

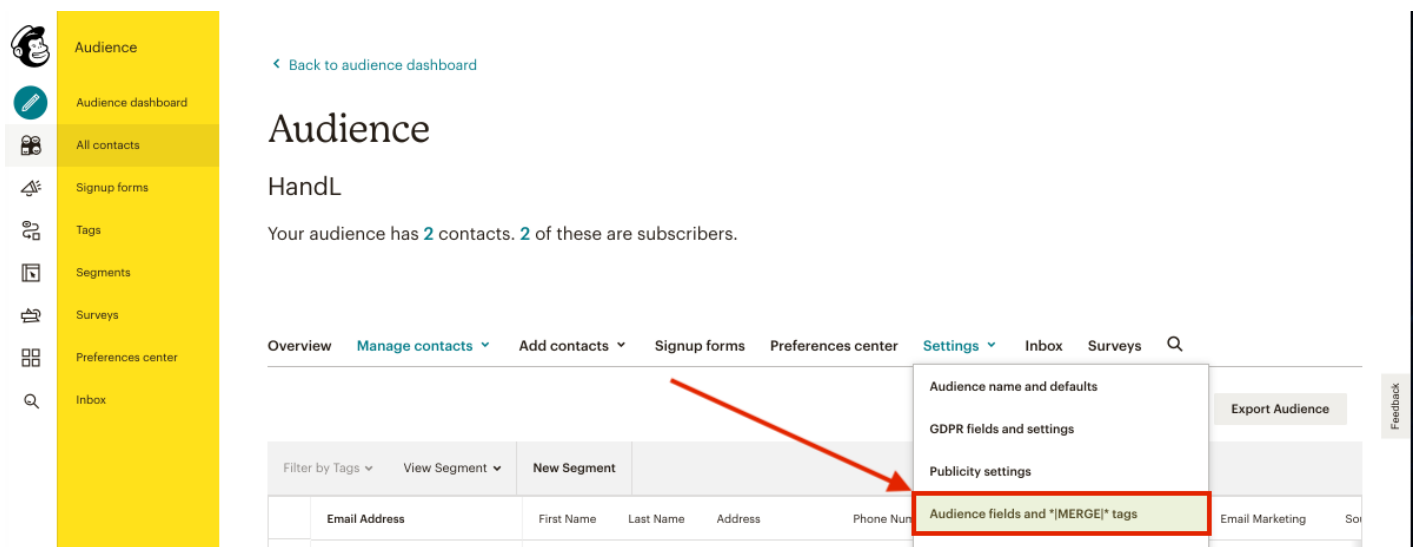
Mailchimp For Wordpress Integration

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












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
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 				

3-)Add a Text Field

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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

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
<div>Email Address</div> email	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	* EMAIL * or * MERGE0 *	
<div>First Name</div> text	<input type="checkbox"/>	<input checked="" type="checkbox"/>	* FNAME * or * MERGE1 *	<div>Default merge tag val.</div> <div></div>
<div>Last Name</div> text	<input type="checkbox"/>	<input checked="" type="checkbox"/>	* LNAME * or * MERGE2 *	<div>Default merge tag val.</div> <div></div>
<div>Address</div> address	<input type="checkbox"/>	<input type="checkbox"/>	* ADDRESS * or * MERGE3 *	<div></div> <div></div>
<div>Phone Number</div> phone	<input type="checkbox"/>	<input type="checkbox"/>	* PHONE * or * MERGE4 *	<div>Default merge tag val.</div> <div></div>
Phone format				
<div>International</div>				
<div>Birthday</div> birthday	<input type="checkbox"/>	<input checked="" type="checkbox"/>	* BIRTHDAY * or * MERGE5 *	<div>Default merge tag val.</div> <div></div>
Date format				
<div>MM / DD</div>				
<div>UTM_CAMPAIGN</div> text	<input type="checkbox"/>	<input checked="" type="checkbox"/>	* MMERGE6 * or * MERGE6 *	<div>Default merge tag val.</div> <div></div>
<div>Save Changes</div> <div>Add A Field</div>				

5-)Add your all parameters like that

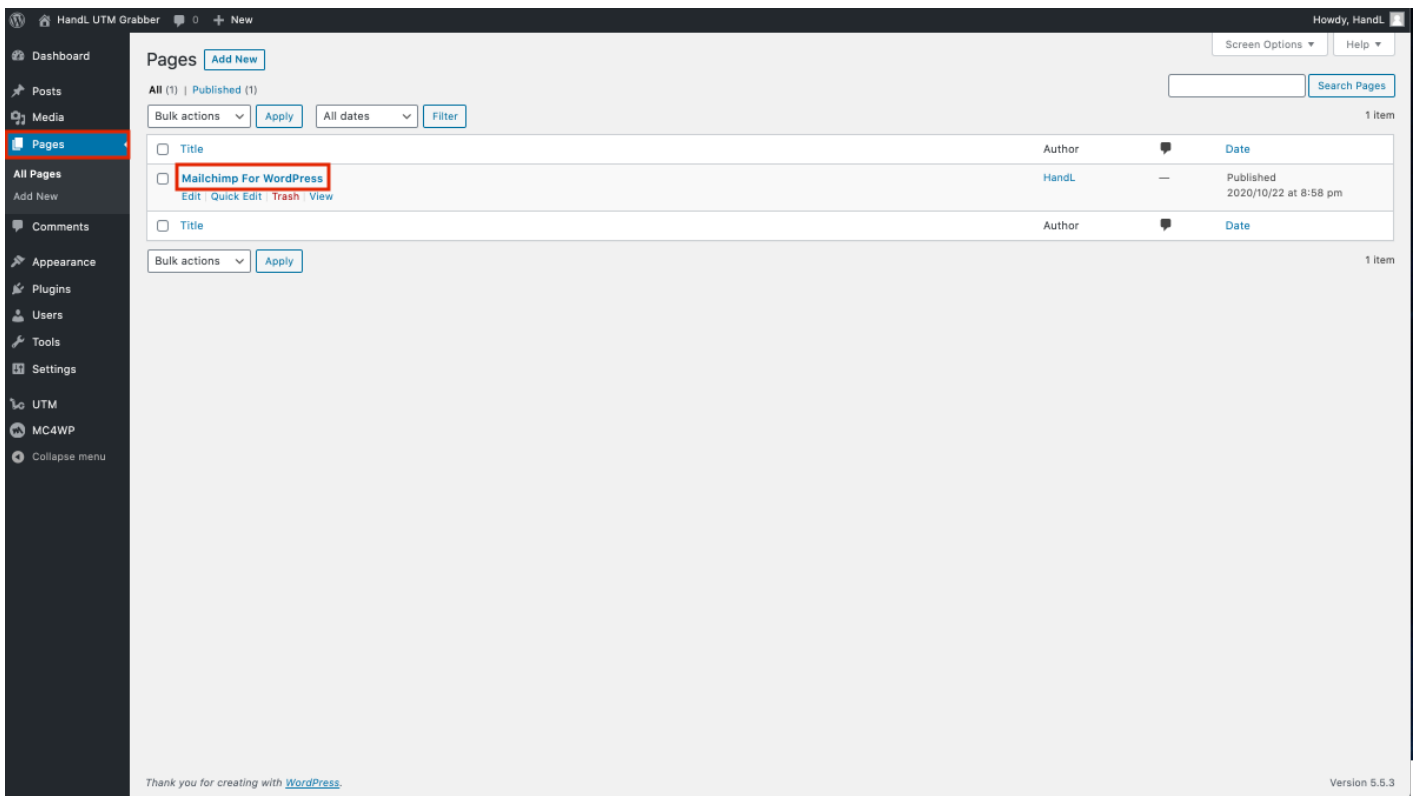
<div>Phone Number</div> phone	<input type="checkbox"/>	<input type="checkbox"/>	* PHONE * or * MERGE4 *	<div>Default merge tag val.</div> <div></div>
Phone format				
<div>International</div>				
<div>Birthday</div> birthday	<input type="checkbox"/>	<input checked="" type="checkbox"/>	* BIRTHDAY * or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

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



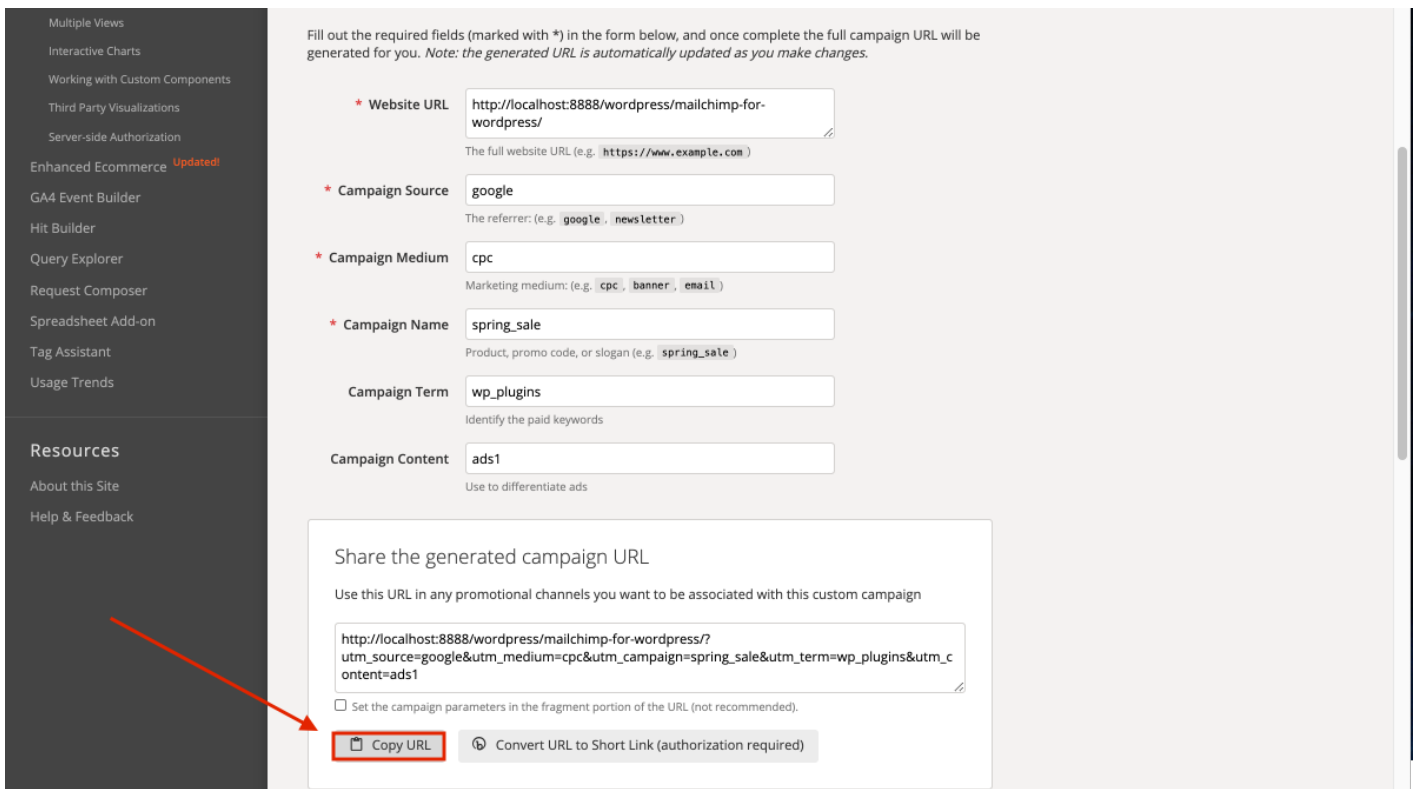
The screenshot shows the WordPress dashboard with the 'Pages' section selected in the left sidebar. The main content area displays a list of pages. The page titled 'Mailchimp For WordPress' is highlighted with a red box. Below the title, there are links for 'Edit', 'Quick Edit', 'Trash', and 'View'. 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

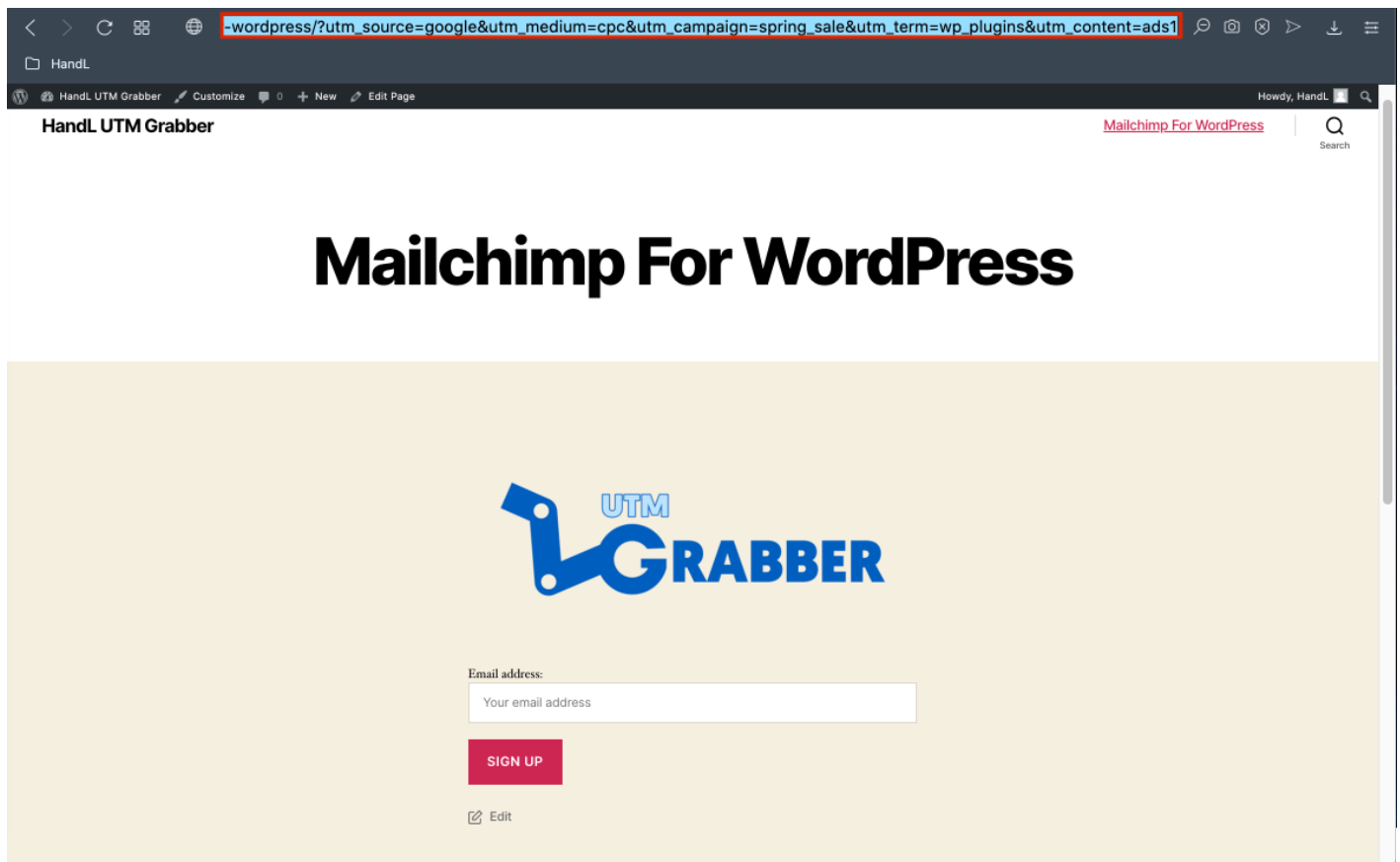
8-)Paste your form shortcode here



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

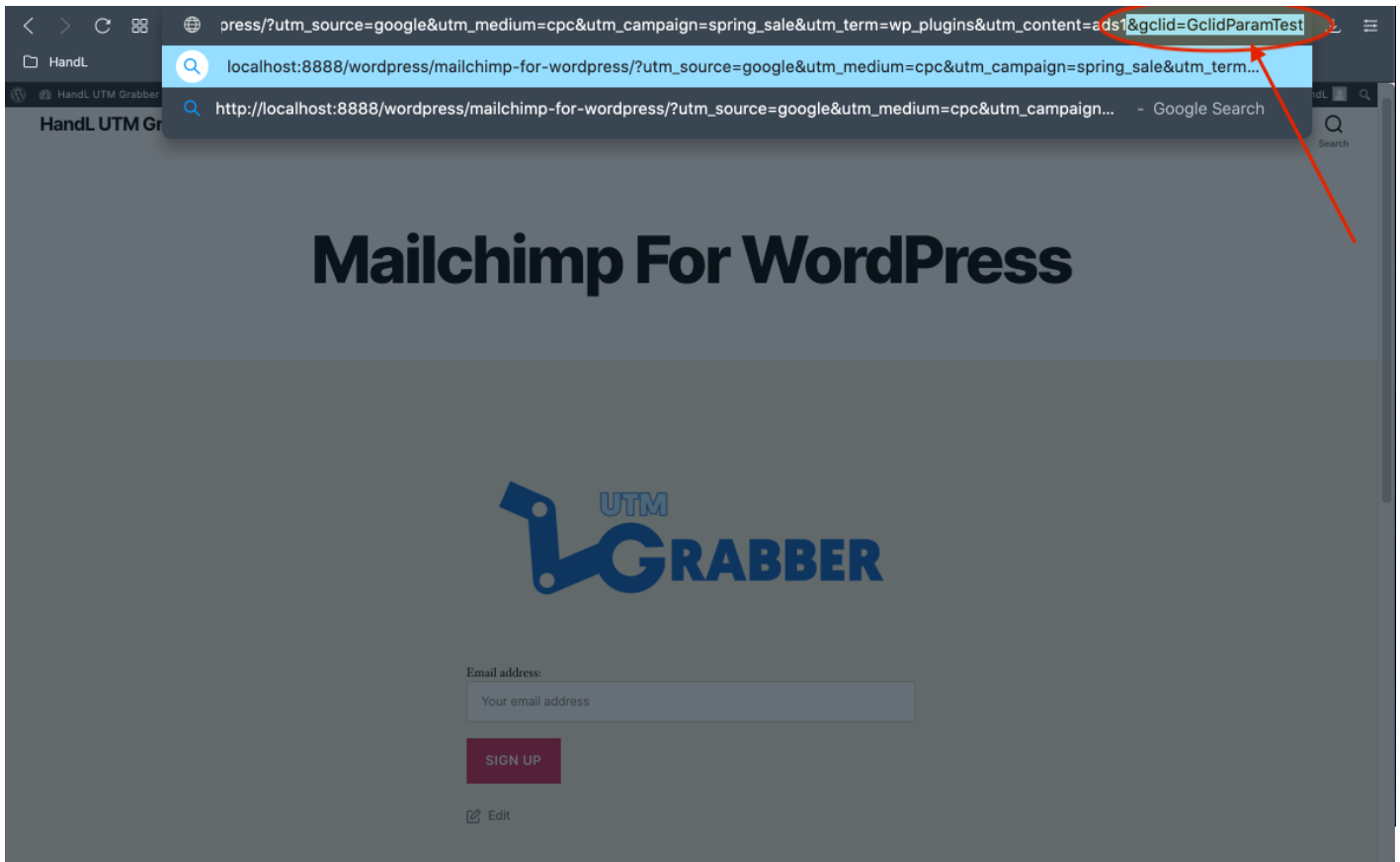


10-)Paste the URL that you copied



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

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

Email Address

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