testmedium

The old values are in the "first_utm" field.

'First & Last Touch Attribute' documentation video tutorial

Overview

The HandL UTM Grabber plugin tracks various UTM parameters and other relevant data to help understand the source and behavior of website traffic. This documentation focuses on the first touch parameters, which capture the initial interaction a user has with the website, and the last touch parameters, which capture the most recent interaction.

First Touch Parameters

First touch parameters are captured when a user first visits the website. These parameters are stored in cookies and are not overwritten on subsequent visits. The following are the first touch parameters:

- [first_utm_campaign]: Captures the utm_campaign variable for the first touch.
- [first_utm_source]: Captures the utm_source variable for the first touch.
- [first_utm_term]: Captures the utm_term variable for the first touch.
- [first_utm_medium]: Captures the utm_medium variable for the first touch.
- [first_utm_content]: Captures the utm_content variable for the first touch.
- [handl_original_ref]: Captures the original referral URL for the first touch.
- [handl_landing_page]: Captures the full URL of the landing page for the first touch.
- [handl_landing_page_base]: Captures the base domain of the landing page for the first touch.

How It Works

When a user visits the website for the first time, the plugin checks if the first touch parameters are

already set in the cookies. If the parameters are not set, the plugin captures the current UTM parameters and other relevant data and stores them in cookies with the prefix first_. These cookies are set with a long expiration time to ensure they persist across multiple sessions.

Last Touch Parameters

Last touch parameters capture the most recent interaction a user has with the website. These parameters are updated on each visit and provide insights into the latest source of traffic.

Conclusion

The first touch parameters provide valuable insights into the initial interaction a user has with the website, helping to understand the effectiveness of marketing campaigns and the original source of traffic. By capturing and storing these parameters in cookies, the HandL UTM Grabber plugin ensures that this data is preserved across multiple sessions, enabling more accurate tracking and analysis.

Please watch the related Video Tutorial below

and click right to the video and open link in new tab

UTM TRACKING



**First & Last
Touch**

