

# 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.

My Great Blog

10

0

New

Forms

Dashboard

Posts

Media

Forms

Pages

Comments

MemberPress

Appearance

Plugins

Users

Tools

Settings

UTM

UTM

Analytics new

Apps

Collapse menu

HandL UTM Grabber: ✨ AI Powered Analytics

Delve deeply into the effectiveness of your marketing strategies. Gather insights about what is working, what needs improvement, and If you need us to support another form not listed here, please let us know via chat. [utmgrabber.com](#)

Analytics & Insights

Select Form Plugin

Choose the form plugin and select forms to analyze

Form Plugin

Select form plugin

We're continuously expanding our form integration capabilities. Don't see your favorite plugin? Please let us know at support chat c

Forms

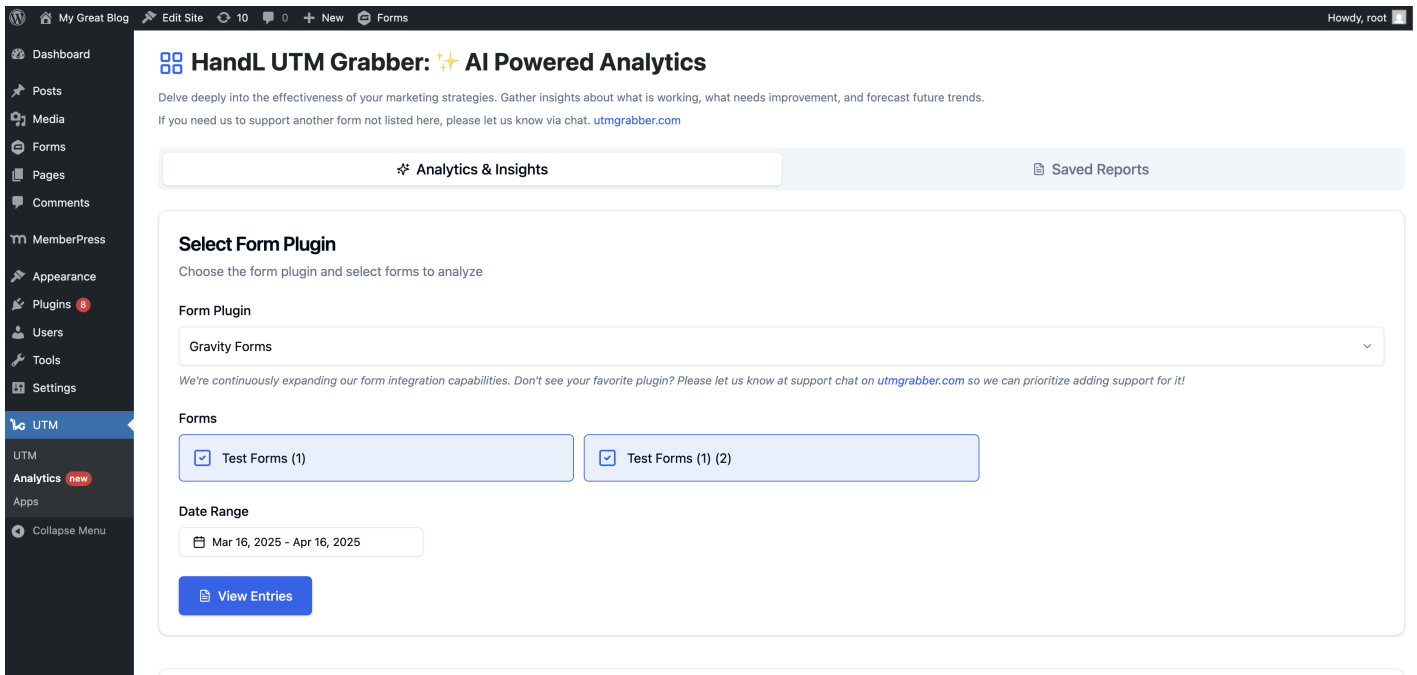
No forms found for the selected plugin. Please make sure the plugin is installed and active.

Date Range

Mar 16, 2025 - Apr 16, 2025

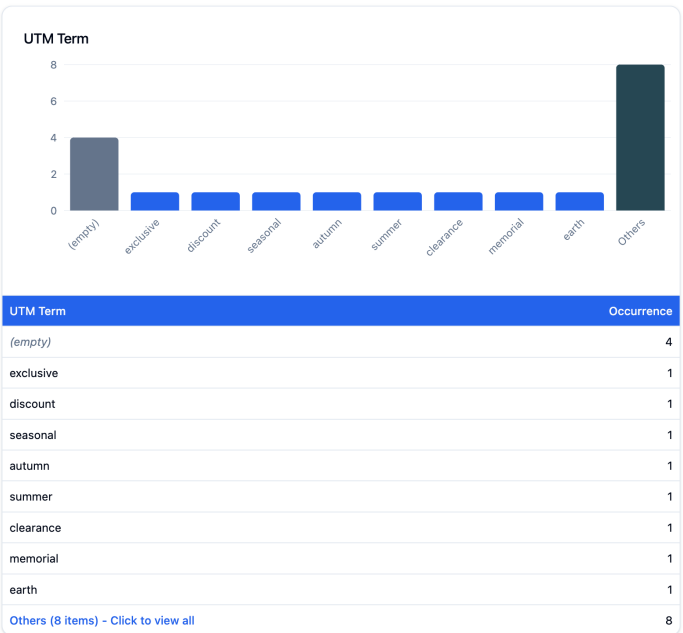
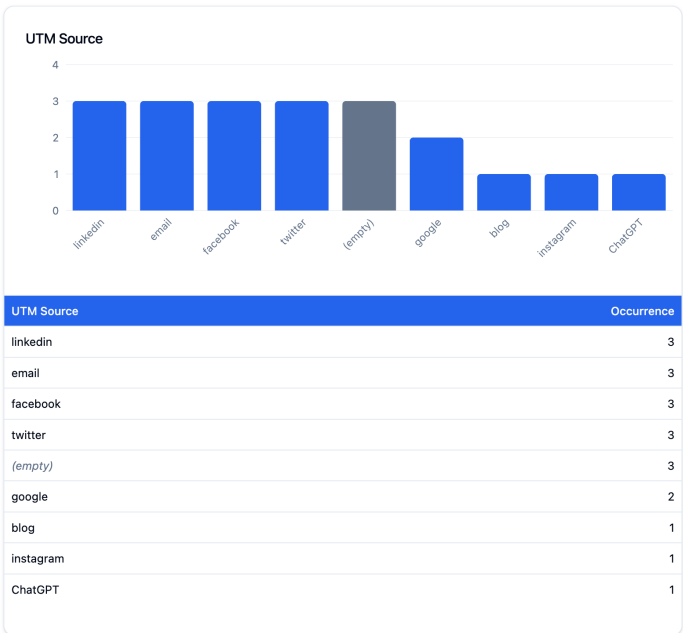
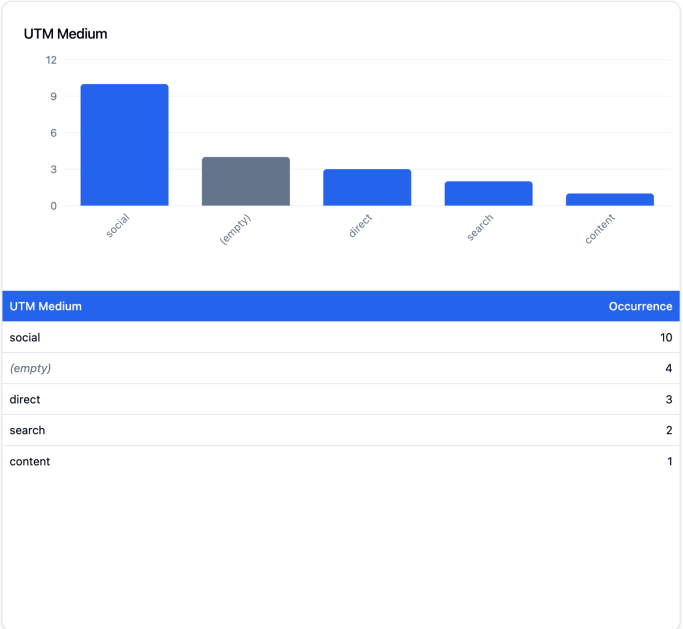
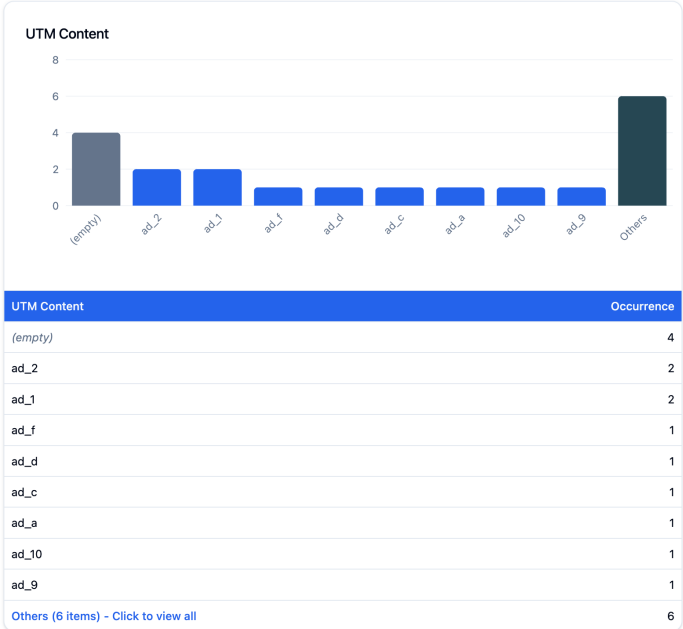
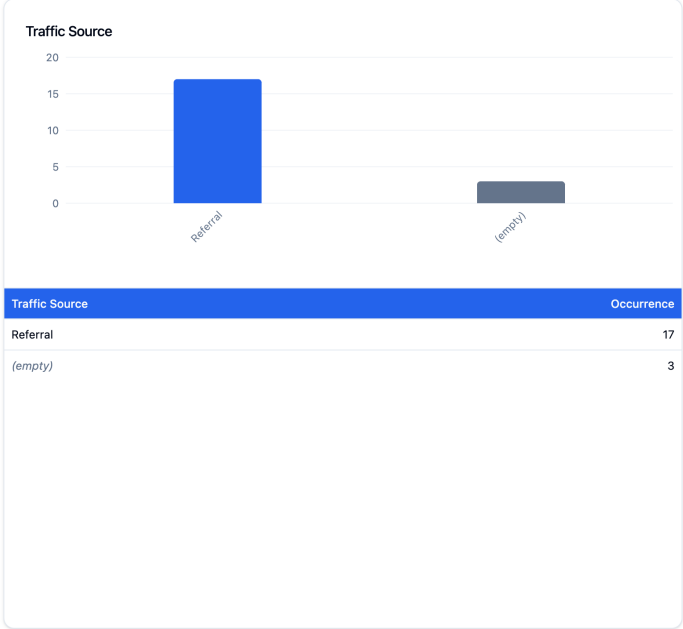
View Entries

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.


 **AI-Powered Insights Just For You**

Here's what our AI has discovered from your marketing data


AI Insight

 **What's Working Well**


The business seems to be thriving with campaigns associated with Google and direct email sources; notably campaigns like 'exclusive\_offer' and 'seasonal\_offer' through search and email have high engagement. LinkedIn and Facebook also show consistent activity indicating strong presence in social campaigns.

 **Areas for Improvement**

Twitter campaigns and content-driven UTM parameters seem less effective, with campaigns like 'back\_to\_school', 'spring\_clearance', and 'summer\_launch' indicating lower conversion or engagement, possibly pointing to a mismatch in medium suitability or content relevance.

 **Recommended Action Items**

Focus on amplifying Google search and direct email campaigns as they drive more engagements. Optimize social media campaigns on Facebook and LinkedIn by exploring different times and targeted content that resonates with the audience. Experiment with Twitter content strategy to refine messaging and improve appeal. Consider personalized email sequences to enhance direct engagements.

 **Additional Insights**

Higher opt-ins are clustered around the 11:00 AM - 1:00 PM time frame, possibly indicating peak engagement hours. Days with content-driven campaigns like 'valentines' and 'new\_year' seem to have potential for growth if optimized, suggesting testing different content strategies or more targeted demographic or psychographic segmenting.

**UTM Parameter Analytics**

Visual breakdown of UTM parameters and their frequencies across your form submissions

16 Entries

Generate AI Insight

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

Revision #3  
Created Fri, Dec 22, 2023 4:14 AM by [Leman](#)  
Updated Wed, Apr 16, 2025 6:18 AM by [Maruf](#)