

# 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\*' (with example 'John Doe'), 'Email\*' (with example 'example@example.com'), 'UTM Campaign' (placeholder), and 'UTM Source' (placeholder). A blue 'Submit' button is at the bottom. The right sidebar shows 'Field Settings' for the 'UTM Source' field, with 'Field key' set to 'utm\_source'. The left sidebar lists various field types like Text, Email, Number, etc.

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, displaying a table of form submissions. The table has columns for '#', 'Name', 'Email', 'UTM Campaign', 'UTM Source', and 'Status'. One entry is shown with the name 'John Doe', email 'example@example.com', 'utm\_campaign' set to 'your\_campaign', and 'utm\_source' set to 'your\_source'. The status is 'Unread'.

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