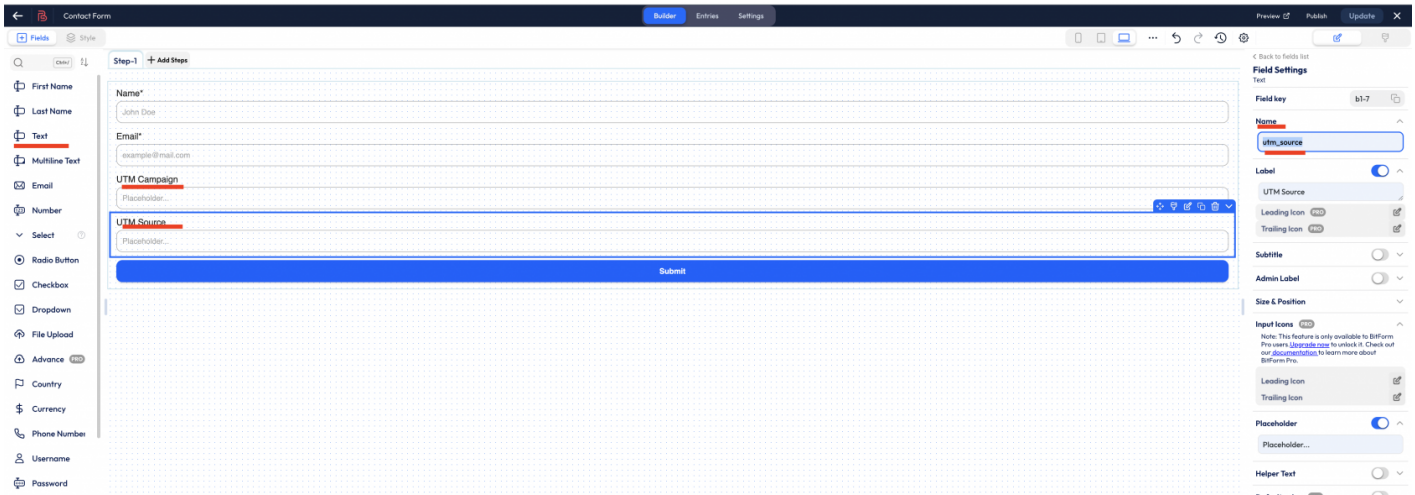# Tracking UTMs in BitForm

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!

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

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