

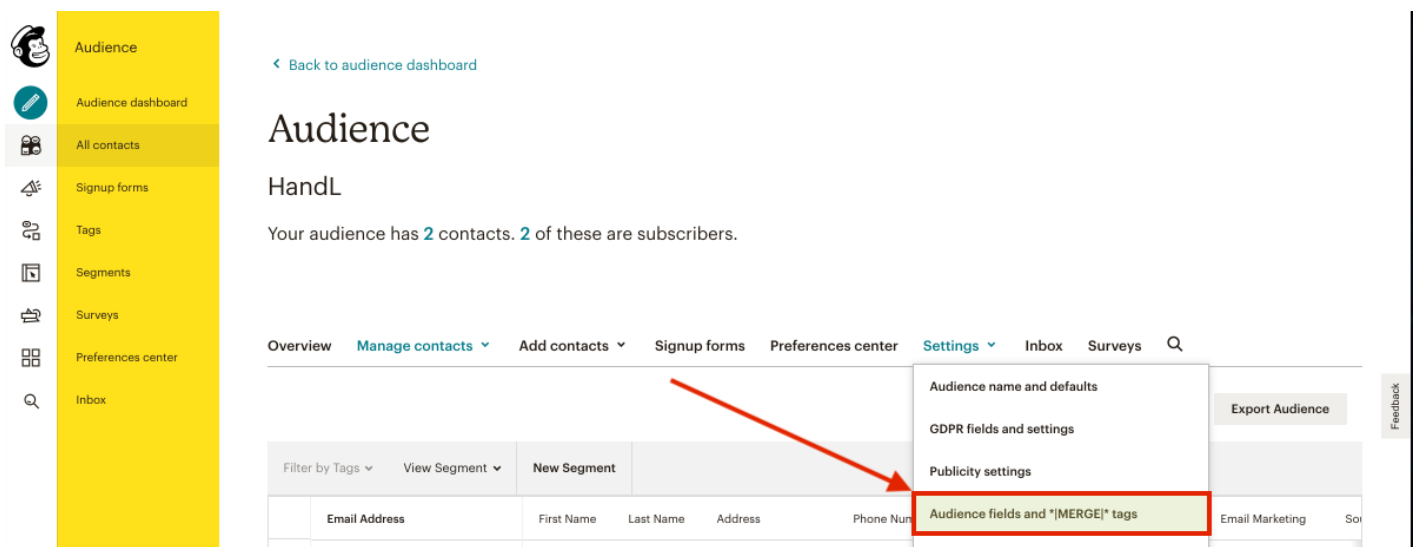
# Mailchimp For Wordpress Integration

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 has a header with "Audience" and "HandL", followed by the text "Your audience has 2 contacts. 2 of these are subscribers." Below this is a navigation bar with tabs: Overview, Manage contacts (selected), Add contacts, Signup forms, Preferences center, Settings (selected), Inbox, and Surveys. A dropdown menu is open under the "Settings" tab, showing options: Audience name and defaults, GDPR fields and settings, Publicity settings, and Audience fields and \*|MERGE|\* tags (highlighted with a red box). A red arrow points from the "Settings" tab to this option. On the right side of the dashboard, there are buttons for "Export Audience" and "Email Marketing".

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



## 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"/> | *  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"/> | *  LNAME  * or * MERGE2 *     | <input type="text" value="Default merge tag val."/> |
| <input type="text" value="Address"/> address     | <input type="checkbox"/>            | <input type="checkbox"/>            | *  ADDRESS  * or * MERGE3 *   |   |
| <input type="text" value="Phone Number"/> phone  | <input type="checkbox"/>            | <input type="checkbox"/>            | *  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"/> | *  BIRTHDAY  * or * MERGE5 *  | <input type="text" value="Default merge tag val."/> |
| Date format                                      |                                     |                                     |                               |   |
| <input type="text" value="MM / DD"/>             |                                     |                                     |                               |   |
| <input type="text" value="UTM_CAMPAIGN"/> text   | <input type="checkbox"/>            | <input checked="" type="checkbox"/> | *  MMERGE6  * or * MERGE6 *   | <input type="text" value="Default merge tag val."/> |

Save Changes

Add A Field

## 5-)Add your all parameters like that

Audience

Audience dashboard

All contacts

Signup forms

Tags

Segments

Surveys

Preferences center

Inbox

K

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

Save Changes

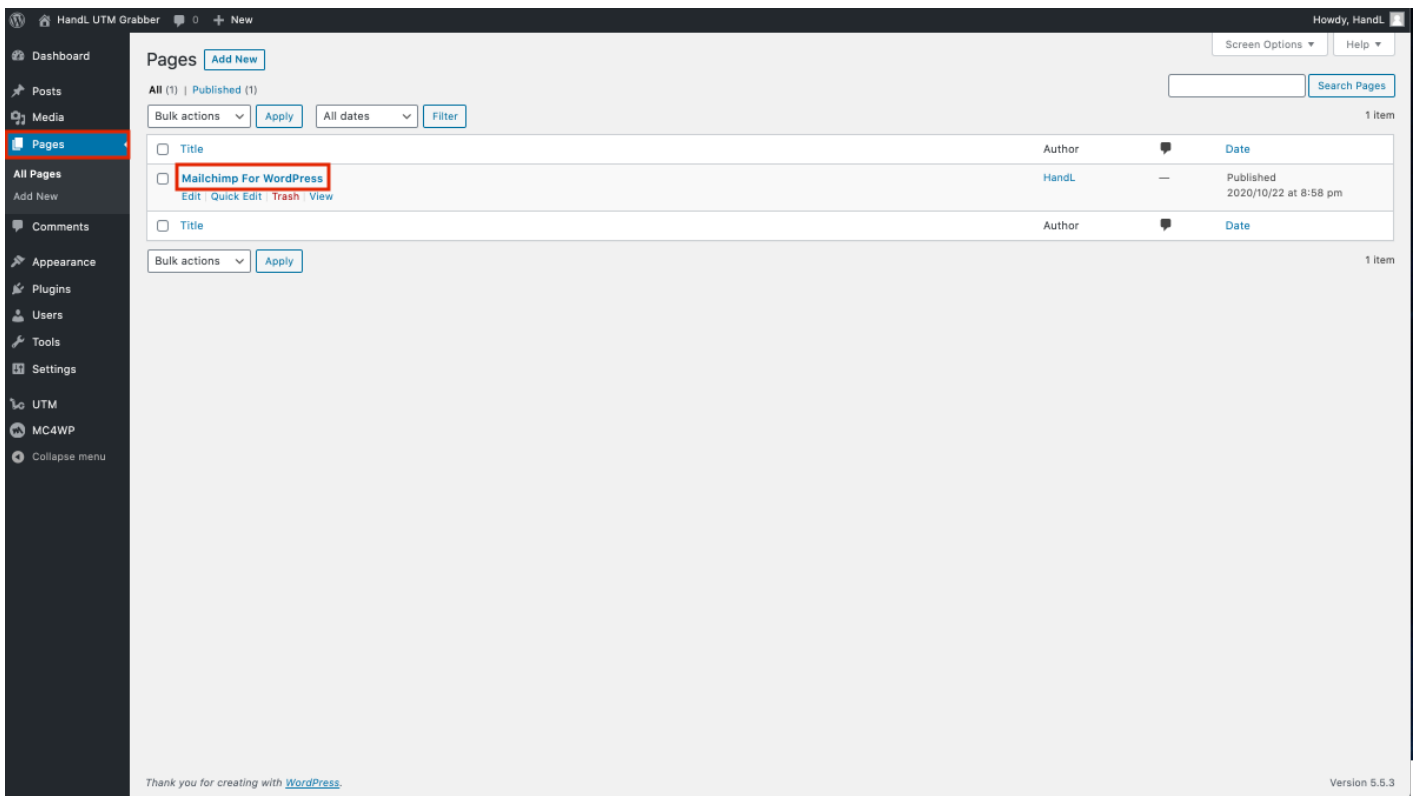
Add A Field

**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**

## 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

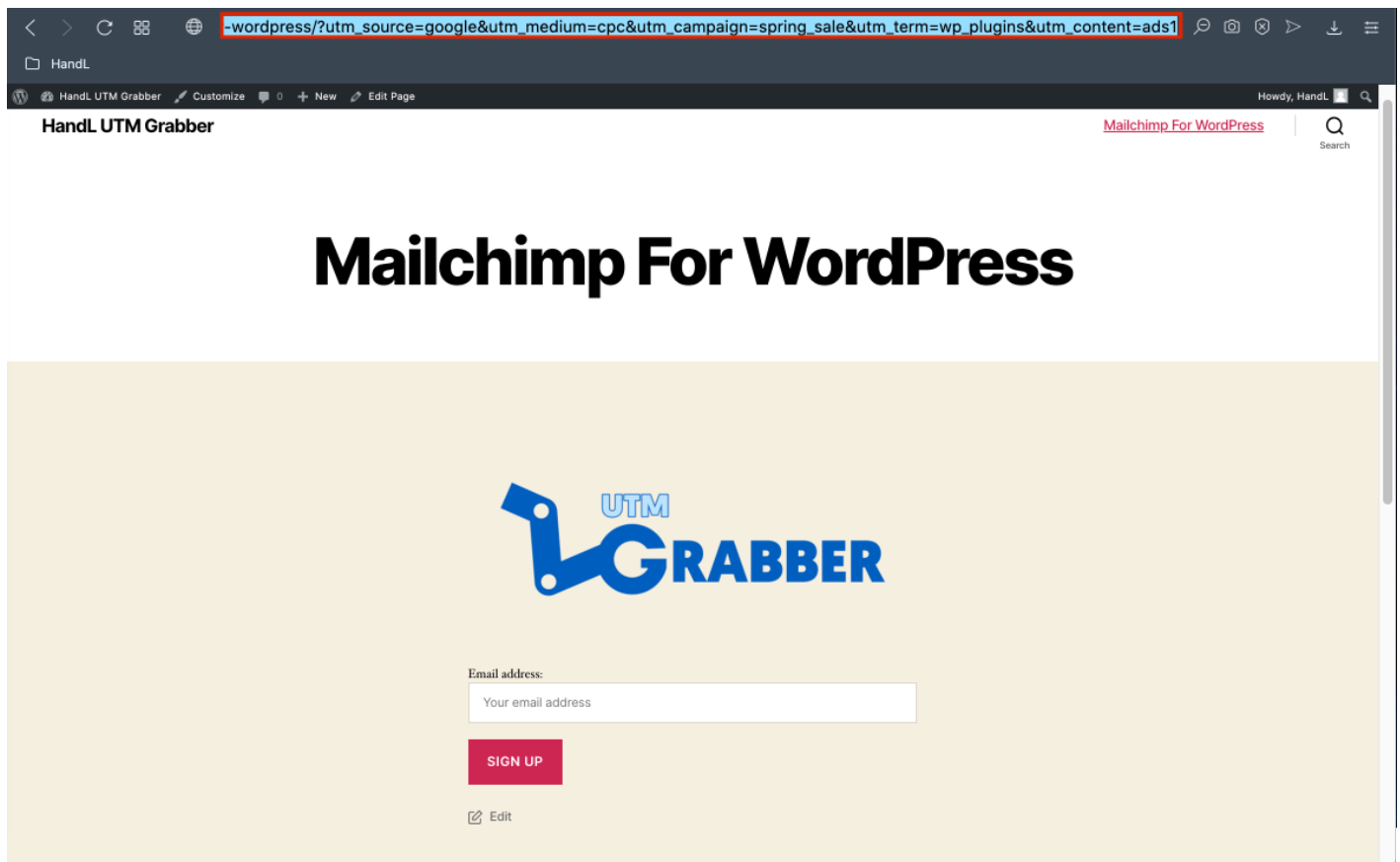
Campaign Content   
Use to differentiate ads

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).

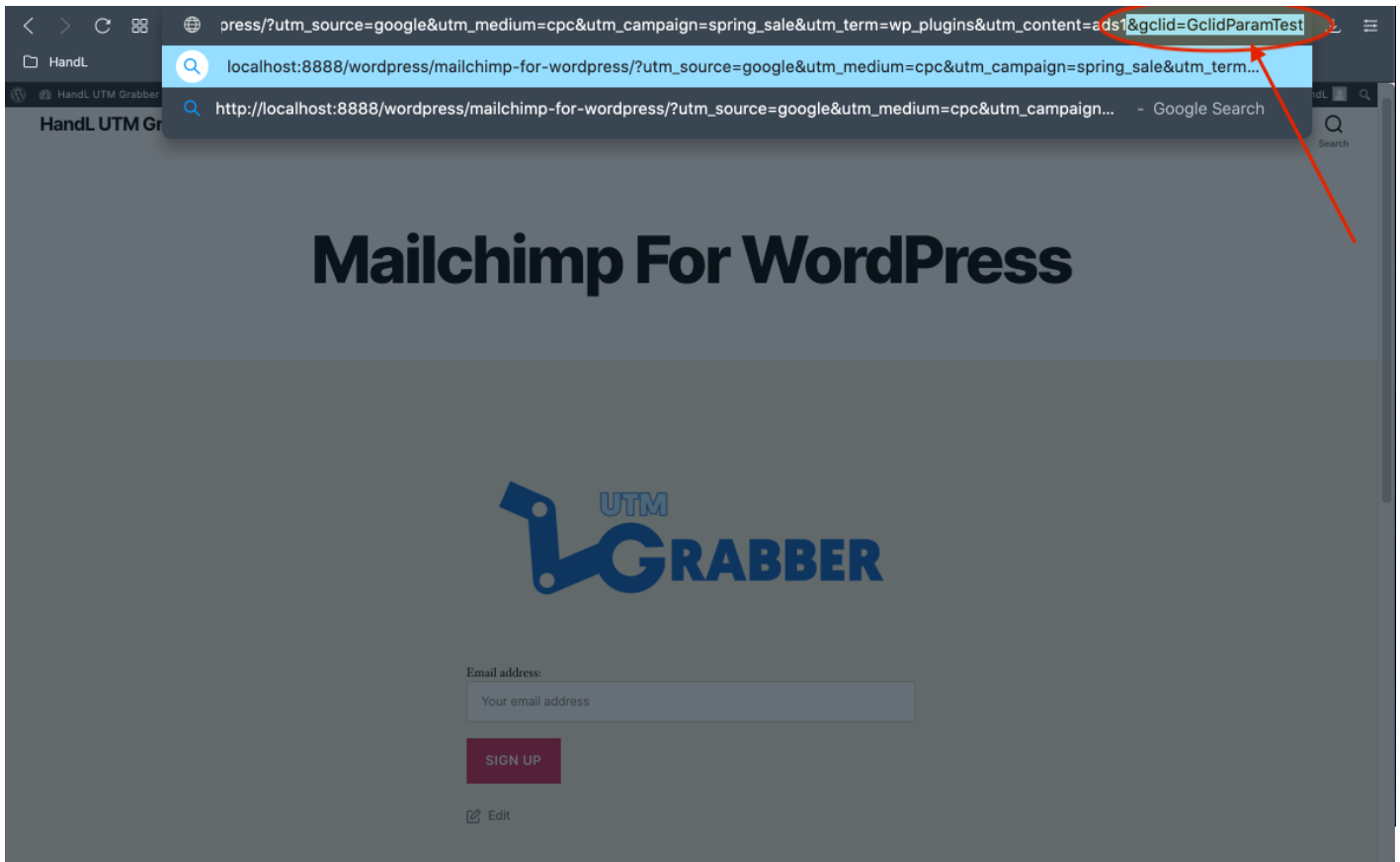
## 10-)Paste the URL that you copied



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 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:" and a text input field containing the placeholder "Your email address". A red "SIGN UP" button is positioned below the input field. At the bottom of the form, there is a small "Edit" link with a pencil icon. The page also includes a WordPress header with "HandL UTM Grabber" and a "Customize" button, and a footer with "Howdy, HandL" and a search 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

Last Name

Address

Phone Number

Birthday

UTM\_CAMPAIGN

UTM\_SOURCE

UTM\_MEDIUM

UTM\_CONTENT

UTM\_TERM

GCLID

HANDL\_LANDING\_P...

HANDL\_IP