

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 displays the Cal.com settings interface for a booking page. The left sidebar contains navigation options: Event Types, Bookings, Availability, Limits, Teams, Apps, Routing Forms, Workflows, and Insights. The main content area is divided into sections: Event Setup (15 mins), Availability (Working Hours), Limits (How often you can be booked), Advanced (Calendar settings & more...), and Recurring (Set up a repeating schedule). The 'Advanced' section is currently selected, showing a list of fields: 'Your name' (Required, Name), 'Email address' (Required, Email), '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). An 'Add a question' modal is open in the foreground, allowing customization of questions. 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.

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

Name

Edit

Email address Required

Email

Edit

What is this meeting about? Hidden

Short Text

☐

Edit

Additional notes Hidden

Long Text

☐

Edit

Add guests Hidden

Multiple Emails

☐

Edit

Reason for reschedule Hidden

Long Text

☐

Edit

utm_campaign Hidden

Short Text

☐

Edit

utm_source Hidden

Short Text

☐

Edit

utm_medium Hidden

Short Text

☐

Edit

traffic_source Hidden

Short Text

☐

Edit

handl_url Hidden

Short Text

☐

Edit

+ 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.

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

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

utm_medium
cpc

utm_source
Google

utm_campaign
SpringSale

traffic_source
Paid

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

Add to calendar



Revision #2

Created Mon, Jan 22, 2024 11:20 PM by [Leman](#)

Updated Mon, Jan 22, 2024 11:28 PM by [Leman](#)