

103. Internal Apps

HandL GCLID Reporter

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HandL GCLID Reporter

GCLID, short for Google Click Identifier, is a **unique and highly encrypted tracking parameter** that Google uses internally to transfer information between your Google Ads account and your Google Analytics account. As you know, **GCLID is not directly available in Google Ads, so it isn't possible to associate GCLID data with the users/campaign/location in Google Ads.**

HandL UTM Grabber allows tracking GCLID throughout the conversion. With the GCLID collected and GCLID reporter, now you can **create daily report associating every single GCLID to your campaign, ads groups and even to the level of ads creative.** You can also see which location GCLID is associated, and if it is search ads, you can see the exact (or phrase) **keywords** used for corresponding GCLID value. In addition to that, you'll see the **placement, click type (engagement or headline), device, ads network and more.**



See a sample report (It opens in Google Spreadsheet)

Temporarily, this tool is available to ALL paid subscribers completely for FREE. No IFs and BUTs.

How to use it?

Go to Apps section

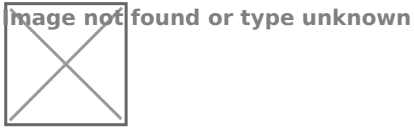
Login to utmgrabber.com and click your name and select **Apps** from the menu.



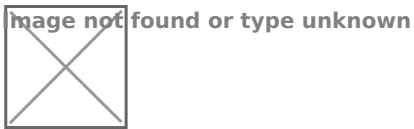
Authorize with Google

Authorize your Google Ads account with us so we can pull the necessary information needed for you.

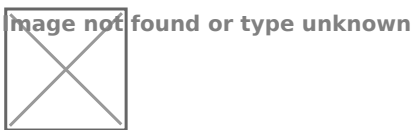
We never access any sensitive information in your account. We only save refresh_token and your advertising account ID to generate the report, nothing else. See our [privacy page](#) for more.



You will be taken to Google login website. **Login using your Gmail account that is associated with your Google Ads.**



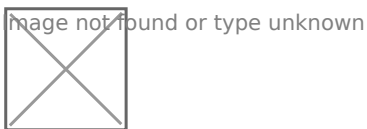
You will be taken to a confirmation page like the shown below. Click **Allow**



And you will be taken back to our website (utmgrabber.com). Go to Apps again.

Select Ads account to use

All the ads accounts will be displayed like shown below. Select the one you'd like to use.



Download the report

You can download the report right away. This will only download yesterday's data (for now). Visit us again next day to download the report again daily. **You do not need to go through authorization steps again the next day.**

image not found or type unknown



Any question, help needed? don't hesitate and click the chat bubble at the bottom of the page.

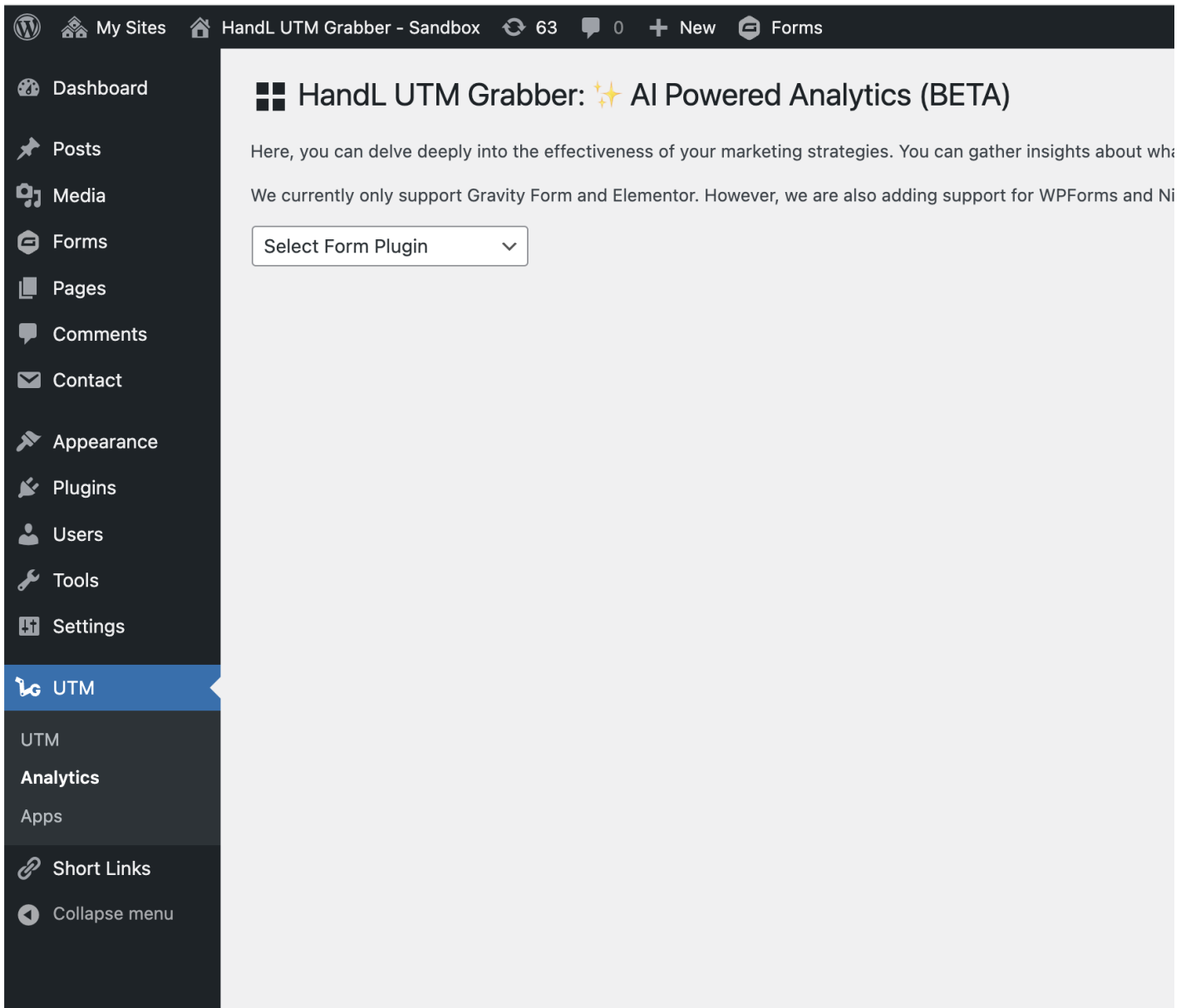
AI Powered Report Insight

Experience the power of Artificial Intelligence (AI) with our new tool, UTM Grabber. This state-of-the-art plugin is a favorite among top businesses across the globe for UTM (Urchin Tracking Module) tracking. Now, we have integrated an AI-powered reporting insight tool directly into WordPress.

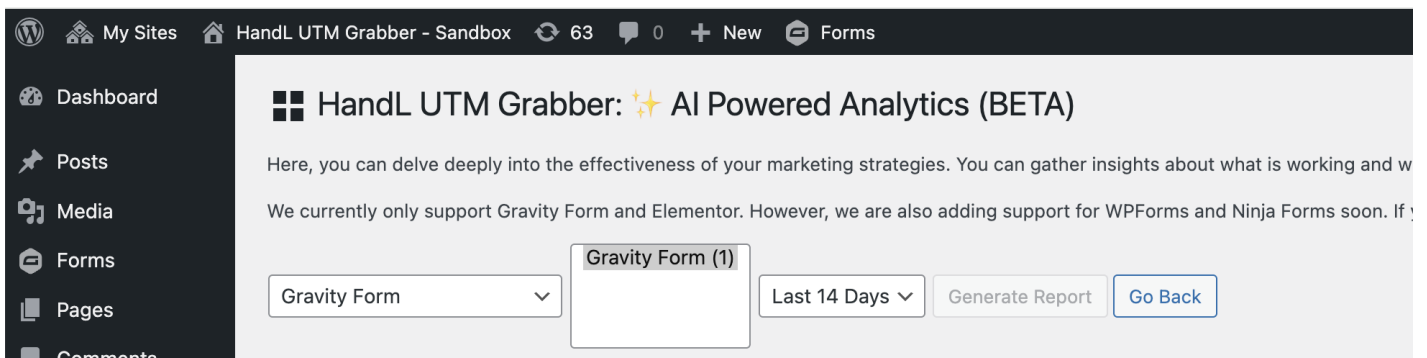
What does this mean for you? This tool helps you understand your marketing strategies better by pinpointing what's working and what's not. Even better, it provides suggestions on improving your campaigns. With UTM Grabber, you don't just collect data, you gain valuable insights to drive effective actions and results.

Here's how to use it:

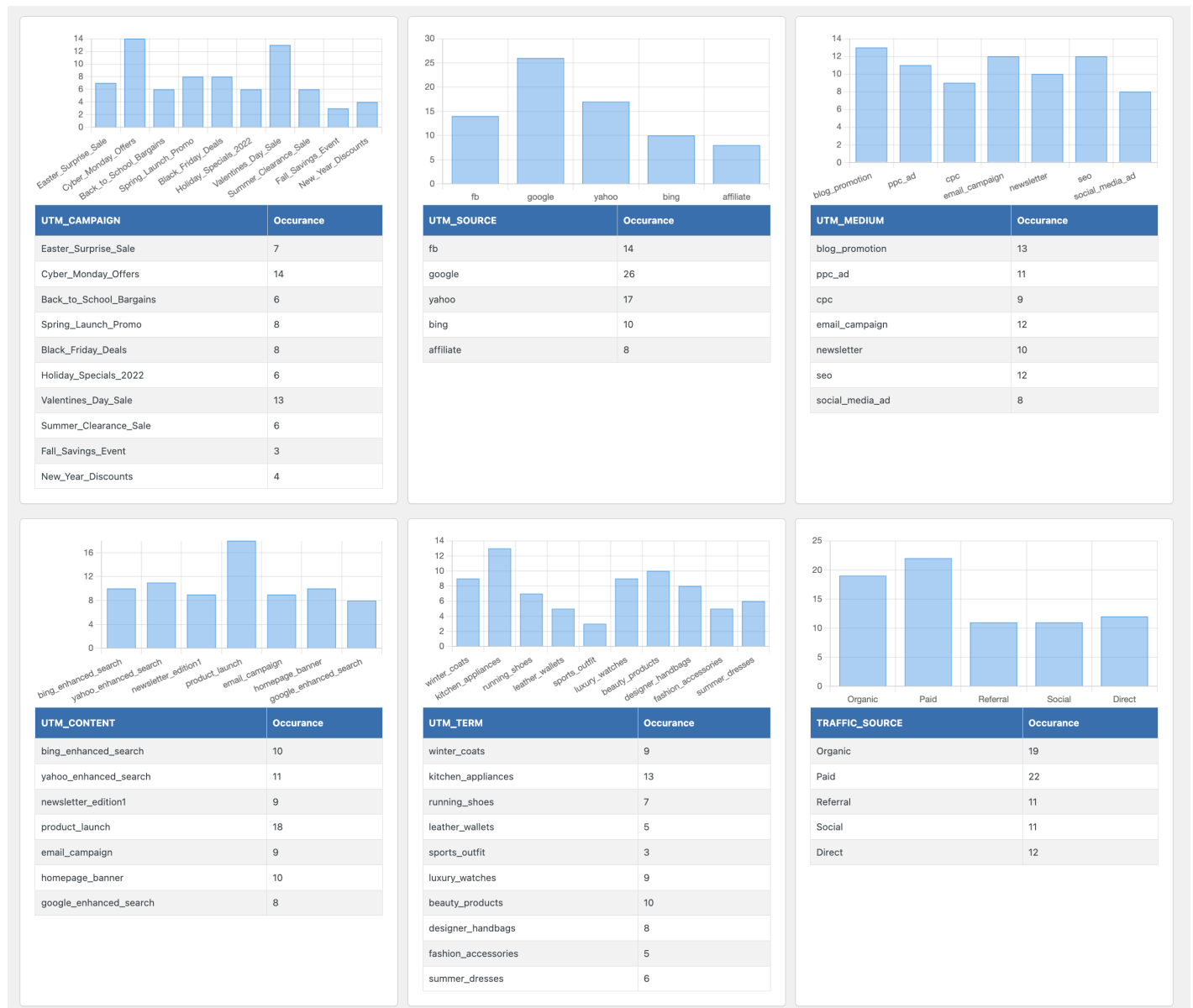
1. Access the report insight by going to UTM > Analytics on your WordPress dashboard.



2. Select your form plugin, specific forms, and date range in just a few clicks.



3. Generate a report, customizing it with different groupings like utm_campaign, utm_medium, utm_source, utm_content, utm_term, and traffic_source.



4. Finally, generate an interpretation using the power of AI. You'll get clear,

actionable insights to enhance your marketing efforts.

HandL UTM Grabber: ✨ AI Powered Analytics (BETA)

Here, you can delve deeply into the effectiveness of your marketing strategies. You can gather insights about what is working and what is not, as well as forecast future trends and dev

We currently only support Gravity Form and Elementor. However, we are also adding support for WPForms and Ninja Forms soon. If you need us to support another form not listed here

Gravity Form

▼

Gravity Form (1)

Last 14 Days

▼

Generate Report

Go Back

✨ AI-POWERED INSIGHTS JUST FOR YOU

✓ Things are going well

Business is thriving in campaigns like Cyber_Monday_Offers, Valentines_Day_Sale, and Spring_Launch_Promo with the mediums blog_promotion, ppc_ad, and newsletter providing substantial returns. Products like kitchen_appliances, luxury_watches, and winter_coats got high traction.

🔔 Things can be improved

The campaigns like New_Year_Discounts, Back_to_School_Bargains have a low response rate. The seo and cpc mediums are not working effectively. Items like running_shoes, fashion_accessories, and sports_outfit have fewer opt-ins.

★ Action items

Increase newsletters and blog promotion activities for increased opt-in numbers. Utilize ppc_advertisement more to boost the product popularity for products that are lagging behind. Re-consider promotions strategies for New_Year_Discounts, and Back_to_School_Bargains campaigns.

📋 Other important observations

More opt-ins during sale events like Cyber Monday and Valentines Day. The platform google has shown to have the highest opt-ins so promoting the business more on Google might increase lead generation. Organic traffic has given a significant number of leads, so improving seo will provide better results.

Get ready to experience the future of UTM tracking with UTM Grabber's AI-powered reporting tool!