

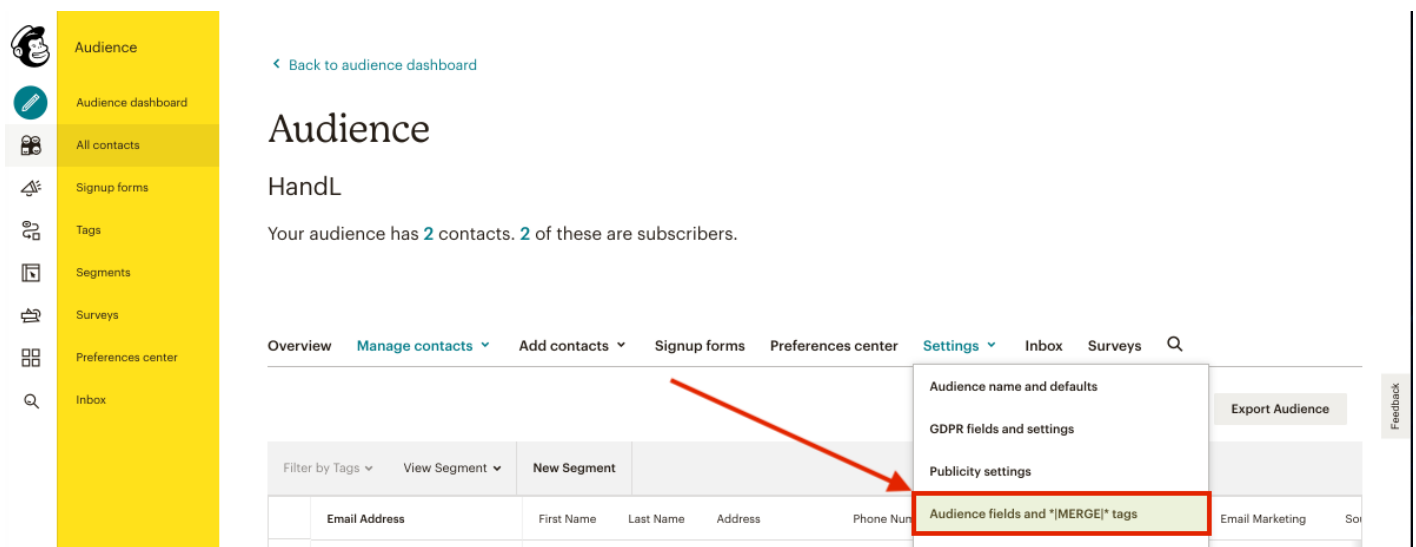
Mailchimp For Wordpress Integration

HandL UTM Grabber / Tracker How to collect and track UTM variables via MailChimp step by step

- [MailChimp for WordPress Integration](#)

MailChimp for WordPress Integration

1-)Go to "fields and MERGE tags" from setting on Mailchimp



The screenshot shows the Mailchimp Audience dashboard for an audience named "HandL". The left sidebar contains navigation links: Audience, Audience dashboard, All contacts, Signup forms, Tags, Segments, Surveys, Preferences center, and Inbox. The main content area shows the audience has 2 contacts, 2 of which are subscribers. A navigation bar at the top includes links for Overview, Manage contacts, Add contacts, Signup forms, Preferences center, Settings, Inbox, and Surveys. The "Settings" dropdown menu is open, showing options: Audience name and defaults, GDPR fields and settings, Publicity settings, and Audience fields and *|MERGE|* tags. The last option is highlighted with a red box. A red arrow points from the "Settings" link in the navigation bar to this option. Below the settings menu is a table with columns: Email Address, First Name, Last Name, Address, and Phone Number. On the right side, there are buttons for "Export Audience" and "Email Marketing".

2-)Click on the "Add A Field" button

Audience

 Audience dashboard

 All contacts

 Signup forms

 Tags

 Segments

 Surveys

 Preferences center

 Inbox

Audience fields and *|MERGE|* tags

Here you can manage the fields available to your audience's [signup forms](#). Groups can also show up on signup forms but are edited on the audience's [groups](#) page.

Field label and type	Required?	Visible?	Put this tag in your content:	Default merge tag value
<input type="text" value="Email Address"/> email	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	*[EMAIL]* or *[MERGE0]*	
<input type="text" value="First Name"/> text	<input type="checkbox"/>	<input checked="" type="checkbox"/>	* <input type="text" value="FNAME"/> * or *[MERGE1]*	<input type="text" value="Default merge tag val"/>
<input type="text" value="Last Name"/> text	<input type="checkbox"/>	<input checked="" type="checkbox"/>	* <input type="text" value="LNAME"/> * or *[MERGE2]*	<input type="text" value="Default merge tag val"/>
<input type="text" value="Address"/> address	<input type="checkbox"/>	<input type="checkbox"/>	* <input type="text" value="ADDRESS"/> * or *[MERGE3]*	
<input type="text" value="Phone Number"/> phone	<input type="checkbox"/>	<input type="checkbox"/>	* <input type="text" value="PHONE"/> * or *[MERGE4]*	<input type="text" value="Default merge tag val"/>
Phone format <input type="text" value="International"/>				
<input type="text" value="Birthday"/> birthday	<input type="checkbox"/>	<input checked="" type="checkbox"/>	* <input type="text" value="BIRTHDAY"/> * or *[MERGE5]*	<input type="text" value="Default merge tag val"/>
Date format <input type="text" value="MM / DD"/>				

3-)Add a Text Field

Audience

Audience dashboard

All contacts

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Tags

Segments

Surveys

Preferences center

Inbox

Here you can manage the fields available to your audience's [signup forms](#). Groups can also show up on signup forms but are edited on the audience's [groups](#) page.

Field label and type	Required?	Visible?	Put this tag in your content:	Default merge tag value
Email Address email	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	*[EMAIL]* or *[MERGE0]*	
First Name text	<input type="checkbox"/>	<input checked="" type="checkbox"/>	* FNAME * or *[MERGE1]*	Default merge tag val.
Last Name text	<input type="checkbox"/>	<input checked="" type="checkbox"/>	* LNAME * or *[MERGE2]*	Default merge tag val.
Address address	<input type="checkbox"/>	<input type="checkbox"/>	* ADDRESS * or *[MERGE3]*	
Phone Number phone	<input type="checkbox"/>	<input type="checkbox"/>	* PHONE * or *[MERGE4]*	Default merge tag val.
Phone format International ▾				
Birthday birthday	<input type="checkbox"/>	<input checked="" type="checkbox"/>	* BIRTHDAY * or *[MERGE5]*	Default merge tag val.
Date format MM / DD ▾				

Select a field type to add:

Text

Number

Radio Buttons

Drop Down

Date

Birthday

Address

Zip Code (US Only)

Phone

Website

Image

Save Changes

Cancel Adding A Field

Feedback

4-)Write your parameter name to the text blank

Audience fields and *|MERGE|* tags

Here you can manage the fields available to your audience's [signup forms](#). Groups can also show up on signup forms but are edited on the audience's [groups](#) page.

Field label and type	Required?	Visible?	Put this tag in your content:	Default merge tag value
Email Address email	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	* EMAIL * or * MERGE0 *	
First Name text	<input type="checkbox"/>	<input checked="" type="checkbox"/>	* FNAME * or * MERGE1 *	Default merge tag val.
Last Name text	<input type="checkbox"/>	<input checked="" type="checkbox"/>	* LNAME * or * MERGE2 *	Default merge tag val.
Address address	<input type="checkbox"/>	<input type="checkbox"/>	* ADDRESS * or * MERGE3 *	
Phone Number phone	<input type="checkbox"/>	<input type="checkbox"/>	* PHONE * or * MERGE4 *	Default merge tag val.
Phone format				
International				
Birthday birthday	<input type="checkbox"/>	<input checked="" type="checkbox"/>	* BIRTHDAY * or * MERGE5 *	Default merge tag val.
Date format				
MM / DD				
UTM_CAMPAIGN text	<input type="checkbox"/>	<input checked="" type="checkbox"/>	* MMERGE6 * or * MERGE6 *	Default merge tag val.

Save Changes

Add A Field

5-)Add your all parameters like that

Phone Number	phone	<input type="checkbox"/>	<input type="checkbox"/>	* PHONE * or * MERGE4 *	Default merge tag val.
Phone format					
International					
Birthday	birthday	<input type="checkbox"/>	<input checked="" type="checkbox"/>	* BIRTHDAY * or * MERGE5 *	Default merge tag val.
Date format					
MM / DD					
UTM_CAMPAIGN	text	<input type="checkbox"/>	<input checked="" type="checkbox"/>	* MMERGE6 * or * MERGE6 *	Default merge tag val.
UTM_SOURCE	text	<input type="checkbox"/>	<input checked="" type="checkbox"/>	* MMERGE7 * or * MERGE7 *	Default merge tag val.
UTM_MEDIUM	text	<input type="checkbox"/>	<input checked="" type="checkbox"/>	* MMERGE8 * or * MERGE8 *	Default merge tag val.
UTM_CONTENT	text	<input type="checkbox"/>	<input checked="" type="checkbox"/>	* MMERGE9 * or * MERGE9 *	Default merge tag val.
UTM_TERM	text	<input type="checkbox"/>	<input checked="" type="checkbox"/>	* MMERGE10 * or * MERGE10 *	Default merge tag val.
GCLID	text	<input type="checkbox"/>	<input checked="" type="checkbox"/>	* MMERGE11 * or * MERGE11 *	Default merge tag val.
HANDL_LANDING_PAG	text	<input type="checkbox"/>	<input checked="" type="checkbox"/>	* MMERGE12 * or * MERGE12 *	Default merge tag val.
HANDL_IP	text	<input type="checkbox"/>	<input checked="" type="checkbox"/>	* MMERGE13 * or * MERGE13 *	Default merge tag val.

Save Changes

Add A Field

6-)Go to MC4WP plugin and write your parameters code into it.Then click on save changes and copy the form shortcode below the page

HandL UTM Grabber 0 + New

Howdy, HandL

Dashboard

Posts

Media

Pages

Comments

Appearance

Plugins

Users

Tools

Settings

UTM

MC4WP

Mailchimp

Form

Integrations

Other Add-ons

Collapse menu

Choose a field to add to the form

List fields

Email address * Birthday Last Name UTM_TERM GCLID HANDL_LANDING_PAGE HANDL_IP UTM_CAMPAIGN UTM_SOURCE UTM_MEDIUM UTM_CONTENT Street Address City State ZIP Country Phone Number

Form fields

Submit button List choice Form action Agree to terms

Form code

```
<p>
<label>Email address:
<input type="email" name="EMAIL" placeholder="Your email address" required
</label>
</p>
<p>
<input type="hidden" name="MMERGE6" value="" id="utm_campaign">
<input type="hidden" name="MMERGE7" value="" id="utm_source">
<input type="hidden" name="MMERGE8" value="" id="utm_medium">
<input type="hidden" name="MMERGE9" value="" id="utm_content">
<input type="hidden" name="MMERGE10" value="" id="utm_term">
<input type="hidden" name="MMERGE11" value="" id="gclid">
<input type="hidden" name="MMERGE12" value="" id="handl_landing_page">
<input type="hidden" name="MMERGE13" value="" id="handl_ip">
</p>
<p>
<input type="submit" value="Sign up" />
</p>
```

Form preview

Email address:

Your email address

SIGN UP

Save Changes

Use the shortcode `[mc4wp_form id="104"]` to display this form inside a post, page or text widget.

Learn how to best grow your lists & write better emails by subscribing to our monthly tips.

Email Address

mkceliks@gmail.com

First Name

Subscribe

Other plugins by ibericode

Koko Analytics

Privacy-friendly analytics plugin that does not use any external services.

Boxzilla Pop-ups

Pop-ups or boxes that slide-in with a newsletter sign-up form. A sure-fire way to grow your email lists.

HTML Forms

Super flexible forms using native HTML. Just like Mailchimp for WordPress forms but for other purposes, like a contact form.

Looking for help?

We have some resources available to help you in the right direction.

- Knowledge Base
- Frequently Asked Questions

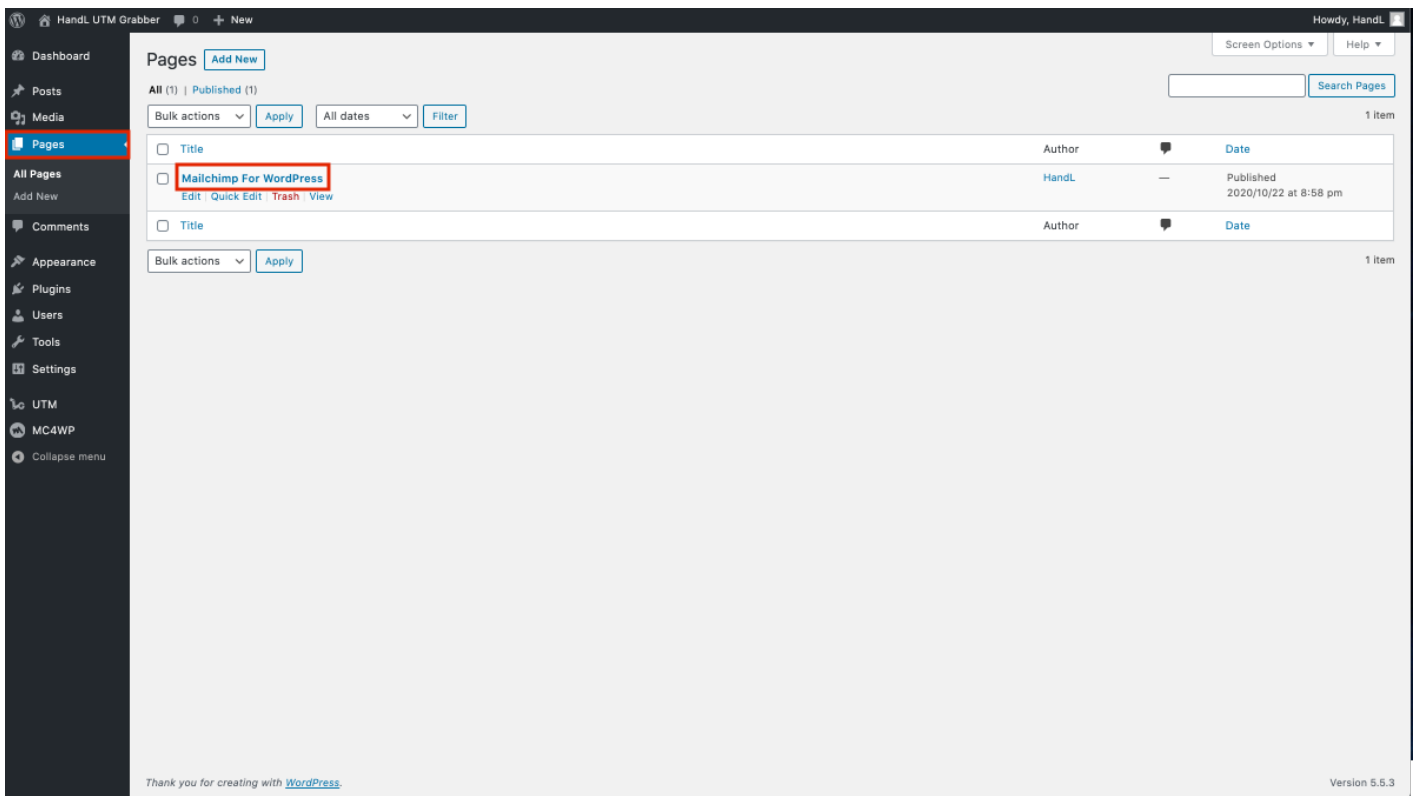
If your answer can not be found in the resources listed above, please use the [support forums on WordPress.org](#).

Found a bug? Please [open an issue on GitHub](#).

Parameters Code Example

```
<p>
  <input type="hidden" name="MMERGE6" value="" id="utm_campaign"> <input type="hidden"
name="MMERGE7" value="" id="utm_source"> <input type="hidden" name="MMERGE8" value=""
id="utm_medium">
  <input type="hidden" name="MMERGE9" value="" id="utm_content"> <input type="hidden"
name="MMERGE10" value="" id="utm_term"> <input type="hidden" name="MMERGE11" value=""
id="gclid">
  <input type="hidden" name="MMERGE12" value="" id="handl_landing_page"> <input
type="hidden" name="MMERGE13" value="" id="handl_ip">
</p>
```

7-)Go to your pages section and open your page



The screenshot shows the WordPress dashboard with the 'Pages' section selected in the left sidebar. The main content area displays a list of pages. The page titled 'Mailchimp For WordPress' is highlighted with a red box. Below the title, there are links for 'Edit', 'Quick Edit', 'Trash', and 'View'. The page is authored by 'HandL' and was published on '2020/10/22 at 8:58 pm'.

<input type="checkbox"/>	Title	Author	Date
<input type="checkbox"/>	Mailchimp For WordPress	HandL	Published 2020/10/22 at 8:58 pm

8-)Paste your form shortcode here



9-)Go to campaign URL builder and copy the URL that it generated

Multiple Views
Interactive Charts
Working with Custom Components
Third Party Visualizations
Server-side Authorization
Enhanced Ecommerce **Updated!**
GA4 Event Builder
Hit Builder
Query Explorer
Request Composer
Spreadsheet Add-on
Tag Assistant
Usage Trends

Resources
About this Site
Help & Feedback

Fill out the required fields (marked with *) in the form below, and once complete the full campaign URL will be generated for you. *Note: the generated URL is automatically updated as you make changes.*

* Website URL
The full website URL (e.g. <https://www.example.com>)

* Campaign Source
The referrer: (e.g. [google](#), [newsletter](#))

* Campaign Medium
Marketing medium: (e.g. [cpc](#), [banner](#), [email](#))

* Campaign Name
Product, promo code, or slogan (e.g. [spring_sale](#))

Campaign Term
Identify the paid keywords

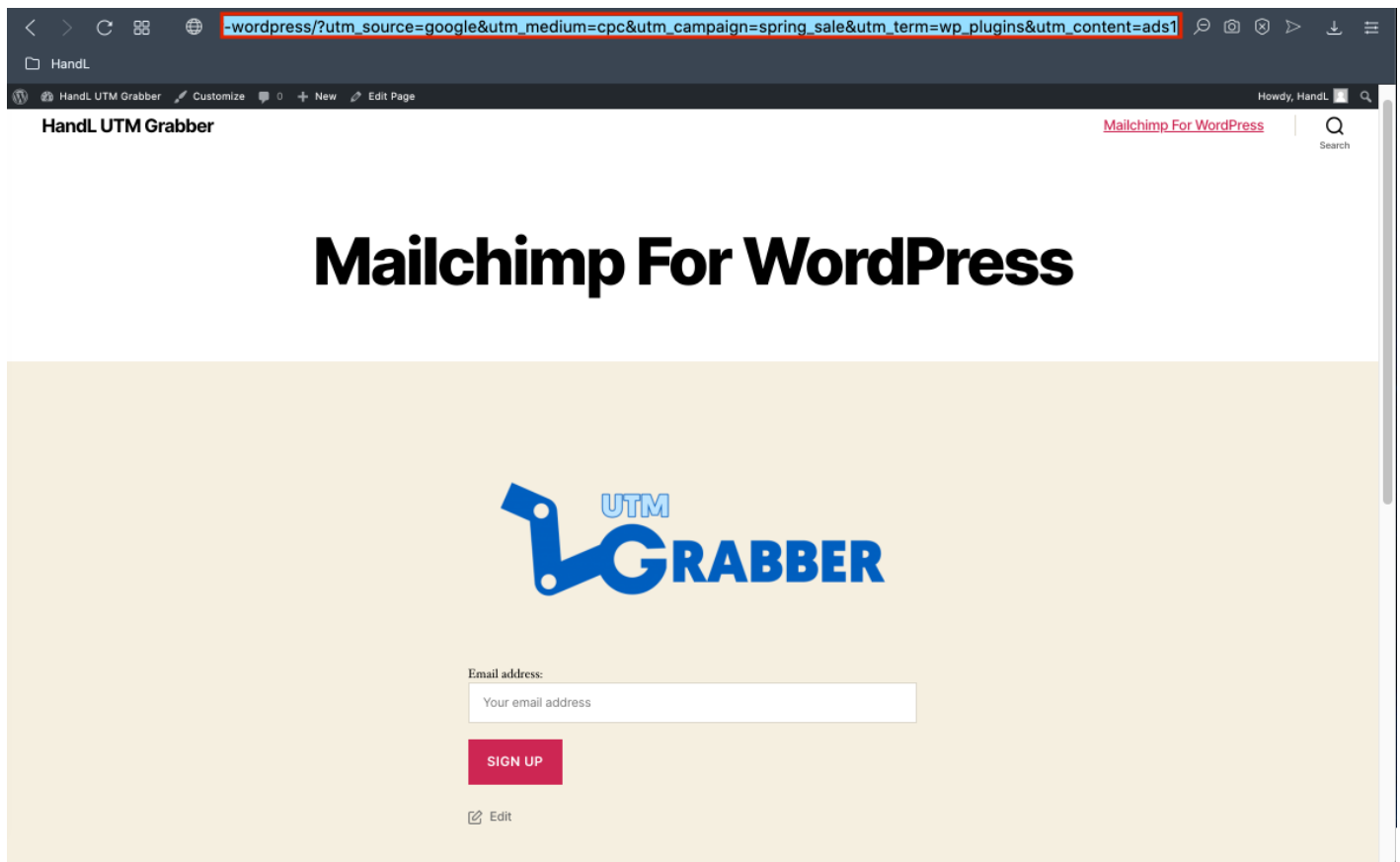
Campaign Content
Use to differentiate ads

Share the generated campaign URL

Use this URL in any promotional channels you want to be associated with this custom campaign

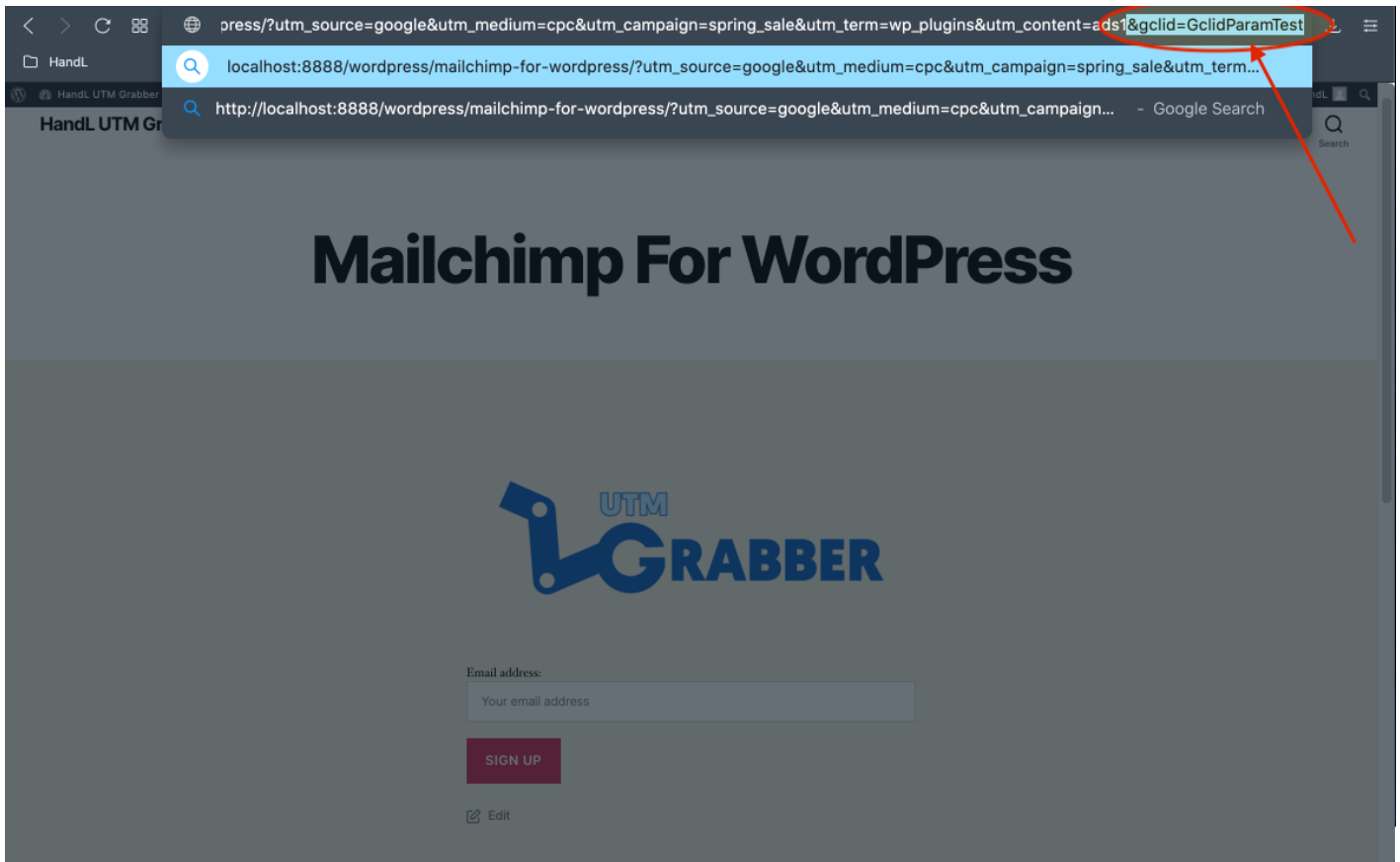
☐ Set the campaign parameters in the fragment portion of the URL (not recommended).

10-)Paste the URL that you copied



The screenshot shows a web browser window with the address bar containing the URL: `-wordpress/?utm_source=google&utm_medium=cpc&utm_campaign=spring_sale&utm_term=wp_plugins&utm_content=ads1`. The page title is "Mailchimp For WordPress". The main content area has a light beige background and features the "UTM GRABBER" logo, which consists of a blue stylized robot head and the text "UTM GRABBER". Below the logo is a sign-up form with the label "Email address:", a text input field containing the placeholder "Your email address", and a red "SIGN UP" button. At the bottom of the form is a small "Edit" link with a pencil icon.

11-)Write the gclid parameter at the end of the URL Then send the form



12-)Here is your result on Mailchimp

Audience

Audience dashboard

All contacts

Signup forms

Tags

Segments

Surveys

Preferences center

Inbox

Added via API on November 30th at 10:07 AM

★★★★★ Subscribed

Write a Note

1000 characters remaining

Write an internal note here

Add Note

Activity Feed

All Activity

November 30th

Added via API
2:07 AM

No tags for this contact

0%

Open rate

0%

Click rate

—

Total revenue

—

Average order value

Connect your store to get order data.

Profile Information

Edit

Email Address

[REDACTED]

Last Name

—

Address

—

Phone Number

—

Birthday

—

UTM_CAMPAIGN

spring_sale

UTM_SOURCE

google

UTM_MEDIUM

cpc

UTM_CONTENT

ads1

UTM_TERM

wp_plugins

GCLID

GclidParamTest

HANDL_LANDING_P...

http://localhost/wordpress/w...

HANDL_IP

::1