

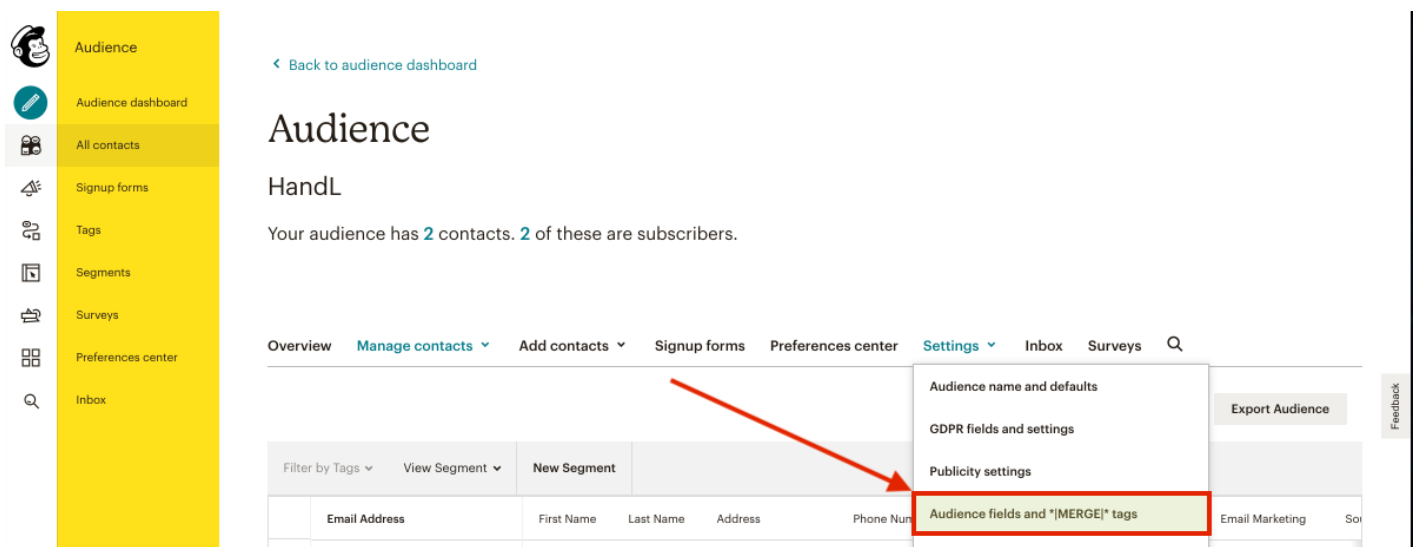
Mailchimp For Wordpress Integration

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 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 ibericore

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

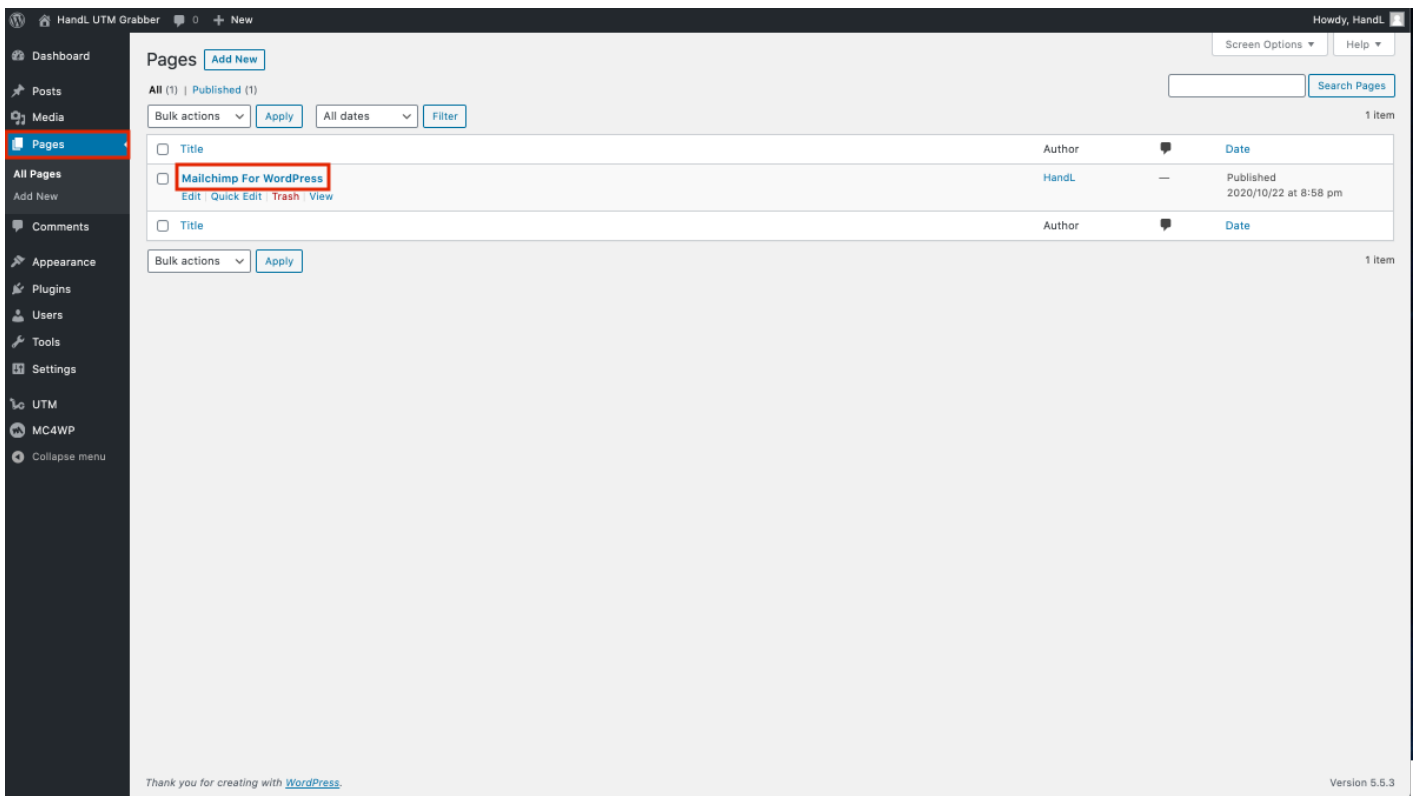
If your answer can not be found in the resources listed above, please use the [support forums on WordPress.org](#).

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



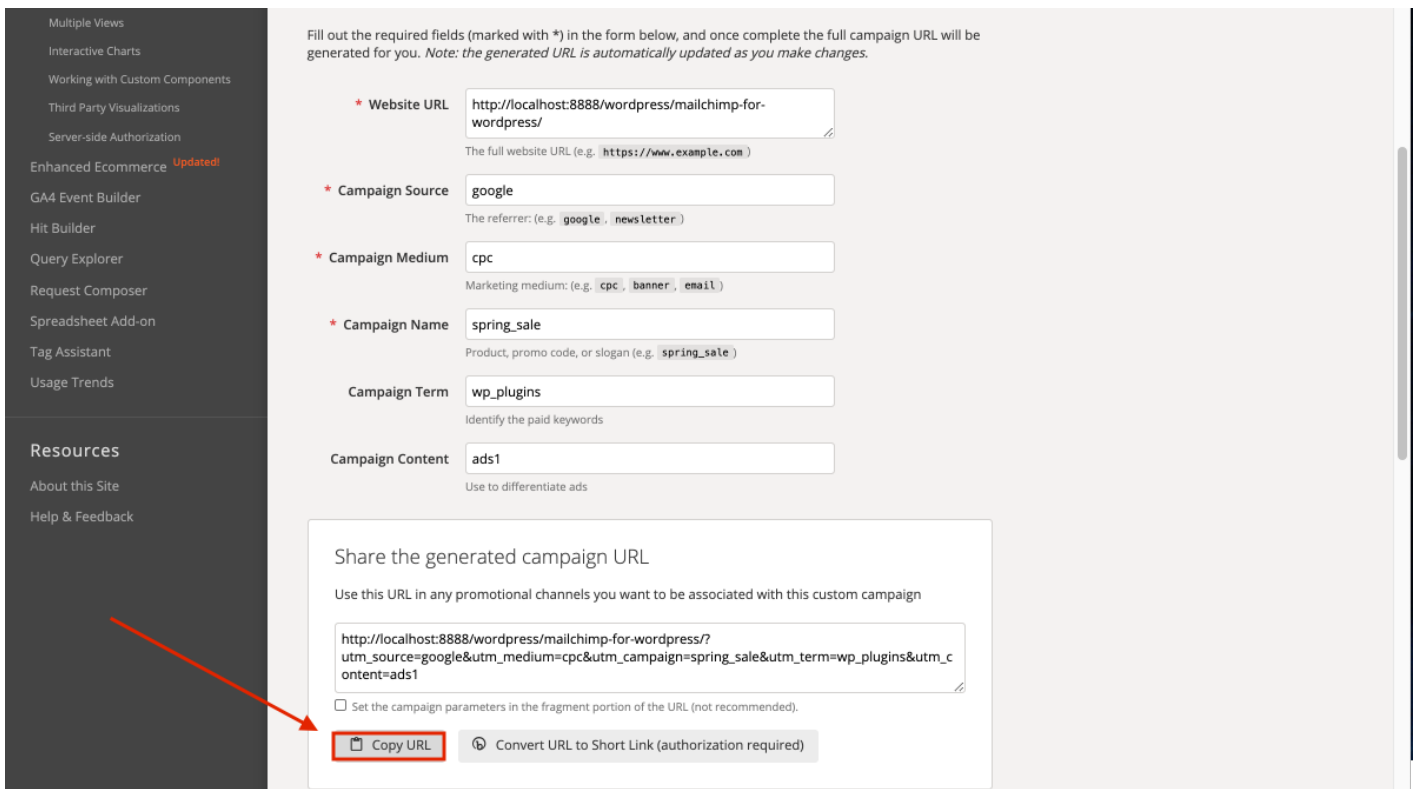
The screenshot shows the WordPress dashboard with the 'Pages' section selected in the left sidebar. The main content area displays a list of pages. The page titled 'Mailchimp For WordPress' is highlighted with a red box. Below the title, there are links for 'Edit', 'Quick Edit', 'Trash', and 'View'.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

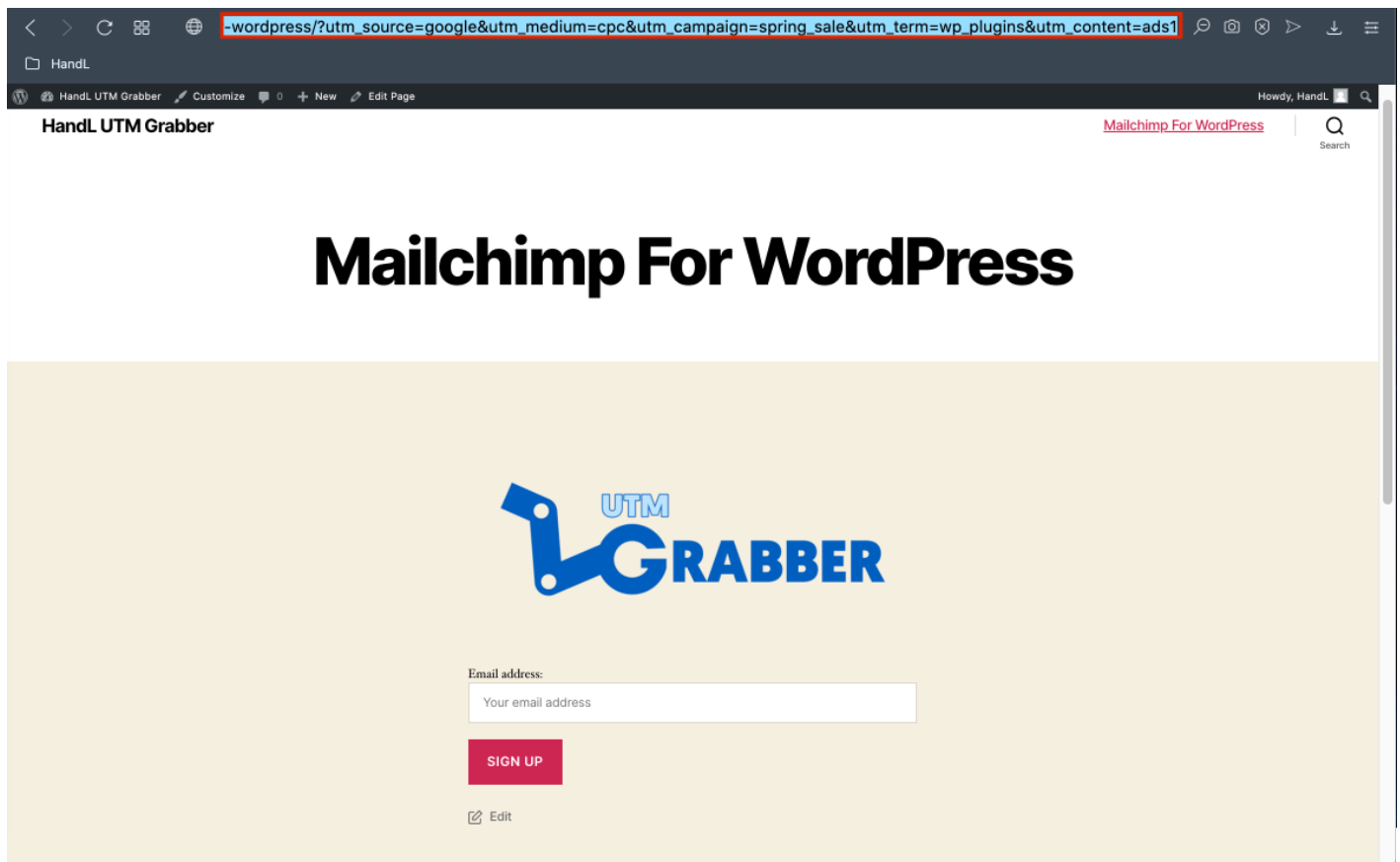
8-)Paste your form shortcode here



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

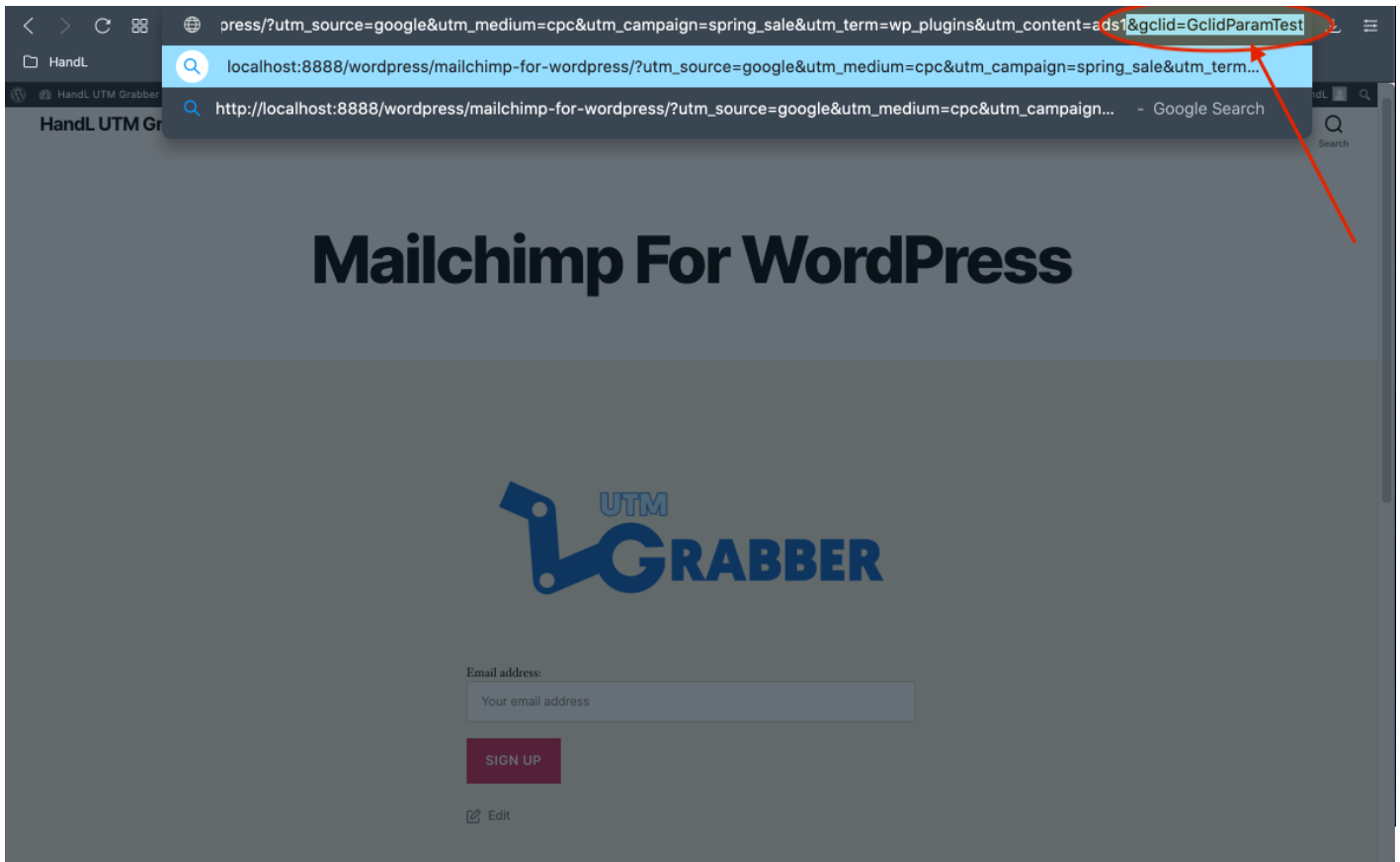


10-)Paste the URL that you copied



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

Last Name

Address

Phone Number

Birthday

UTM_CAMPAIGN

UTM_SOURCE

UTM_MEDIUM

UTM_CONTENT

UTM_TERM

GCLID

HANDL_LANDING_P...

HANDL_IP

spring_sale

google

cpc

ads1

wp_plugins

GclidParamTest

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

::1