

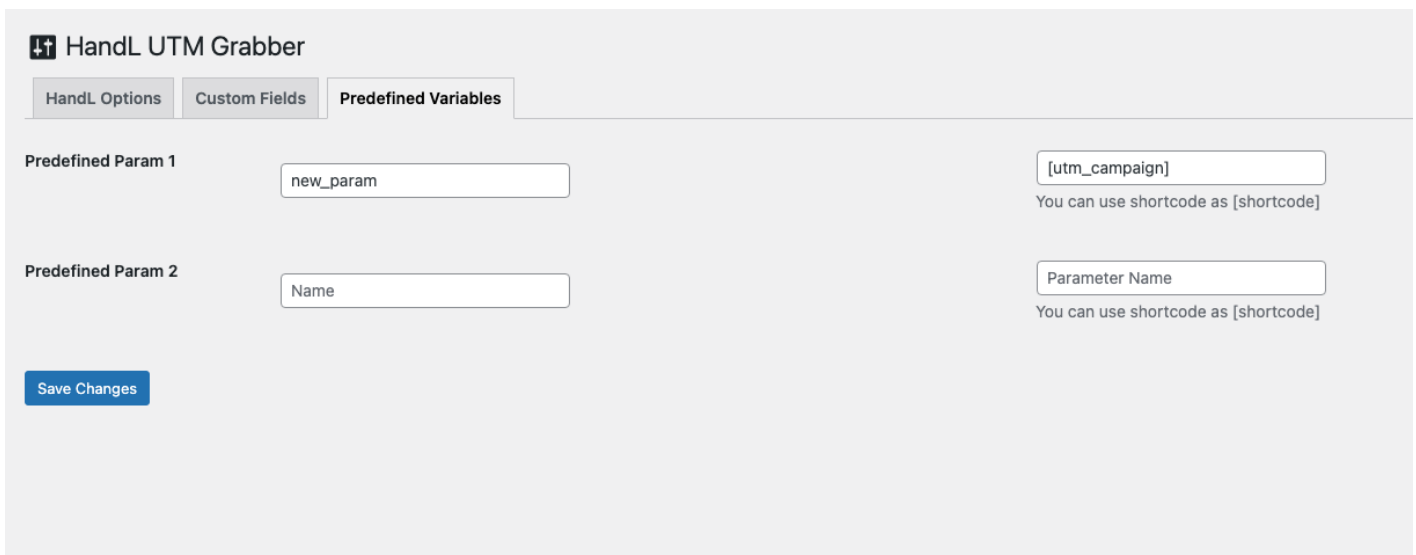
# Predefined parameters

Sometimes, you don't use the regular utm parameters as is (e.g. utm\_campaign), and you need to use some other parameters instead to pass the data 3rd party site or forms.

Sometimes the form embed you created (iframe) expects parameter different than utm to prefill hidden fields.

In order to accomplish this:

First create the new parameter matching the name (in predefined variables)



The screenshot shows the 'HandL UTM Grabber' interface with three tabs: 'HandL Options', 'Custom Fields', and 'Predefined Variables'. The 'Predefined Variables' tab is active. It contains two sections for predefined parameters. 'Predefined Param 1' has a text input field with 'new\_param' and a dropdown menu showing '[utm\_campaign]'. Below the dropdown is the text 'You can use shortcode as [shortcode]'. 'Predefined Param 2' has a text input field with 'Name' and a dropdown menu showing 'Parameter Name'. Below this dropdown is the text 'You can use shortcode as [shortcode]'. A blue 'Save Changes' button is located at the bottom left of the interface.

So, here we are creating new\_param and assigning the value of utm\_campaign parameter.

Add the same parameter as custom parameter so it will be recognized as shortcode and included in utm-out and utm-src

## HandL UTM Grabber

HandL Options

Custom Fields

Predefined Variables

Custom Param 1

You can use "Predefined value" for assigning default value for UTM parameters as well. For example. If you would like to assign a default value for utm\_source. Simply type utm\_source as key and 'Direct' as value. This value will be used when there is no utm\_source present.

After completing the two steps above

You can use the new\_param just like any other parameters in your site

```
[new_param] -> will bring the value of utm_campaign
```

Or you can append the new\_param to your anchor link

```
<a class="utm-out" href="https://www.outlink.com/"> Test Link </a>
```

will append all the UTMs including the new\_param like this

```
<a class="utm-out"
href="https://www.outlink.com/?utm_campaign=campaign1234&new_param=campaign1234"> Test Link
</a>
```

Or you can append the new\_param to your iframe source

```
<iframe class="utm-src" src="https://www.outlink.com/" />
```

will append all the UTMs including the new\_param like this

```
<iframe class="utm-src"
src="https://www.outlink.com/?utm_campaign=campaign1234&new_param=campaign1234" />
```

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