

# What is the difference between all the handl params?

```
[handl_original_ref] - original referral - first touch!
[handl_landing_page] - landing page - first touch!
[handl_ref] - last touch referral
[handl_url] - last touch url
```

Let's say you have a link to your website from google.com to domain.com/page1 And user click from Google, he/she lands on page1 and after that they go to page2 to convert

So it is like Google -> Page1 -> Page2 (Conversion)

The params will populate the following data:

handl\_original\_ref = Google.com handl\_landing\_page = domain.com/page1

handl\_ref = domain.com/page1 handl\_url = domain.com/page2

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