

Bit Form

- [Tracking UTMs in BitForm](#)

Tracking UTMs in BitForm

Integration is straightforward. When creating your form, ensure the name matches exactly with our naming convention as outlined in the [Native WP Shortcodes](#) guide.

That's all you need to do!

The screenshot shows the BitForm Builder interface for a 'Contact Form'. The form is in the 'Builder' tab and contains the following fields: 'Name*', 'Last Name', 'Email*', 'UTM Campaign', and 'UTM Source'. The 'UTM Campaign' and 'UTM Source' fields are highlighted with red boxes. A blue 'Submit' button is at the bottom. The right sidebar shows the 'Field Settings' for the 'UTM Source' field, with the 'Field key' set to 'utm_source'. The 'Label' is 'UTM Source' and the 'Placeholder' is 'Placeholder...'. The 'Size & Position' section is also visible.

We have shown examples for `utm_campaign` and `utm_source`, but you can add all parameters as hidden fields to track them effectively.

The screenshot shows the 'Entries' tab of the BitForm interface. It displays a table with the following columns: '#', 'Name', 'Email', 'UTM Campaign', 'UTM Source', and 'Status'. There is one entry with the following data:

#	Name	Email	UTM Campaign	UTM Source	Status
1	John Doe	example@example.com	your_campaign	your_source	Unread