

# Easy Appointments Integration

HandL UTM Grabber / Tracker How to collect and track UTM variables via Easy Appointments step by step

- [Easy Appointments UTM integration](#)

# Easy Appointments UTM integration

1) Create the following custom fields in Easy Appointments WordPress plugin.

Go to Easy Appointments > Settings

```
utm_campaign – Collects utm_campaign variable.utm_source – Collects utm_source variable.  
utm_term – Collects utm_term variable.  
utm_medium – Collects utm_medium variable.  
utm_content – Collects utm_content variable.  
gclid – Collects gclid variable.  
fbclid – Collects gclid variable.
```

Dashboard

Posts

Media

Easy Appointments

Appointments

1. Locations

2. Services

3. Employees

4. Connections

5. Settings

6. Tools

Vacation

Reports

Forms

Pages

Comments

WooCommerce

Products

Analytics

Marketing

General

Mail Notifications

FullCalendar Shortcode

Labels

Date & Time

Custom Form Fields

Google reCAPTCHA v2

Google reCAPTCHA v3

Form Style & Redirect

GDPR

Money Format

Save

Create all fields that you need. Custom order them by drag and drop.

Name

Type

Input

Add

Namn

INPUT

E-post

EMAIL

Telefon

INPUT

utm\_source

INPUT

utm\_campaign

INPUT

utm\_medium

INPUT

utm\_term

INPUT

utm\_content

INPUT

gclid

INPUT

\* To use using the email notification for user there must be field named "email" or "e-mail" or field with type "email"

it is very critical that you use the exact same name shown above as slug in order for our plugin collect and associate the UTMs

utm\_source

INPUT ^

Slug :

utm\_source

Label

utm\_source

Placeholder

Default value

You can put values from logged in user (list of keys: ID, user\_login, user\_pass, user\_nicename, user\_email, user\_url, user\_registered, user\_activation\_key, user\_status, display\_name, nickname, first\_name, last\_name, description, rich\_editing, syntax\_highlighting, comment\_shortcuts, admin\_color, use\_ssl, show\_admin\_bar\_front, locale, www0\_capabilities, www0\_user\_level, dismissed\_wp\_pointers, aioseo\_contact\_methods\_header, aioseo\_twitter, aioseo\_facebook, twitter, facebook, googleplus, linkedin, pinterest, last\_update, \_order\_count, billing\_first\_name, billing\_last\_name, billing\_company, billing\_address\_1, billing\_address\_2, billing\_city, billing\_postcode, billing\_country, billing\_state, billing\_phone, billing\_email, shipping\_first\_name, shipping\_last\_name, shipping\_company, shipping\_address\_1, shipping\_address\_2, shipping\_city, shipping\_postcode, shipping\_country, shipping\_state, default\_password\_nag, session\_tokens, wc\_last\_active, \_woocommerce\_persistent\_cart\_1, gform\_recent\_forms, \_woocommerce\_tracks\_anon\_id, www0\_dashboard\_quick\_press\_last\_post\_id, community-events-location)

Required : ☐

Visible:

No, but rendered as hidden field

[Delete](#) | [Apply](#)

This is the bare minimum, you can add much more fields. Please see [Native WP Shortcodes](#) for the full list of parameters supported.

## 2) Confirm the fields prefilled automatically in your browser

```
▶<div class="form-group">...</div> flex
▶<div class="form-group">...</div> flex
▶<div class="form-group">...</div> flex
  <input id="utm_source" name="utm_source" type="hidden" value="google" class="custom-field">
  <input id="utm_campaign" name="utm_campaign" type="hidden" value="testcampaign" class="custom-field">
  <input id="utm_medium" name="utm_medium" type="hidden" value="medium" class="custom-field">
  <input id="utm_term" name="utm_term" type="hidden" value="term" class="custom-field">
  <input id="utm_content" name="utm_content" type="hidden" value="content" class="custom-field">
  <input id="gclid" name="gclid" type="hidden" value="" class="custom-field">
  <h3 id="booking-overview-header">Bokningsöversikt</h3>
  <div id="booking-overview">...</div>
▶<div class="form-group">...</div> flex
▶<div class="form-group">...</div> flex
</div>
</form>
```