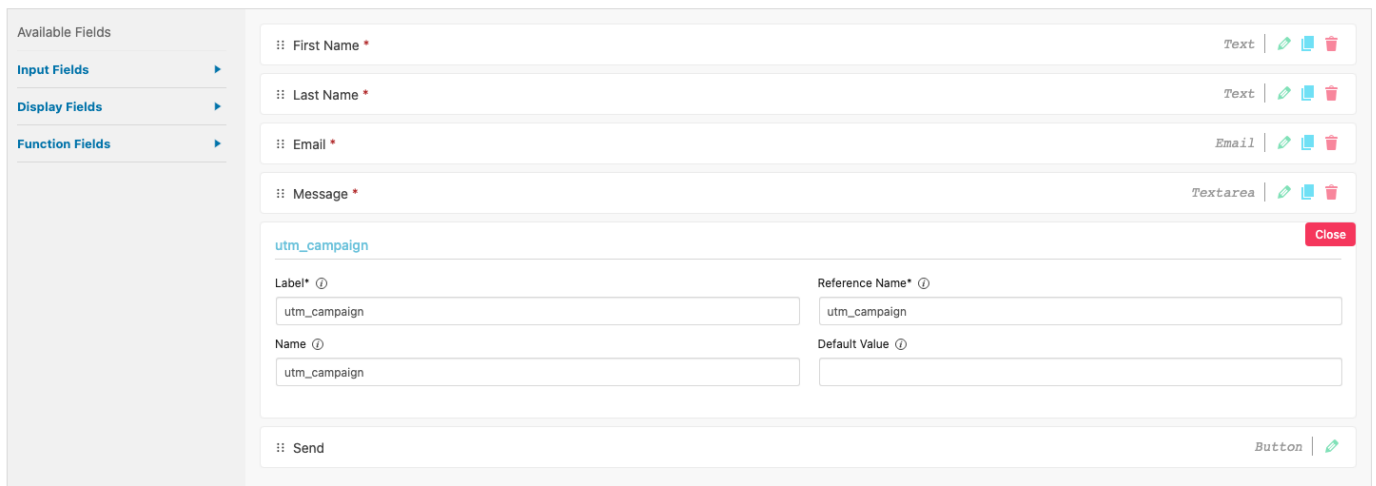


Collect UTMs using Easy Registration Forms (ERForms)

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 fields are 'First Name *', 'Last Name *', 'Email *', and 'Message *', each with a 'Text' or 'Textarea' type and edit/delete icons. The fifth field is a hidden UTM field, 'utm_campaign', which is expanded to show its configuration. This field has a 'Label*' of 'utm_campaign', a 'Reference Name*' of 'utm_campaign', a 'Name' of 'utm_campaign', and a 'Default Value' field. The field type is set to 'Text'. At the bottom of the list is a 'Send' button field. A red 'Close' button is located at the top right of the expanded UTM field configuration.

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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