

# Borlabs Cookie Integration

HandL UTM Grabber / Tracker How to collect and track UTM variables via Borlabs Cookie  
Integration step by step

- [Make HandL UTM Grabber compatible with Borlabs](#)
- [Add HandL UTM Grabber Support in Borlabs v3](#)

# Make HandL UTM Grabber compatible with Borlabs

First create a custom group under Marketing

| Marketing |                   |          |               |  |  | Add New |
|-----------|-------------------|----------|---------------|--|--|---------|
| Name      | ID                | Position | Status        |  |  |         |
| Custom    | handl-utm-grabber | 1        | <span></span> |  |  |         |

Add following entries under Cookie Name section

```
utm_*, handl_*,first_*,organic_source*,gaclientid,user_agent,handlID
```

### Cookie Information

Name

Custom

?

Provider

handl-utm-grabber

?

Purpose

?

Privacy Policy URL

?

Host(s)

?

Cookie Name

utm\_\*, handl\_\*,first\_\*,organic\_source\*,gaclientid,user\_agent,handlID

?

Block Cookies before Consent

OFF

?

Cookie Expiry

?

Save all settings

Go back without saving

### Tips

#### Cookie Information

The information stored here has no technical effects and serves exclusively to inform the visitor, unless you activate **Block Cookies before Consent**.

The information of the **Services** provided by us may not be complete and should be checked before use.

#### What is a Host?

The host is a part of a URL, often the domain. For example, If the URL is <https://www.example.com/index.html> the host would be [www.example.com](https://www.example.com).

#### Block Cookies before Consent

If you activate this option Borlabs Cookie searches and deletes cookies that match the **Cookie Name**. You can also use \* to search for multiple names, e.g. if you enter the Name **example\_\*** Borlabs Cookie will search and delete the cookies **example\_abc** and **example\_xyz**. Separate multiple cookie names with a comma.

This function is mainly intended to delete session cookies set by third-party plugins via PHP. JavaScript cookies can also be deleted, but only if they belong to the same domain.

Example: if the website runs under [www.example.com](https://www.example.com), no cookie created for [example.com](https://www.example.com) can be deleted.

Named cookies will be only set after consent by the visitor was given and the website was reloaded.

This will block all the HandL UTM Grabber cookies before proper consent given

# Add HandL UTM Grabber Support in Borlabs v3

Since version 3, Borlabs has updated its user interface and the method for adding cookie exceptions. Here, we will explain how you can do this in version 3.

Click on "Services" under "Consent Management" in Borlabs as shown here.

The screenshot displays the Borlabs Cookie management dashboard. The top navigation bar includes 'Dashboard', 'Settings', 'Dialog & Widget', 'Consent Management', 'Blockers', 'Scanner', 'Library', and 'System'. The 'Consent Management' menu is expanded, showing options like 'Services', 'Service Groups', 'IAB TCF', 'Manage Vendors', 'Settings', 'Providers', and 'Consent Logs'. The 'Services' option is selected, leading to the 'Edit: HandL UTM' page. A red notification banner at the top states: 'Please activate your license key first. [Click here](#) to enter your license key.' Below this, a green banner says 'Saved successfully.' The main section is titled 'Service Settings' and contains the following fields:

- ID:** handl-utm-grabber
- Shortcode:** [borlabs-cookie id="handl-utm-grabber" type="service"]
- Opt-out Shortcode:** [borlabs-cookie id="handl-utm-grabber" type="btn-sv"]
- Status:** Enabled (toggle switch)
- Position:** 1
- Language:** en

At the bottom, there is a 'Synchronize Configuration' button and a red error message: 'Your license has expired. This feature is not available with an expired license. [Click here](#) to log into your account and purchase a license renewal.'

Fill out the form like this

ID: handl-utm-grabber (this is very crucial make sure you use this verbatim)

Status: On

Position: 1

Language: en

Name HandL UTM Grabber

Description HandL UTM Grabber is a lead tracking and attribution plugin for WordPress

Service Group Marketing

It will look like this after saving.

Service Settings

ID

handl-utm-grabber

i

Shortcode

[borlabs-cookie id="handl-utm-grabber" type="servic

📄 i

Opt-out Shortcode

[borlabs-cookie id="handl-utm-grabber" type="btn-sv

📄 i

Status

✓

i

Position

1

i

Language

i

en

Synchronize Configuration

i

Synchronize Translation

i

Go back without saving

Save all settings

Service Information

Name

HandL UTM Grabber

⋮ i

Description

HandL UTM Grabber is a lead tracking and attribution plugin for WordPress

i

Go back without saving

Save all settings

Fortunately, you can use a wildcard to input cookie names, making this step straightforward. Please visit this page to retrieve a list of the cookies used by our plugin [Native WP Shortcodes](#).

Cookies Add Cookie

| Name       | Hostname | Path | Lifetime | Purpose    | Type | Description | # |
|------------|----------|------|----------|------------|------|-------------|---|
| utm_*      | #        | /    | 30       | Tracking   | HTTP |             |   |
| first_*    | #        | /    | 30       | Tracking   | HTTP |             |   |
| handl_*    | #        | /    | 30       | Tracking   | HTTP |             |   |
| organic_so | #        | /    | 30       | Functional | HTTP |             |   |
| gaclientid | #        | /    | 30       | Functional | HTTP |             |   |
| user_agent | #        | /    | 30       | Functional | HTTP |             |   |
| handlID    | #        | /    | 30       | Functional | HTTP |             |   |

Save the settings, and voila!