

# Phone Tracking (to boost Call Rail etc)

## Overview

The Phone Tracking feature allows you to track all phone number clicks (tel: links) on your website along with UTM parameters and other tracking data. This helps you understand which marketing campaigns are driving phone calls to your business.

## Installation


The feature is automatically installed as part of the HandL UTM Grabber premium version. The necessary database table is created automatically when the plugin is activated.

## Configuration

- Navigate to WordPress Admin → UTM → Phone Tracking

2. Check the "Enable Phone Tracking" checkbox

- Click "Save Changes"

 HandL UTM Grabber

HandL Options

Custom Fields

GDPR

Gravity Forms

Phone Tracking

Predefined Variables

Facebook CAPI

Define Your Own

### Phone Number Click Tracking

Track all phone number clicks (tel: links) on your website along with UTM parameters and other tracking data. This helps you understand which marketing campaigns are driving phone calls.

Enable Phone Tracking

☒ Enable phone number click tracking

Save Changes

# Features

## Phone Click Tracking

- Automatically tracks clicks on any phone number link (tel:) across your website
- Captures all UTM parameters and tracking data at the time of click
- Records timestamp and phone number for each click
- Works with any phone number format using tel: protocol

## Reporting Interface

- View all phone clicks in a tabulated format
- See key UTM parameters (source, medium, campaign)
- View original referrer information
- Access detailed tracking data for each click

Phone Tracking Report

Export to CSV

Clear All Data

Search phone number...

mm/dd/yyyy

mm/dd/yyyy

Search

Timestamp	Phone Number	UTM Source	UTM Medium	UTM Campaign	Original Referrer	Landing Page	Actions
2025-02-25 01:42:42	+18005005052	Google	cpc	SpringSale	https://handi-sandbox/wp-admin/admin.php?page=handi-utm-grabber.php&tab=phone-tracking	https://handi-sandbox/	<div>View Details</div>
2025-02-25 01:42:40	+18005005051	Google	cpc	SpringSale	https://handi-sandbox/wp-admin/admin.php?page=handi-utm-grabber.php&tab=phone-tracking	https://handi-sandbox/	<div>View Details</div>
2025-02-24 19:13:54	+18005005050	Google	cpc	SpringSale	https://handi-sandbox/wp-admin/admin.php?page=handi-utm-grabber.php&tab=phone-tracking	https://handi-sandbox/	<div>View Details</div>
2025-02-24 16:46:59	+18005005050	Google	cpc	SpringSale	https://handi-sandbox/wp-admin/admin.php?page=handi-utm-grabber.php&tab=phone-tracking	https://handi-sandbox/	<div>View Details</div>
2025-02-24 16:41:02	+18005005050	Google	cpc	SpringSale	https://handi-sandbox/wp-admin/admin.php?page	https://handi-sandbox/	<div>View Details</div>
2025-02-24 16:40:53	+18005005050	Google	cpc	SpringSale	https://handi-sandbox/wp-admin/admin.php?page	https://handi-sandbox/	<div>View Details</div>
2025-02-24 16:40:43	+18005005050	Google	cpc	SpringSale	https://handi-sandbox/wp-admin/admin.php?page	https://handi-sandbox/	<div>View Details</div>
2025-02-24 16:38:55	+18005005050	Google	cpc	SpringSale	https://handi-sandbox/wp-admin/admin.php?page	https://handi-sandbox/	<div>View Details</div>
2025-02-24 16:38:38	+18005005050	google	cpc		https://handi-sandbox/wp-admin/admin.php?page	https://handi-sandbox/	<div>View Details</div>

## Search and Filter

- Search by phone number
- Filter by date range
- Results update in real-time
- Pagination for large datasets

# Data Export

- Export all tracking data to CSV
- Includes timestamp, phone number, and all tracking parameters
- Compatible with spreadsheet software

# Data Management

- Clear all tracking data with one click
- Confirmation prompt before deletion
- Maintains data integrity with proper database operations

# Technical Details

## Tracked Parameters

- UTM Source
- UTM Medium
- UTM Campaign
- Original Referrer
- Landing Page
- All other UTM parameters
- Custom tracking parameters

# Usage Tips

- Enable the feature before starting any phone campaign
- Use tel: links for all phone numbers you want to track

### 3. Export data regularly for backup and analysis

- Clear old data periodically to maintain performance
- Use date filters for campaign-specific analysis

# Troubleshooting

If phone clicks aren't being tracked:

- Verify the feature is enabled
- Ensure phone numbers use tel: protocol
- Check browser console for JavaScript errors
- Verify WordPress AJAX URL is accessible
- Confirm user permissions are correct

# Best Practices

- Use consistent phone number formats
- Implement regular data exports
- Clean up old data periodically
- Monitor tracking data size
- Use UTM parameters consistently for better analysis

# Support

For additional support or feature requests, contact HandL UTM Grabber support team through the official channels.

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