# Full Tracking Mode

Overview

The Full Tracking Mode is a powerful feature of the HandL UTM Grabber plugin that allows you to track detailed user journeys across your website. When enabled, it captures data on every page visit for each session, providing insights similar to Google Analytics 4 (GA4).

Enabling Full Tracking Mode

1. Navigate to the HandL UTM Grabber settings in your WordPress admin panel.
2. Look for the "Full Tracking Mode Settings" section.
3. Check the box labeled "Enable Full Tracking Mode".
4. Save your changes.
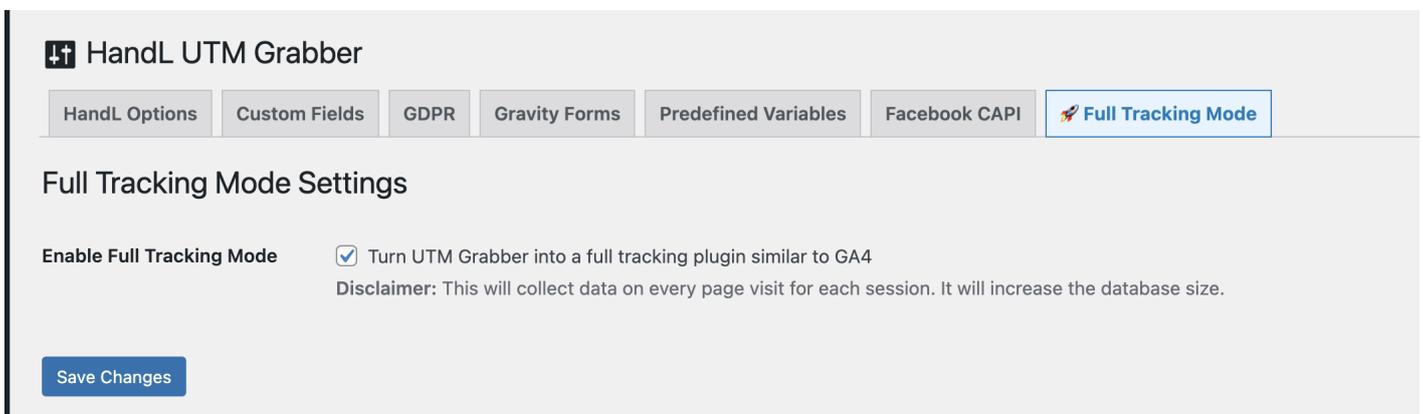
What Data is Collected

When Full Tracking Mode is enabled, the plugin collects the following data for each page visit:

- Session ID
- Timestamp
- Page URL
- Referrer URL
- UTM parameters (source, medium, campaign, content, term)

This data is stored in three main tables in your WordPress database:

- `handl_sessions` : Stores unique session information
- `handl_utm_sets` : Stores unique combinations of UTM parameters
- `handl_page_views` : Stores individual page view data

Viewing Reports

To access the Full Tracking Mode reports:

1. Go to the HandL UTM Grabber menu in your WordPress admin panel.
2. Click on the "Full Tracking Report" tab.

The report page offers several features:

Filters

You can filter the data by:

- Date range
- Page URL
- Session ID

Full Tracking Mode Report

Date Range: [Start Date] [End Date] Page URL: [Enter Page URL] Session ID: [Enter Session ID] [Apply Filters] [Export to CSV]

Session Counts by Page

This section shows:

- Page URL
- Number of unique sessions

- Total visits

You can drill down into each page to see a breakdown of UTM parameters and referrers.

User Journey

This section displays:

- Session ID
- Number of unique sessions
- Total visits

You can drill down into each session to see detailed information about the pages visited and UTM parameters used.

Exporting Data

You can export the collected data to a CSV file for further analysis:

1. Apply any desired filters.
2. Click the "Export to CSV" button.

Database Management

As Full Tracking Mode collects a significant amount of data, it's important to manage your database effectively:

Viewing Database Statistics

The "Danger Zone" section of the report page shows the current number of rows in each tracking table.

Resetting Tracking Data

If the database becomes overwhelming or you need to start fresh:

1. Scroll to the "Danger Zone" section at the bottom of the report page.
2. Click the "Remove Tracking Tables" button.
3. Confirm your action in the popup dialog.

This action will delete all collected tracking data and cannot be undone.

Danger Zone

Database Tables Statistics

wp_handl_sessions: 1 rows

wp_handl_utm_sets: 4 rows

wp_handl_page_views: 25 rows

Warning: Removing these tables will delete all collected tracking data. This action cannot be undone.

Remove Tracking Tables
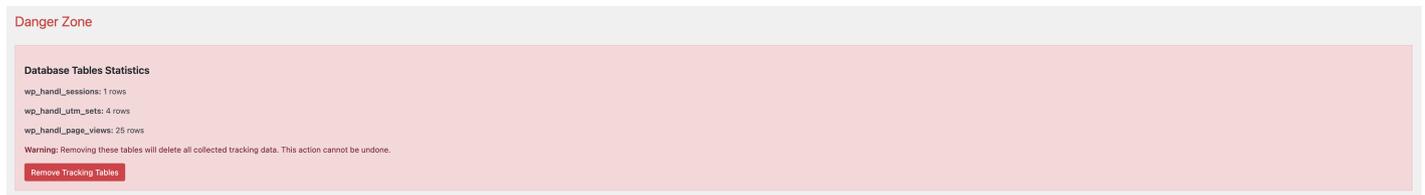
Important Considerations

1. **Database Size:** Full Tracking Mode will increase your database size. Monitor your database usage regularly.
2. **Performance:** While designed to be efficient, tracking every page visit may have a slight impact on site performance. Monitor your site's performance after enabling this feature.
3. **Privacy:** Ensure that your privacy policy reflects the additional data being collected when Full Tracking Mode is enabled.
4. **Compliance:** Make sure you're compliant with relevant data protection regulations (e.g., GDPR, CCPA) when using this feature.

Conclusion

Full Tracking Mode transforms HandL UTM Grabber into a powerful analytics tool, providing detailed insights into user behavior on your website. Use this data to optimize your marketing strategies, improve user experience, and drive conversions.