

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 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 form fields: 'First Name *' (Text), 'Last Name *' (Text), 'Email *' (Email), and 'Message *' (Textarea). Below these, a new field named 'utm_campaign' is being configured. This configuration section includes a 'Label*' field with the value 'utm_campaign', a 'Reference Name*' field with the value 'utm_campaign', a 'Name' field with the value 'utm_campaign', and an empty 'Default Value' field. A 'Close' button is located to the right of the configuration section. At the bottom of the list, there is a 'Send' field (Button).

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](#)