

Easy Registration Forms

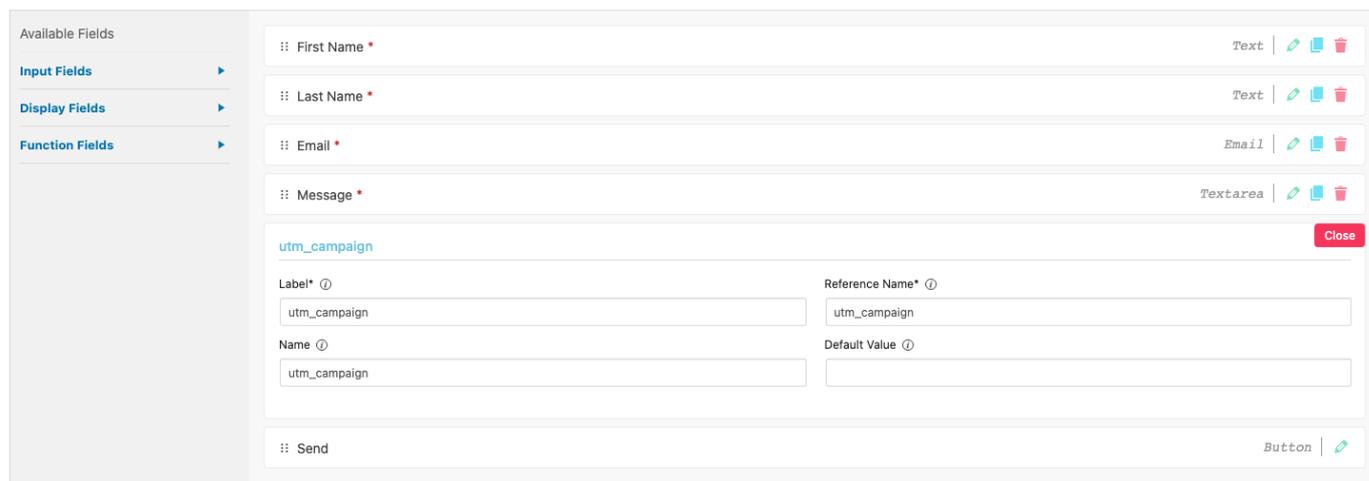
HandL UTM Grabber / Tracker How to collect and track UTM variables via Easy Registration Forms
step by step

- [Collect UTMs using Easy Registration Forms \(ERForms\)](#)

Collect UTMs using Easy Registration Forms (ERForms)

1 Add the UTM fields you would like to track to the form

Add them as hidden fields as shown above.



The screenshot displays the ERForms plugin configuration interface. On the left, a sidebar lists 'Available Fields' with categories: 'Input Fields', 'Display Fields', and 'Function Fields'. The main area shows a list of fields: 'First Name', 'Last Name', 'Email', 'Message', and 'Send'. A new field, 'utm_campaign', is being added and is currently hidden. The configuration for this field includes: 'Label*' (utm_campaign), 'Reference Name*' (utm_campaign), 'Name' (utm_campaign), and 'Default Value' (empty). A 'Close' button is visible in the top right corner of the field configuration panel.

2 Make sure the **Name** field is matching to plugin's parameter name

You can see the list of the parameters supported by our plugin here [Native WP Shortcodes](#)