

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 titled 'Available Fields' lists 'Input Fields', 'Display Fields', and 'Function Fields'. The main area shows a list of form fields: 'First Name *' (Text), 'Last Name *' (Text), 'Email *' (Email), 'Message *' (Textarea), and 'Send' (Button). Below these, a new field named 'utm_campaign' is being configured. This configuration section includes a 'Close' button and four input fields: 'Label*' (containing 'utm_campaign'), 'Reference Name*' (containing 'utm_campaign'), 'Name' (containing 'utm_campaign'), and 'Default Value' (empty).

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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