

# How to add custom parameters?

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# Adding a Custom Parameter

## Overview

The Custom Parameters feature allows you to track additional URL parameters beyond the standard UTM parameters that HandL UTM Grabber tracks by default. This feature is particularly useful when you need to capture custom campaign parameters or third-party tracking parameters that aren't part of the standard UTM set.

## Default Parameters

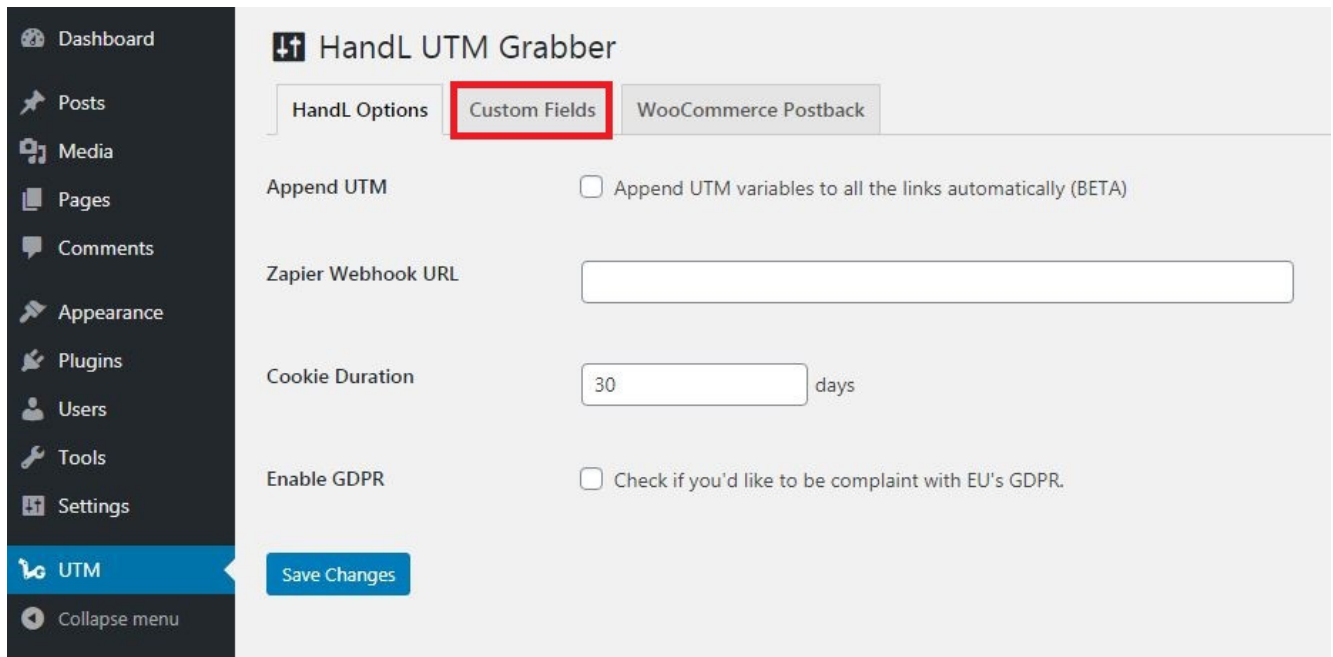
By default, HandL UTM Grabber tracks the following parameters here [Native WP Shortcodes](#)

## Adding Custom Parameters

### How to Access

- Navigate to your WordPress admin panel
- Go to HandL UTM Grabber settings

- Click on the "Custom Fields" tab



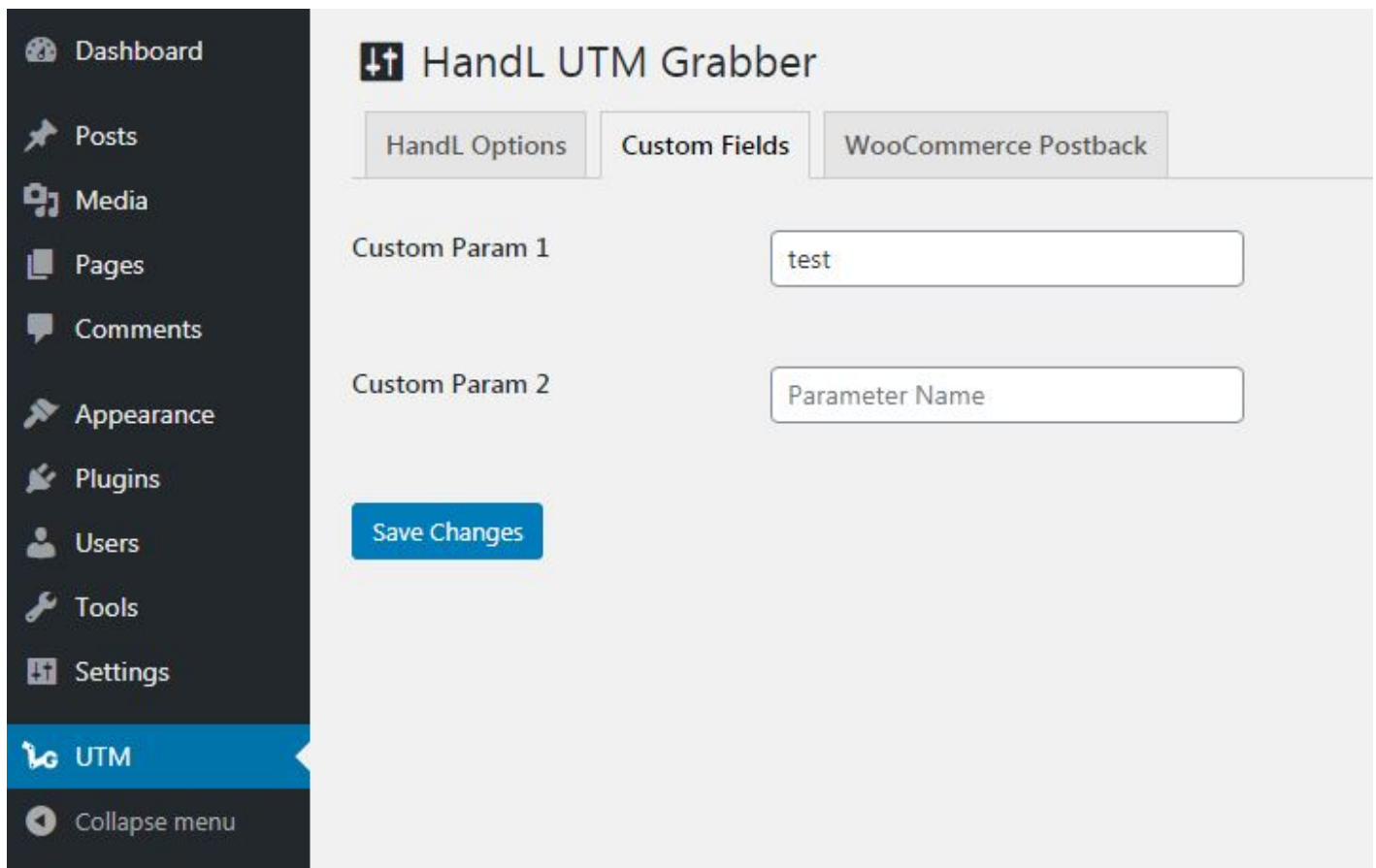
The screenshot shows the WordPress dashboard sidebar on the left with the 'UTM' menu item highlighted. The main content area is titled 'HandL UTM Grabber' and has three tabs: 'HandL Options', 'Custom Fields' (which is selected and highlighted with a red box), and 'WooCommerce Postback'. Under the 'Custom Fields' tab, there are four settings:

- Append UTM**: A checkbox labeled 'Append UTM variables to all the links automatically (BETA)' which is currently unchecked.
- Zapier Webhook URL**: A text input field that is currently empty.
- Cookie Duration**: A text input field containing the number '30', followed by the text 'days'.
- Enable GDPR**: A checkbox labeled 'Check if you'd like to be complaint with EU's GDPR.' which is currently unchecked.

At the bottom left of the settings area is a blue button labeled 'Save Changes'.

## Configuration

1. Enter your custom parameter names one by one in the provided input fields
2. Each parameter should be entered without any special characters
3. Click "Save Changes" to store your custom parameters



## Important Notes

All native UTM parameters (utm\_source, utm\_medium, etc.) and standard tracking parameters (fbclid, gclid) are already tracked by default. Only add parameters that aren't already included in the default tracking. Make sure to read the documentation before using this feature, as you may not need it for standard tracking scenarios.

## How It Works

When custom parameters are configured:

1. The plugin will automatically look for these parameters in:
  - URL parameters
  - Existing cookies
  - Form submissions

2. The parameters are:

- Captured when present in URLs
- Stored in cookies for later use
- Available via shortcodes
- Passed along with form submissions

## Usage Examples

### Example URL with Custom Parameter

```
https://yourdomain.com/page?custom_param=value
```

### Using Custom Parameters in Shortcodes

```
[custom_param]
```

### Dynamic Content Example

```
[custom_param_i]Your custom parameter value is: %s[/custom_param_i]
```

## Technical Details

- Custom parameters are stored in WordPress options with the key 'custom\_params'
- Parameters are automatically filtered to remove empty values
- The plugin ensures parameters are properly sanitized before storage
- Cookies are set with appropriate security flags and domain settings
- Parameters are made available to JavaScript via `wp_localize_script`

## Best Practices

1. Only add parameters you specifically need to track
2. Use descriptive parameter names
3. Test parameters before deploying to production
4. Regularly review and clean up unused parameters
5. Consider GDPR implications when tracking custom parameters

## Limitations

- Parameter names should be URL-safe
- Values are stored as strings
- Cookie duration follows the global plugin settings
- Some parameters may be blocked by privacy settings or browsers

# How to Add a fbclid as a custom parameter to track and collect?

*Video Tutorial*

# How to add a 'affid' as a custom parameter to track and collect?

## *Video Tutorial*

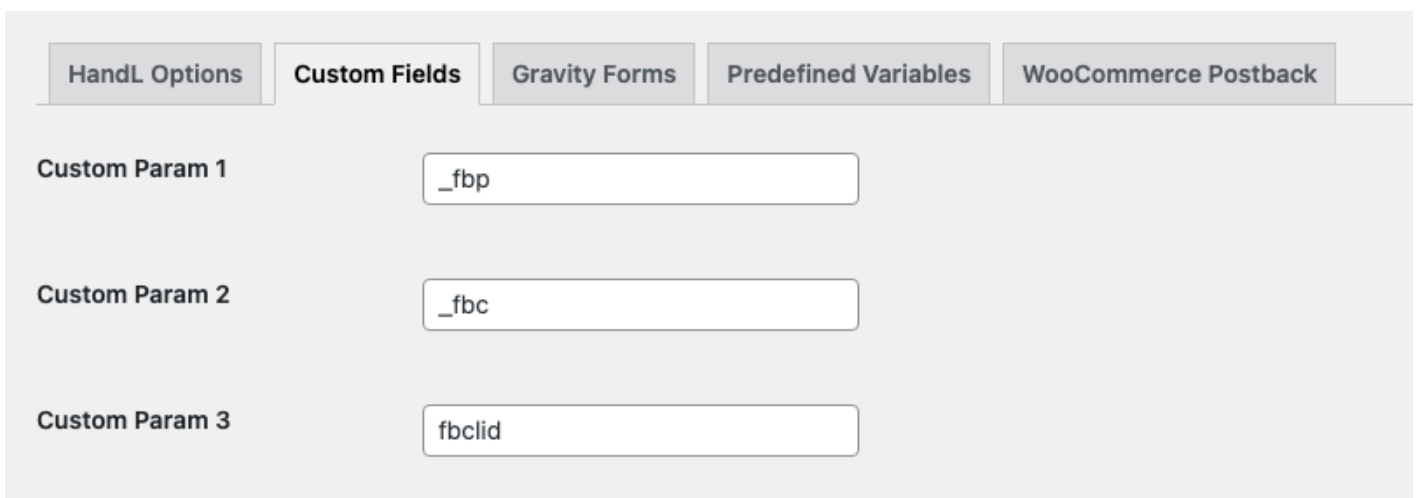
*please click right to the video below and open link in new tab*





# Track and capture fbclid, \_fbc and \_fbp

Add fbclid, \_fbc and \_fbp as custom parameters under UTM menu



The screenshot shows a configuration interface with five tabs: "HandL Options", "Custom Fields", "Gravity Forms", "Predefined Variables", and "WooCommerce Postback". The "Custom Fields" tab is active. Below the tabs, there are three rows of custom parameters:

Custom Param	Value
Custom Param 1	_fbp
Custom Param 2	_fbc
Custom Param 3	fbclid

ad they will be tracked and captured just like any other UTM parameters. So easy... :)

# Track and capture gclid, wbraid and gbraid

GCLID is already being tracked by default, so no action is required for that.

## Add WBRAID and GBRAID as custom parameters under the UTM menu

HandL UTM Grabber

HandL Options

Custom Fields

GDPR

Gravity Forms

Predefined Variables

Facebook CAPI

What is this?

All the native utm\_ parameters including fbclid, gclid are already tracked by default. However if you'd like to track a paramater not listed in [here](#)

Custom Param 1

gbraid

Custom Param 2

wbraid

Custom Param 3

Parameter Name

Save Changes

Add these parameters, and they will be tracked and captured just like any other UTM parameters. It's that easy!