

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 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 a 'Default Value' field which is empty. A 'Close' button is located at the top right of this configuration section. At the bottom of the main area, there is a 'Send' button (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](#)