

# Cal.com Integration

HandL UTM Grabber / Tracker How to collect and track UTM variables via Cal.com step by step

- [Track UTMs in Cal.com](#)

# Track UTMs in Cal.com

It's quite straightforward to track UTMs in Cal.com, but it does require some JavaScript knowledge. Now, let's get started.

## Adding Hidden Fields to Your Form

Firstly, insert some hidden fields into your form under the "Advanced" section.

In this tutorial, we've included `utm_campaign`, `utm_source`, `utm_medium`, `traffic_source`, and `handl_url`. You can further expand this by using the names exactly as they appear from this link:

[Native WP Shortcodes](#)

The screenshot shows the Cal.com 'Advanced' settings page. On the left, a sidebar lists various settings categories: Event Types, Bookings, Availability, Teams, Apps, Routing Forms, Workflows, and Insights. The 'Advanced' section is selected, showing a list of settings: Event Setup (15 mins), Availability (Working Hours), Limits (How often you can be booked), Advanced (Calendar settings & more...), Recurring (Set up a repeating schedule), Apps (0 apps, 0 active), Workflows (0 active), and Webhooks (0 active). The main content area displays a list of 'Booking questions' with their input types and visibility status. The questions are: 'Your name' (Required, Name, Short Text), 'Email address' (Required, Email, Short Text), 'What is this meeting about?' (Hidden, Short Text), 'Additional notes' (Hidden, Long Text), 'Add guests' (Hidden, Multiple Emails), 'Reason for reschedule' (Hidden, Long Text), 'utm\_campaign' (Hidden, Short Text), 'utm\_source' (Hidden, Short Text), 'utm\_medium' (Hidden, Short Text), 'traffic\_source' (Hidden, Short Text), and 'handl\_url' (Hidden, Short Text). A modal titled 'Add a question' is open, allowing the user to customize the questions asked on the booking page. The modal includes fields for 'Input type' (Short Text), 'Identifier' (utm-campaign), 'Label' (utm\_campaign), 'Placeholder' (utm\_campaign), and 'Required' (Yes/No). The 'Save' button is highlighted.

Question	Input type	Identifier	Label	Placeholder	Required
Your name	Short Text				Yes
Email address	Short Text				Yes
What is this meeting about?	Short Text				Hidden
Additional notes	Long Text				Hidden
Add guests	Multiple Emails				Hidden
Reason for reschedule	Long Text				Hidden
utm_campaign	Short Text	utm-campaign	utm_campaign	utm_campaign	Hidden
utm_source	Short Text				Hidden
utm_medium	Short Text				Hidden
traffic_source	Short Text				Hidden
handl_url	Short Text				Hidden

## Ensure the Fields Are Hidden

Make sure that the fields are hidden by toggling off, as depicted in the following image.

Event Setup  
15 mins

Availability  
Working Hours

Limits  
How often you can be booked

Advanced  
Calendar settings & more... >

Recurring  
Set up a repeating schedule

Apps  
0 apps, 0 active

Workflows  
0 active

Webhooks  
0 active

You can manage this for all your event types in Settings → [Appearance](#) or [Override](#) for this event only.

Booking questions

Customize the questions asked on the booking page

Your name Required Edit

Name

Email address Required Edit

Email

What is this meeting about? Hidden Edit

Short Text

Additional notes Hidden Edit

Long Text

Add guests Hidden Edit

Multiple Emails

Reason for reschedule Hidden Edit

Long Text

utm\_campaign Hidden Edit

Short Text

utm\_source Hidden Edit

Short Text

utm\_medium Hidden Edit

Short Text

traffic\_source Hidden Edit

Short Text

handl\_url Hidden Edit

Short Text

+ Add a question

## Alter the Embed Code

The original code appears as follows...

```
<!-- Cal inline embed code begins --><div style="width:100%;height:100%;overflow:scroll"
id="my-cal-inline"></div>
<script type="text/javascript"> (function (C, A, L) { let p = function (a, ar) {
a.q.push(ar); }); let d = C.document; C.Cal = C.Cal || function () { let cal = C.Cal; let ar =
arguments; if (!cal.loaded) { cal.ns = {}; cal.q = cal.q || [];
d.head.appendChild(d.createElement("script")).src = A; cal.loaded = true; } if (ar[0] === L)
```

```

{ const api = function () { p(api, arguments); }; const namespace = ar[1]; api.q = api.q ||
[]; typeof namespace === "string" ? (cal.ns[namespace] = api) && p(api, ar) : p(cal, ar);
return; } p(cal, ar); }; })(window, "https://app.cal.com/embed/embed.js", "init");Cal("init",
"15min", {origin:"https://cal.com"});

  Cal.ns["15min"]("inline", {
    elementOrSelector:"#my-cal-inline",
    calLink: "haktansuren/15min",
    layout: "month_view"
  });

  Cal.ns["15min"]("ui",
{"styles":{"branding":{"brandColor":"#000000"},"hideEventTypeDetails":false,"layout":"month_vi
</script>

<!-- Cal inline embed code ends -->

```

We will revise it as follows: There was no configuration object in the JavaScript; we have now added it.

```

config: {
  "utm-campaign": Cookies.get("utm_campaign"),
  "utm-medium": Cookies.get("utm_medium"),
  "utm-source": Cookies.get("utm_source"),
  "traffic-source": Cookies.get("traffic_source"),
  "handl-url": Cookies.get("handl_url")
}

```

Insert it right after the layout line. So, the final code will look like this:

```

<!-- Cal inline embed code begins --><div style="width:100%;height:100%;overflow:scroll"
id="my-cal-inline"></div>
<script type="text/javascript">(function (C, A, L) { let p = function (a, ar) { a.q.push(ar);
}; let d = C.document; C.Cal = C.Cal || function () { let cal = C.Cal; let ar = arguments; if
(!cal.loaded) { cal.ns = {}; cal.q = cal.q || [];
d.head.appendChild(d.createElement("script")).src = A; cal.loaded = true; } if (ar[0] === L)
{ const api = function () { p(api, arguments); }; const namespace = ar[1]; api.q = api.q ||
[]; typeof namespace === "string" ? (cal.ns[namespace] = api) && p(api, ar) : p(cal, ar);
return; } p(cal, ar); }; })(window, "https://app.cal.com/embed/embed.js", "init");Cal("init",
"15min", {origin:"https://cal.com"});
Cal.ns["15min"]("inline", {
  elementOrSelector:"#my-cal-inline",

```

```

calLink: "haktansuren/15min",
layout: "month_view",
config: {
  "utm-campaign": Cookies.get("utm_campaign"),
  "utm-medium": Cookies.get("utm_medium"),
    "utm-source": Cookies.get("utm_source"),      "traffic-source":
Cookies.get("traffic_source"),
    "handl-url": Cookies.get("handl_url")
  }
});
Cal.ns["15min"]("ui",
{"styles":{"branding":{"brandColor":"#000000"},"hideEventTypeDetails":false,"layout":"month_vi
</script>
<!-- Cal inline embed code ends -->

```

After that, test it and voila! You will have all the UTMs in your booking as shown below.





## This meeting is scheduled

We sent an email with a calendar invitation with the details to everyone.

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What	15 Min Meeting between Haktan and haktansuren
When	Tuesday, January 23, 2024 9:45 AM - 10:00 AM (Central Standard Time)
Who	Haktan <span>Host</span> haktan@handldigital.com  haktansuren haktan@handldigital.com
Where	Cal Video <a href="#">↗</a>

handl\_url  
<https://handl-sandbox/blog/2024/01/22/cal-com/>

utm\_medium  
cpc

utm\_source  
Google

utm\_campaign  
SpringSale

traffic\_source  
Paid

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Need to make a change? [Reschedule](#) or [Cancel](#)

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Add to calendar

