

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 titled 'Available Fields' lists three categories: 'Input Fields', 'Display Fields', and 'Function Fields'. The main area shows a list of form fields. The first four are standard form fields: 'First Name *' (Text), 'Last Name *' (Text), 'Email *' (Email), and 'Message *' (Textarea). Below these is a custom field configuration for 'utm_campaign'. This configuration 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 to the right of the 'utm_campaign' field configuration. At the bottom of the list is a 'Send' button field.

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](#)

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