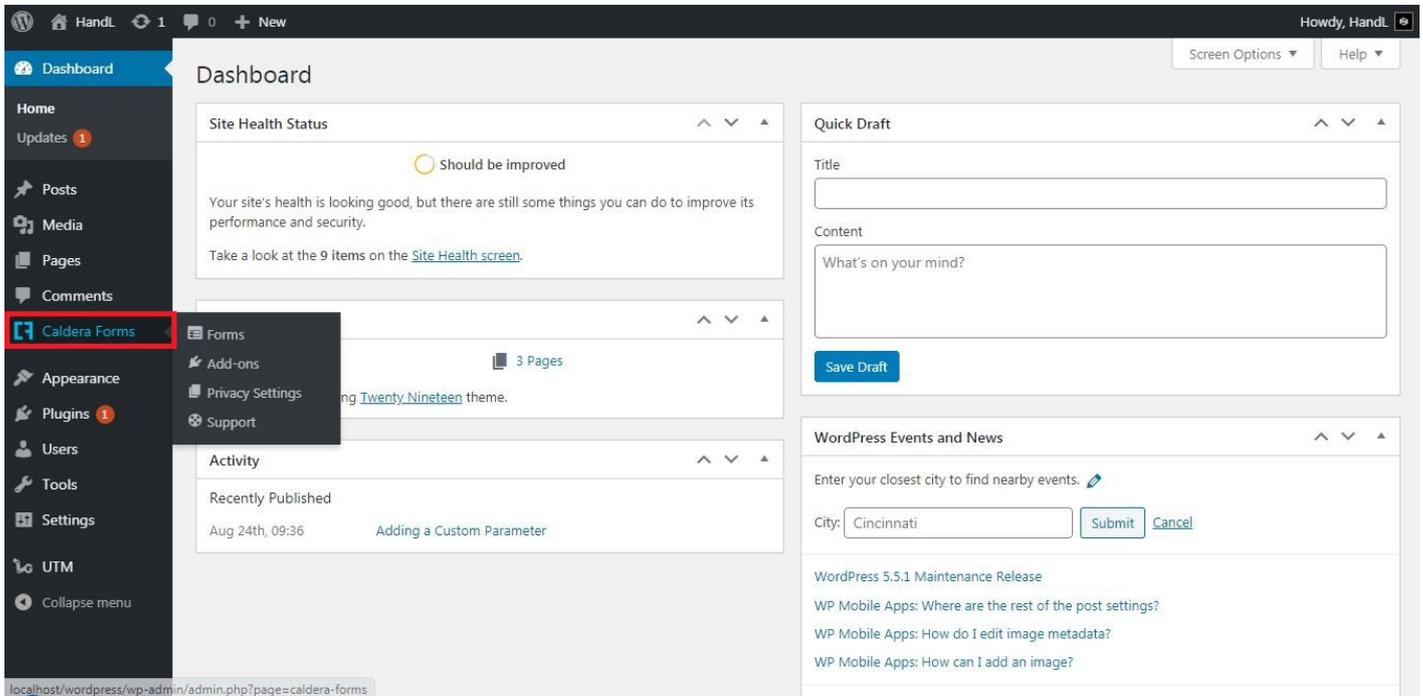
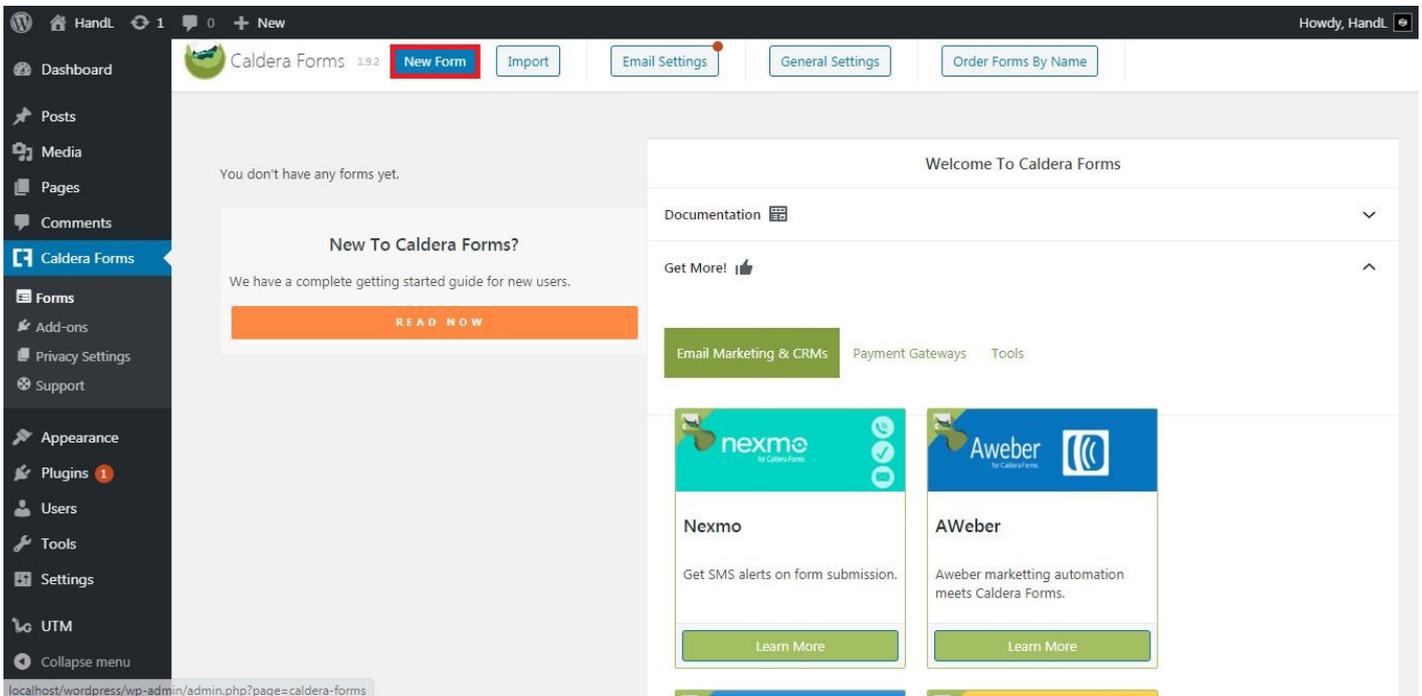


# Track UTM in Caldera Form

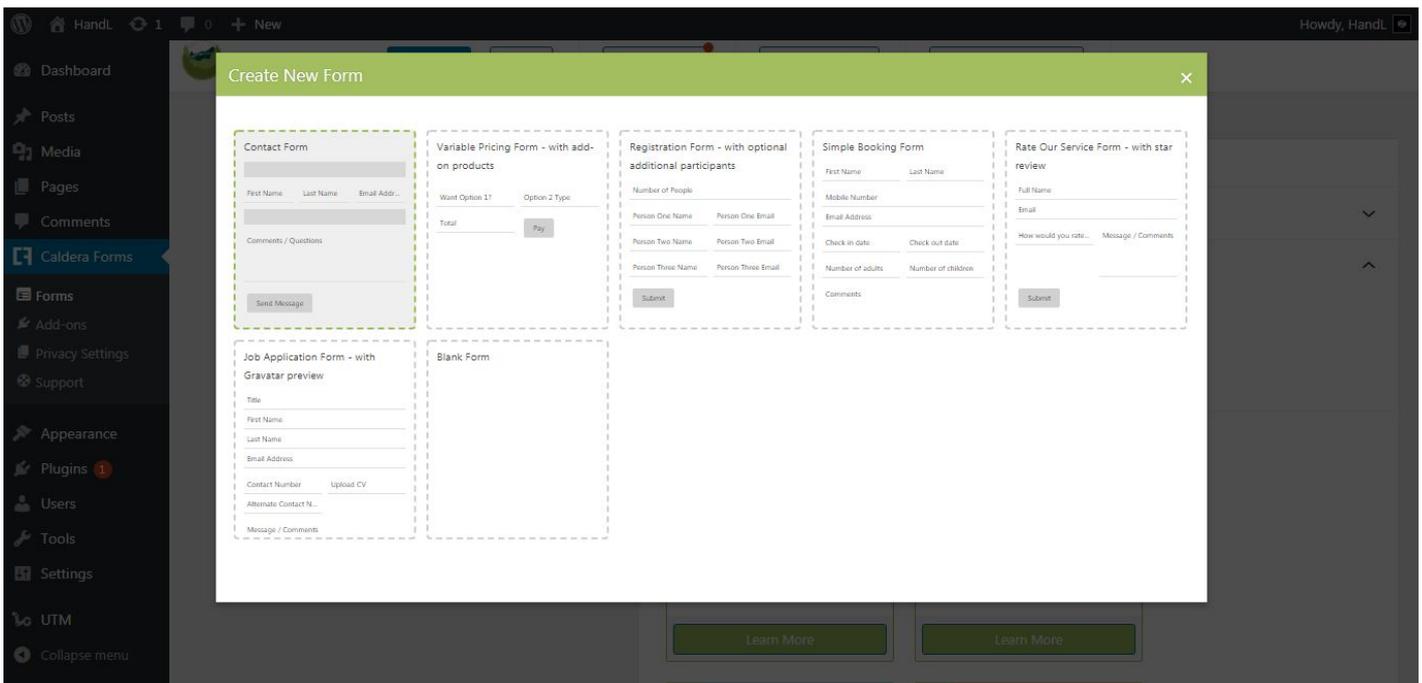
## 1. Click "Caldera Forms"



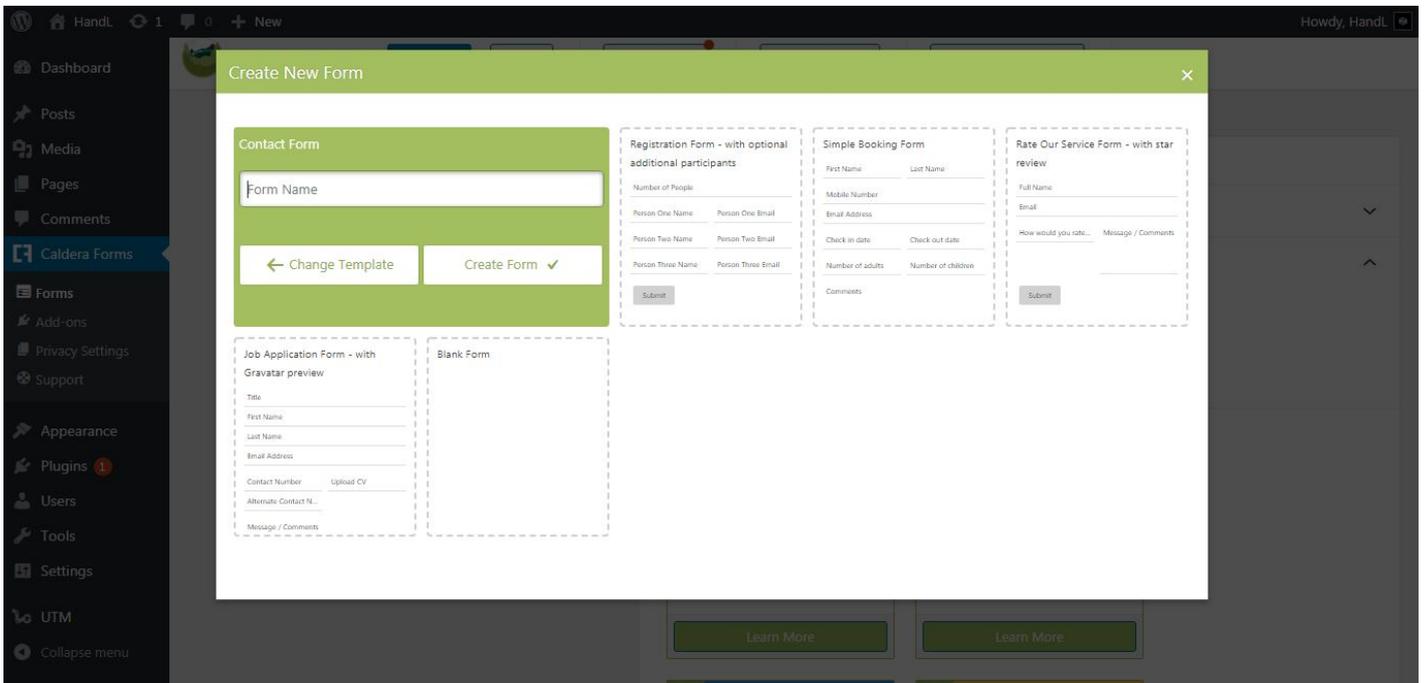
## 2. Click "New Form"



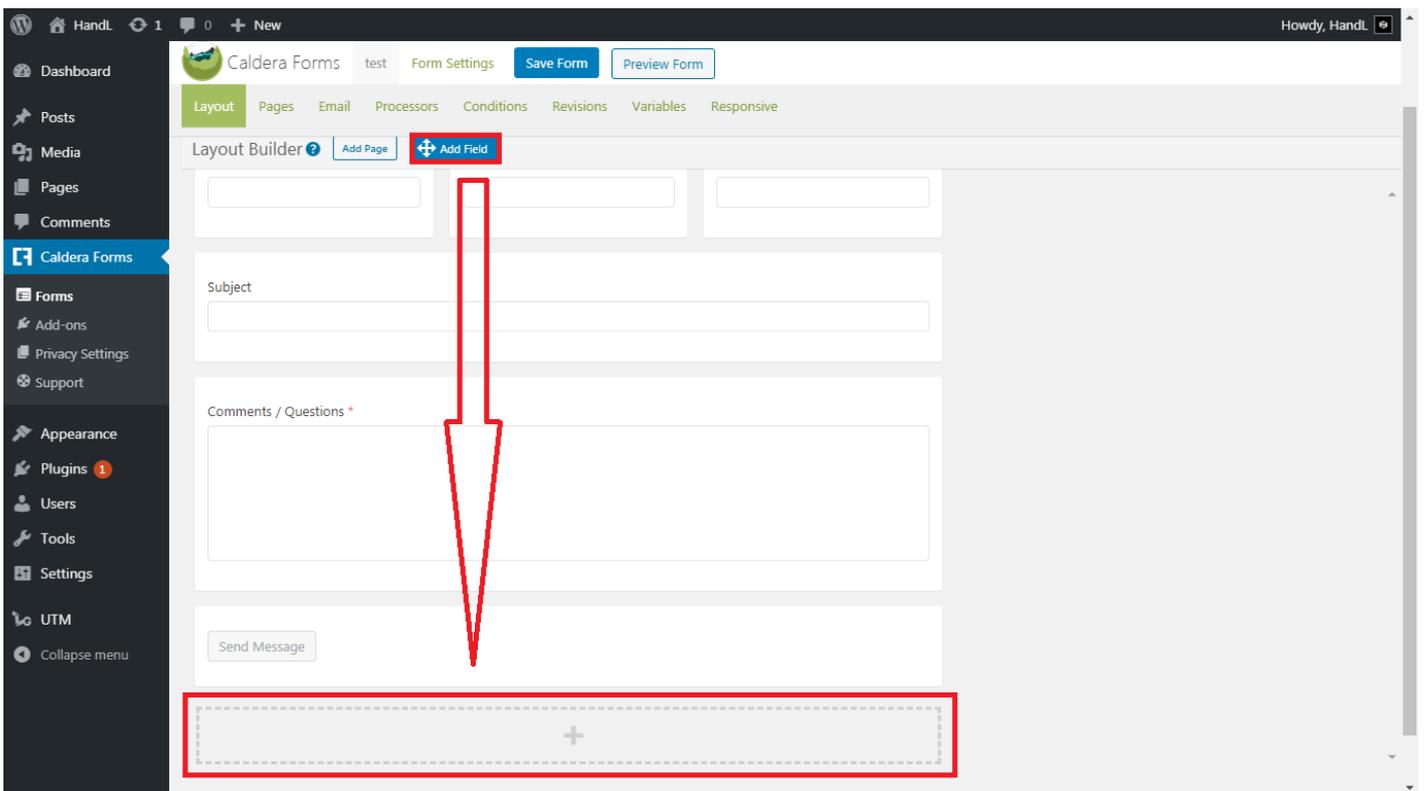
### 3. Select a form type



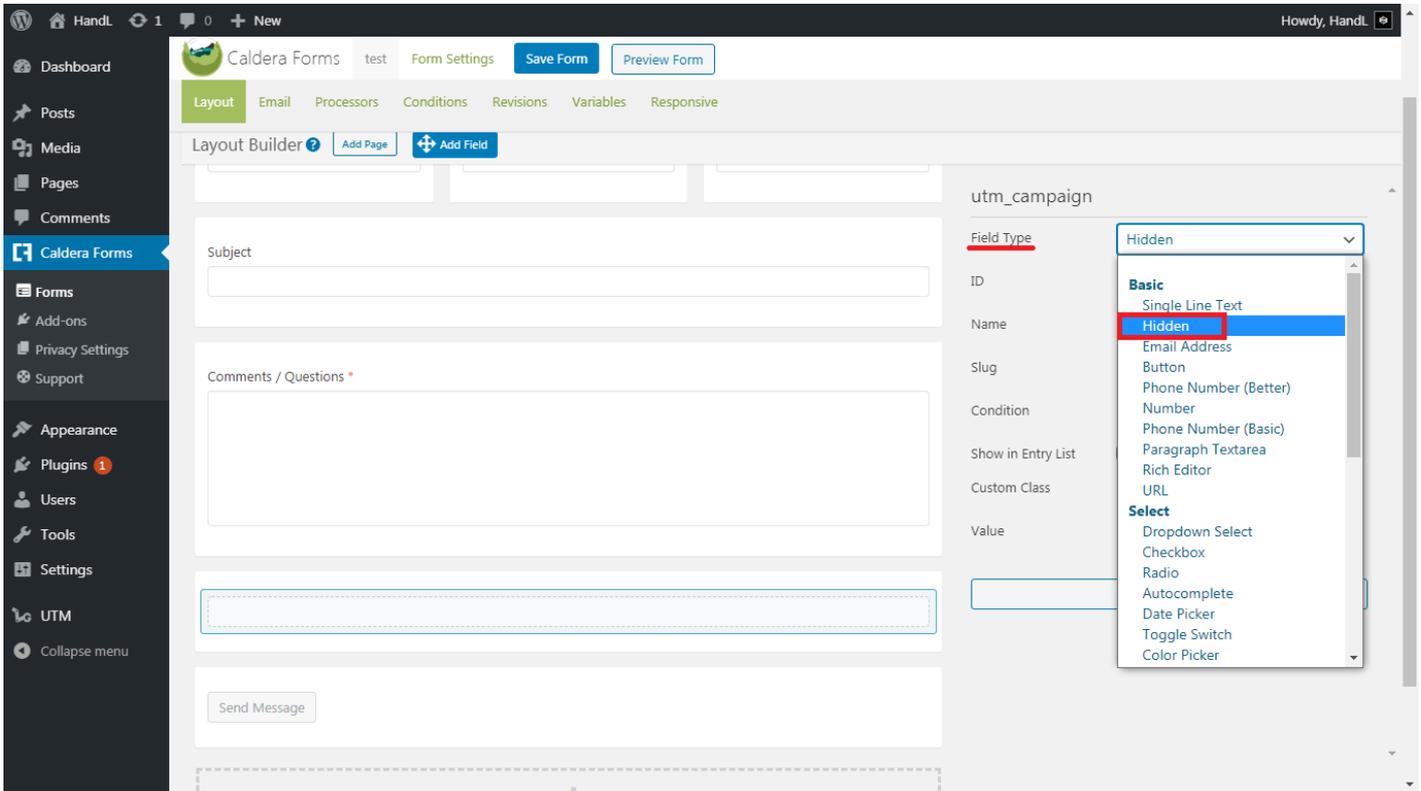
### 4. Enter a form name and click "Create Form"



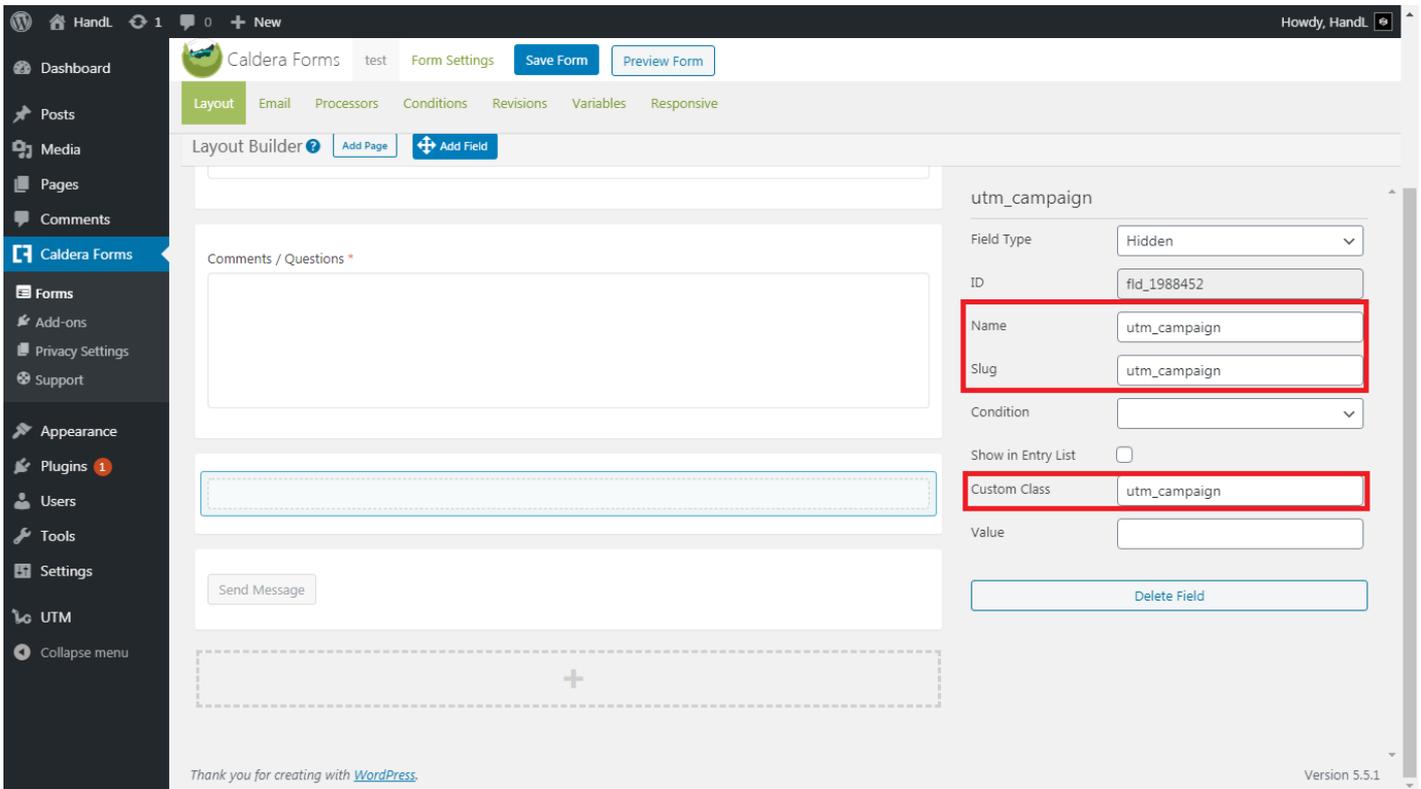
**5. Click "+" icon, then drag the "Add Field" button to the empty area**



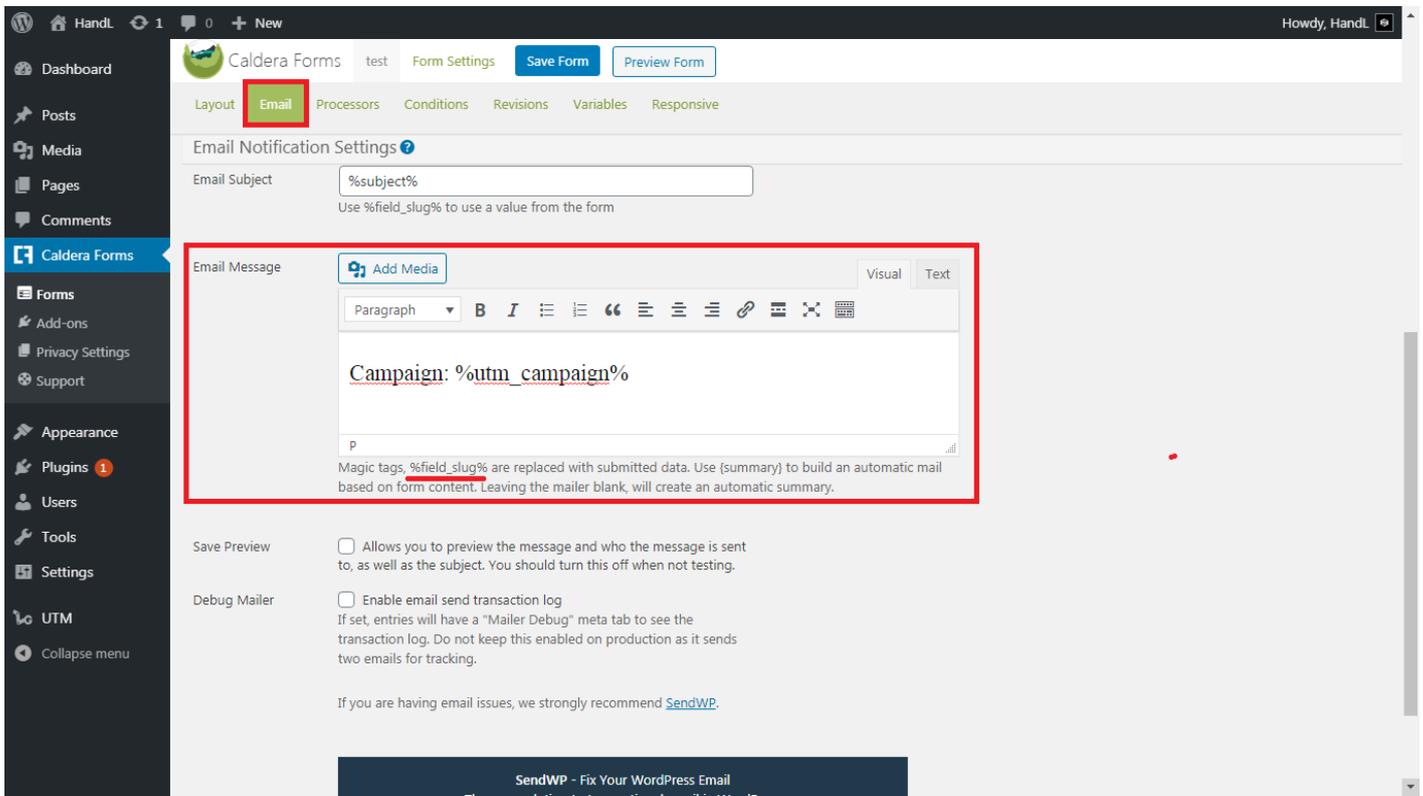
**6. Select field type as "Hidden"**



## 7.Fill the necessary areas

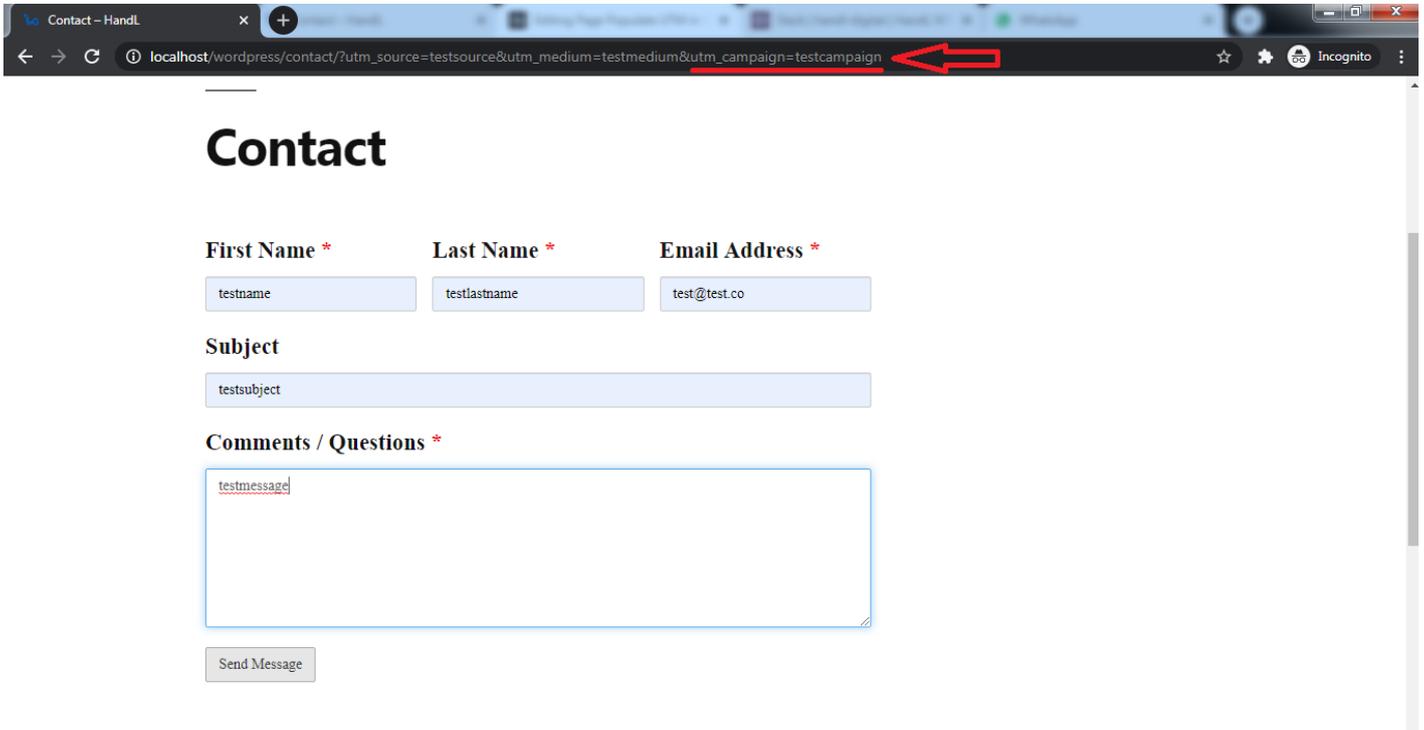


## 8. Open "Email" tab and put the magic tag in the area, then save form

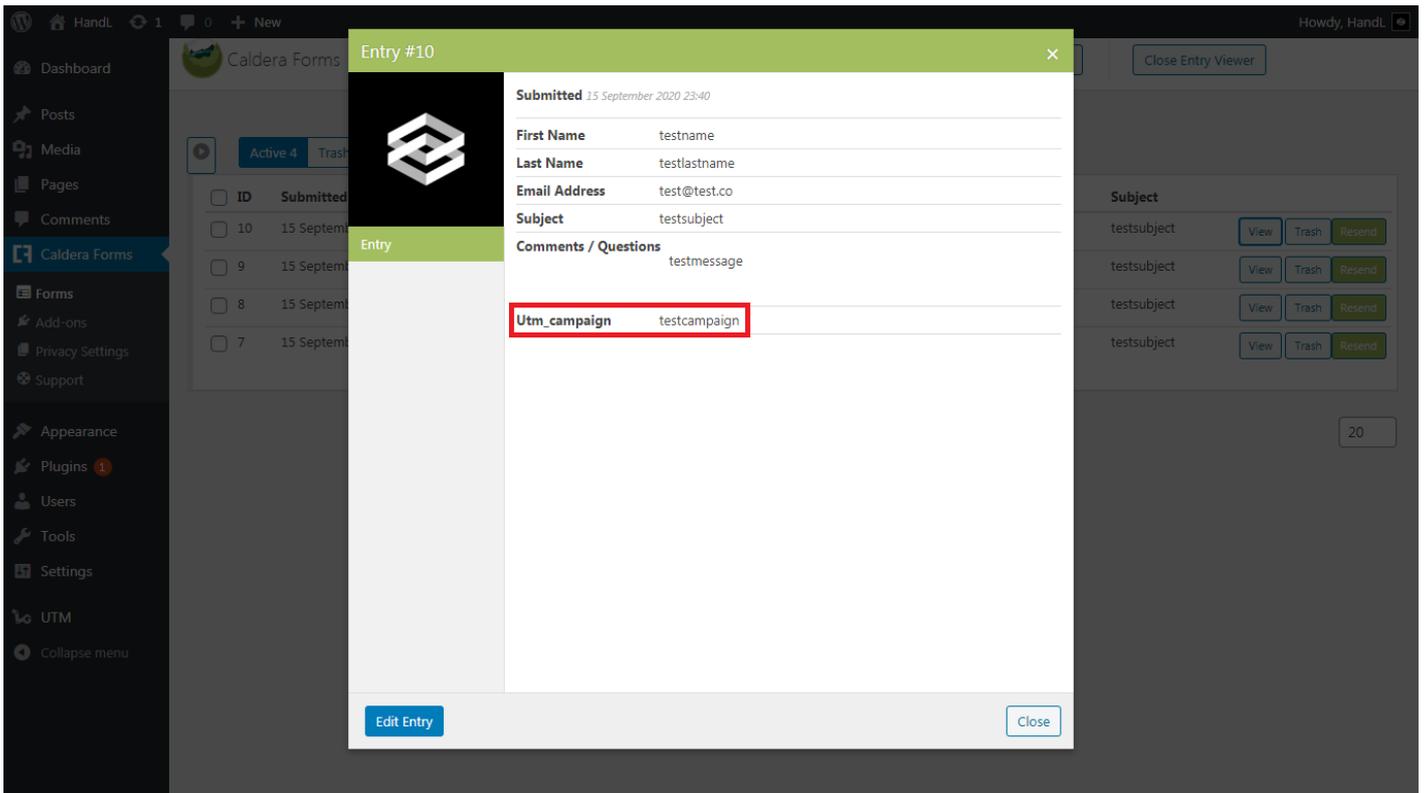


The screenshot shows the Caldera Forms interface. The 'Email' tab is selected and highlighted with a red box. The 'Email Notification Settings' section includes an 'Email Subject' field with the placeholder '%subject%' and a note: 'Use %field\_slug% to use a value from the form'. Below this is the 'Email Message' editor, which is also highlighted with a red box. The editor has a toolbar with options like 'Add Media', 'Paragraph', 'B', 'I', and 'Text'. The text inside the editor is 'Campaign: %utm\_campaign%'. Below the editor, there are two checkboxes: 'Save Preview' (unchecked) and 'Debug Mailer' (unchecked). A note at the bottom of the settings area reads: 'If you are having email issues, we strongly recommend [SendWP](#).' At the very bottom of the page, there is a dark blue banner with the text 'SendWP - Fix Your WordPress Email'.

## 9. Let's try it



## 10. You are tracking it now



Revision #7

Created Tue, Sep 15, 2020 9:12 AM

Updated Tue, Sep 15, 2020 8:53 PM