

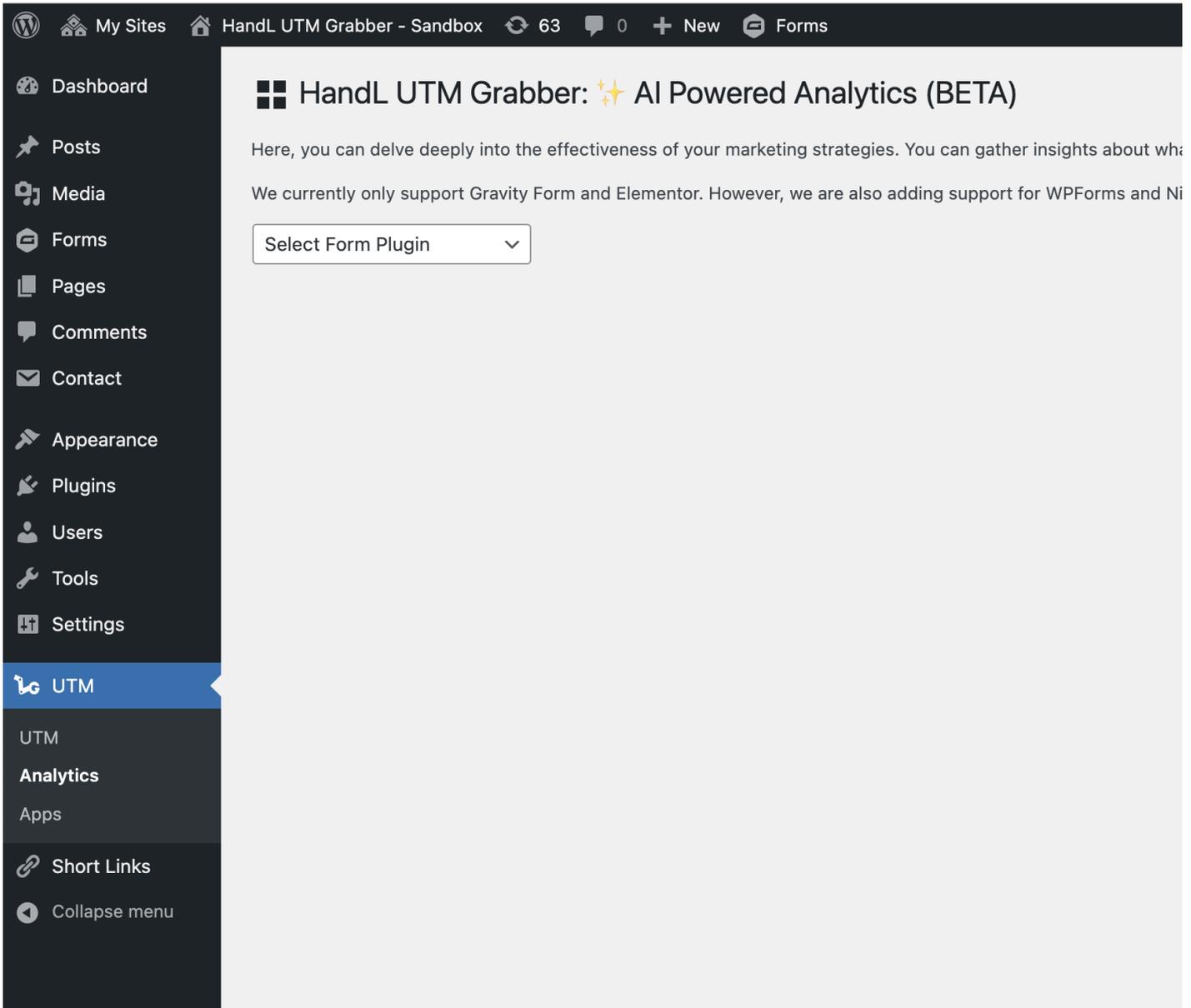
# AI Powered Report Insight

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.

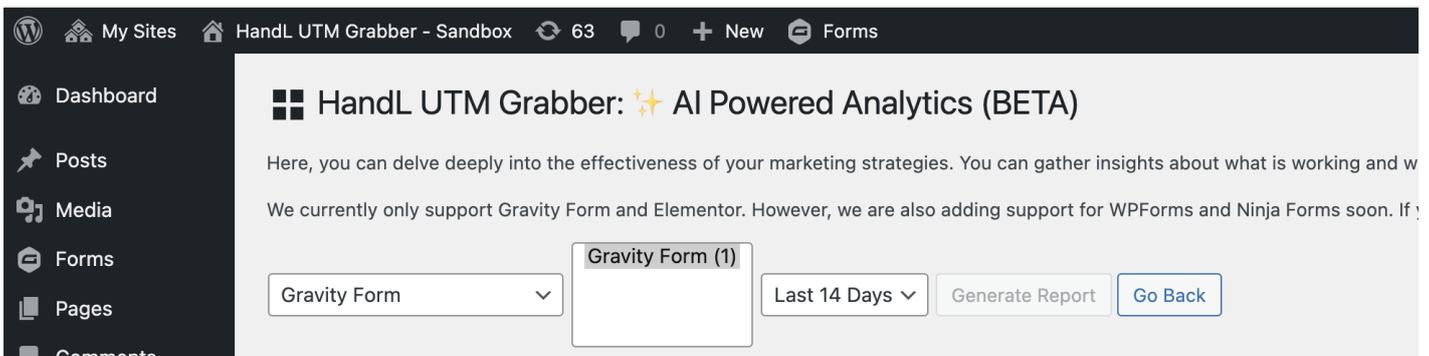
What does this mean for you? This tool helps you understand your marketing strategies better by pinpointing what's working and what's not. Even better, it provides suggestions on improving your campaigns. With UTM Grabber, you don't just collect data, you gain valuable insights to drive effective actions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

Here's how to use it:

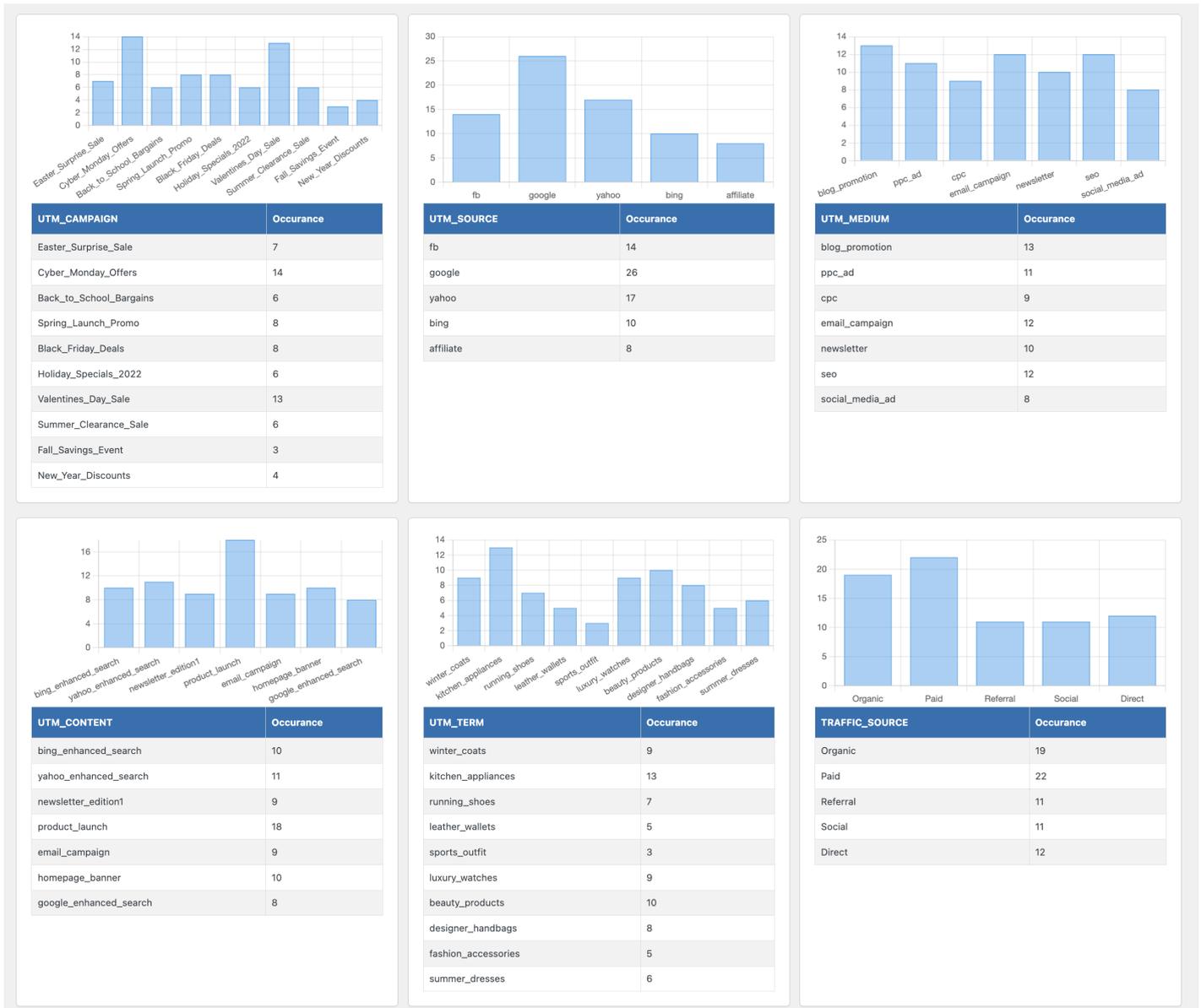
1. Access the report insight by going to UTM > Analytics on your WordPress dashboard.



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  Last 14 Days

### ✨ 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!

Revision #1

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