

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'. On the left is a sidebar with field types: First Name, Last Name, Text, Multiline Text, Email, Number, Select, Radio Button, Checkbox, Dropdown, File Upload, Advance, Country, Currency, Phone Number, Username, and Password. The main canvas shows a form with fields for Name (pre-filled with 'John Doe'), Email (pre-filled with 'example@example.com'), UTM Campaign (placeholder), and UTM Source (placeholder). A blue 'Submit' button is at the bottom. On the right, the 'Field Settings' panel is open for the 'UTM Source' field, showing options for Field key, Label, UTM Source, Leading icon, Trailing icon, Subtitle, Admin Label, Size & Position, Input icons, Placeholder, and Helper Text.

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

| Contact Form | | | | | |
|--------------------------|---|----------|---------------------|---------------|-------------|
| Builder Entries Settings | | | | | |
| | # | Name | Email | UTM Campaign | UTM Source |
| | 1 | John Doe | example@example.com | your_campaign | your_source |
| | | | | Status | |
| | | | | Unread | |