

# Auto-Populate Source/Medium Documentation

## Overview

The Auto-Populate Source/Medium feature automatically sets `utm_source` and `utm_medium` parameters based on the detected traffic source and organic source string. This is particularly useful for tracking organic and referral traffic without manually setting UTM parameters.

## How It Works

### Server-Side Tracking

When enabled, the plugin will:

Set `utm_source` to the value of `organic_source_str` cookie

Set `utm_medium` to the value of `traffic_source` cookie

### Client-Side Tracking

The traffic source is determined as follows:

**Paid:** When `fbclid`, `gclid`, or `msclkid` parameters are present

**Organic:** Traffic from search engines (Google, Bing, Yahoo, DuckDuckGo)

Social: Traffic from social media platforms (Facebook, Twitter, Instagram, etc.)

Direct: When no referrer is present or internal traffic

Referral: All other external traffic sources

# Configuration

## Admin Settings

The feature can be enabled/disabled through the HandL UTM Grabber settings page under the "Options" tab.

## HandL UTM Grabber

HandL Options

Custom Fields

GDPR

Gravity Forms

Predefined Variables

Facebook CAPI

**Append UTM**  Append UTM variables to all the links, CTAs automatically.

**Zapier  
Webhook URL**

Contact Form 7, Ninja Form, Gravity Form, Fluent Form, Thrive Leads, Formidable and WP Forms supported. See [here](#) for do

**Auto-Populate  
Source/Medium**

Automatically set utm\_source and utm\_medium for organic and referral traffic

When enabled, utm\_source will be set to traffic\_source value and utm\_medium will be set to organic\_source\_str value

**Cookie  
Duration**

days

**Domain**

If you are using subdomains and lock all the cookies to parent domain. You can do so here. e.g. `.domain.com`

**Enable GDPR**

Check if you'd like to be complaint with EU's GDPR. This will display HandL's consent bar in your website. Our plugin won't co

**Integromat  
Webhook URL**

Contact Form 7, Ninja Form, Gravity Form, Fluent Form, Thrive Leads, Formidable and WP Forms supported. See [here](#) for do

**Disable Server  
Side Tracking**

Disable server side tracking

If you leverage server side caching and you think your tracking is impacted adversely, we recommend you try disabling serve

Save Changes

## Value Mapping

Traffic sources are mapped as follows:

utm\_medium will be set to one of:

Paid

Organic

Social

Direct

Referral

Other

utm\_source will be set to the specific source:

Google

Bing

Yahoo

Facebook

Twitter

Instagram

Direct

Internal

etc.

# Usage Examples

## Tracking Organic Search Traffic

When a visitor comes from Google search:

```
utm_medium = "Organic"
```

```
utm_source = "Google"
```

## Tracking Social Media Traffic

When a visitor comes from Facebook:

```
utm_medium = "Social"
```

```
utm_source = "Facebook"
```

## Tracking Referral Traffic

When a visitor comes from a blog that linked to your site:

```
utm_medium = "Referral"
```

```
utm_source = [referring domain]
```

## Important Notes

The feature only sets UTM parameters if they're not already present

Values are stored in cookies for consistent tracking across sessions

Respects GDPR settings and cookie consent

Works with both server-side and client-side tracking

Compatible with the plugin's custom parameter feature

## Troubleshooting

If UTM parameters are not being set:

Verify the feature is enabled in settings

Check if cookie consent is required and granted

Verify no conflicting UTM parameters are present in URLs

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