

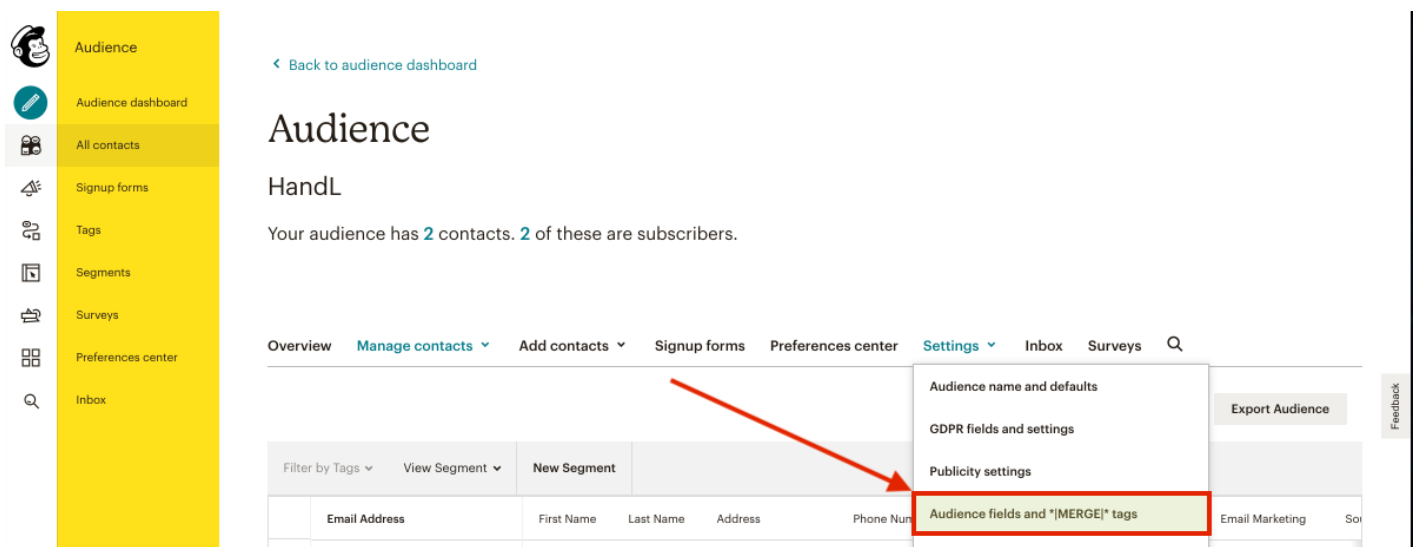
# Mailchimp For Wordpress Integration

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
   
 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="Default merge tag val"/>
<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"/>
<b>Phone format</b> <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"/>
<b>Date format</b> <input type="text" value="MM / DD"/>				

### 3-)Add a Text Field

Audience

Audience dashboard

All contacts

Signup forms

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
<b>Phone format</b> International				
Birthday birthday	<input type="checkbox"/>	<input checked="" type="checkbox"/>	*[ BIRTHDAY ]* or *[MERGE5]*	Default merge tag val
<b>Date format</b> 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

Audience dashboard

All contacts

Signup forms

Tags

Segments

Surveys

Preferences center

Inbox

K

1

## 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

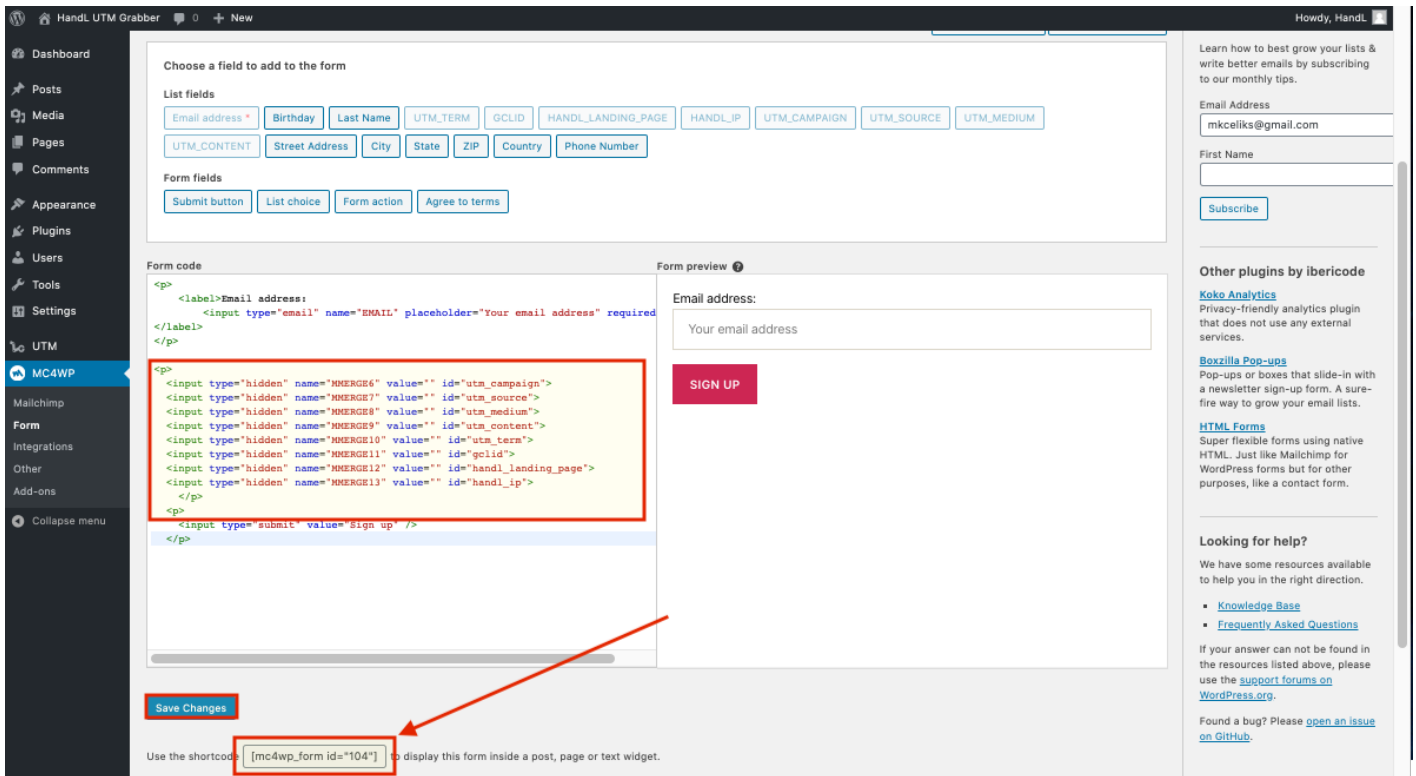
1

<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**



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 HAND\_LANDING\_PAGE HAND\_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

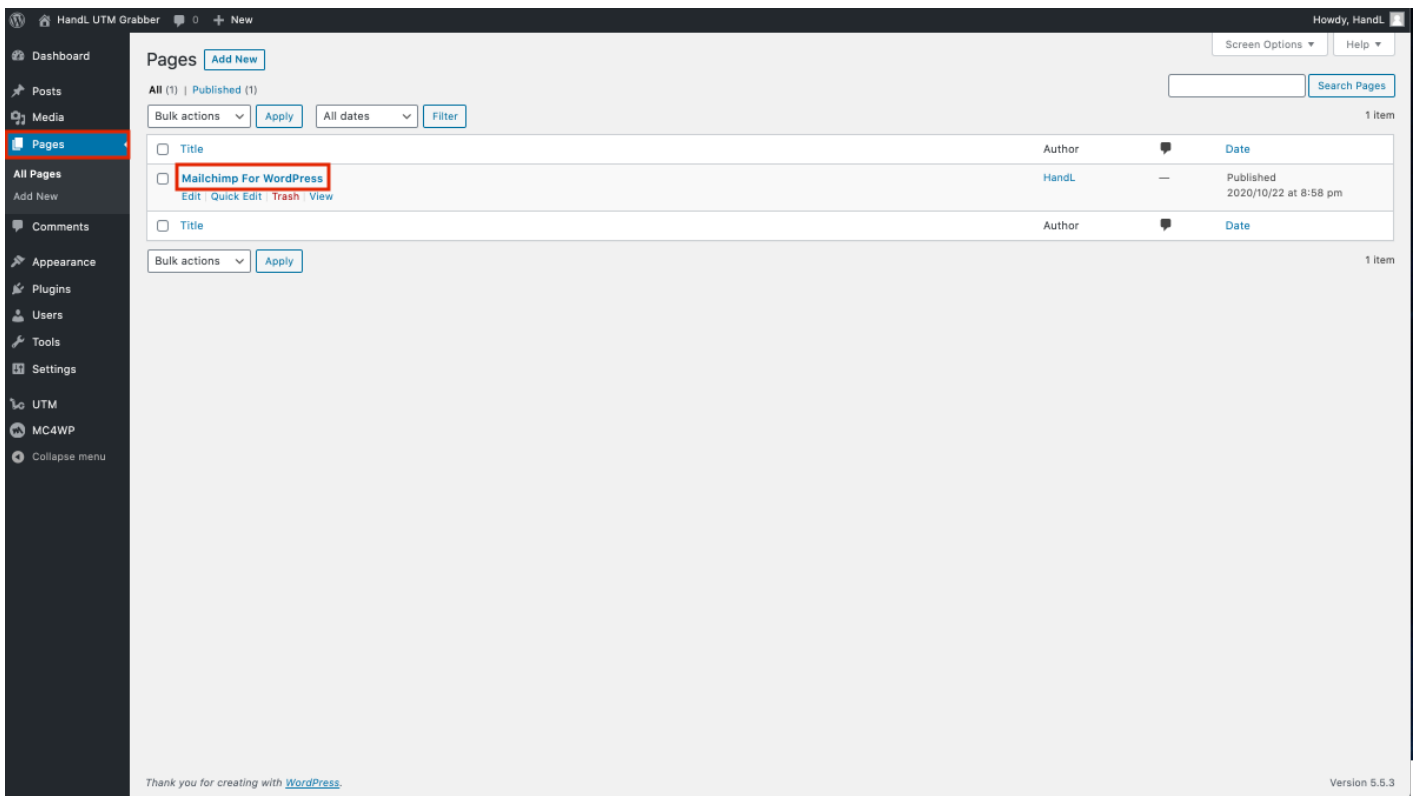
If your answer can not be found in the resources listed above, please use the [support forums on WordPress.org](#).

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



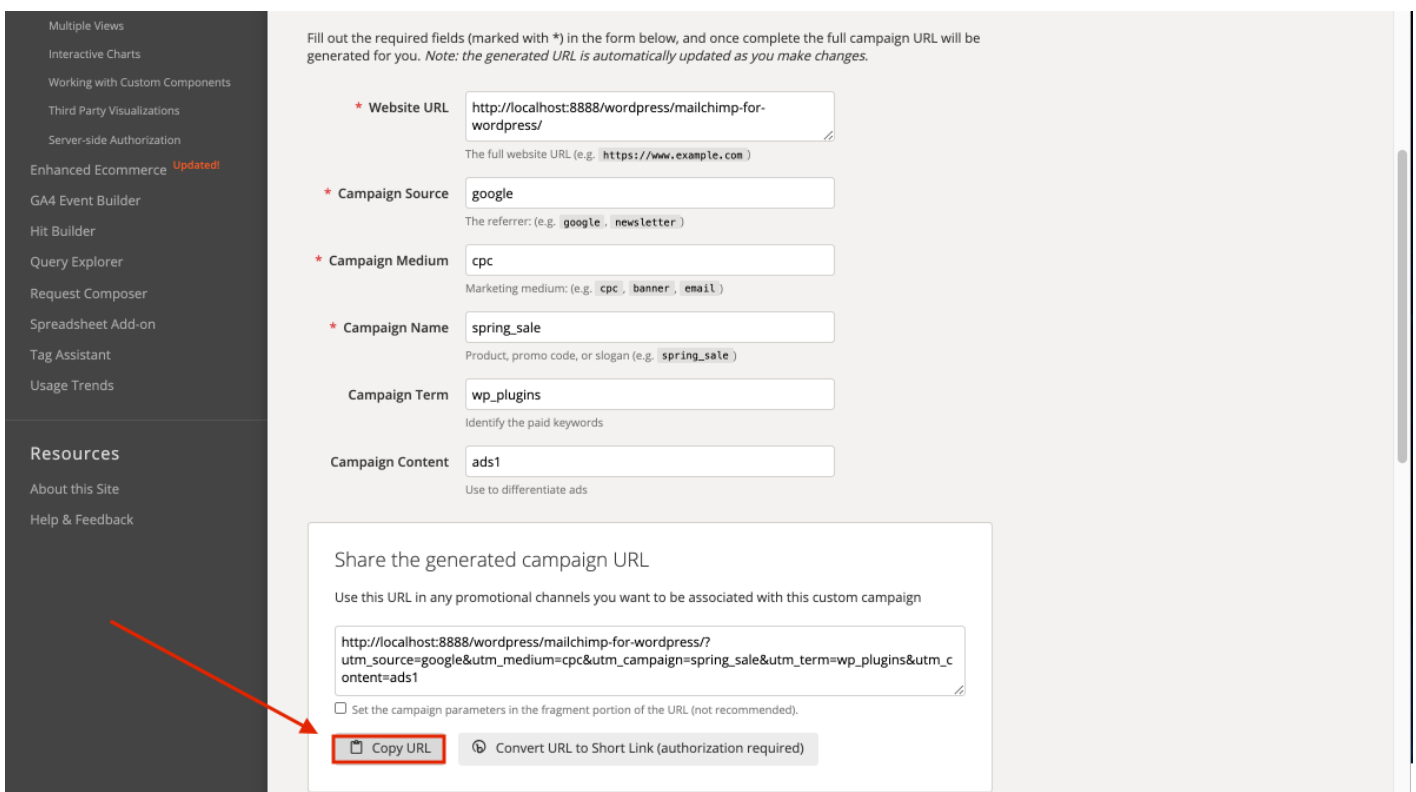
The screenshot shows the WordPress dashboard with the 'Pages' section selected in the left sidebar. The main content area displays a list of pages. The page titled 'Mailchimp For WordPress' is highlighted with a red box. Below the title, there are links for 'Edit', 'Quick Edit', 'Trash', and 'View'.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

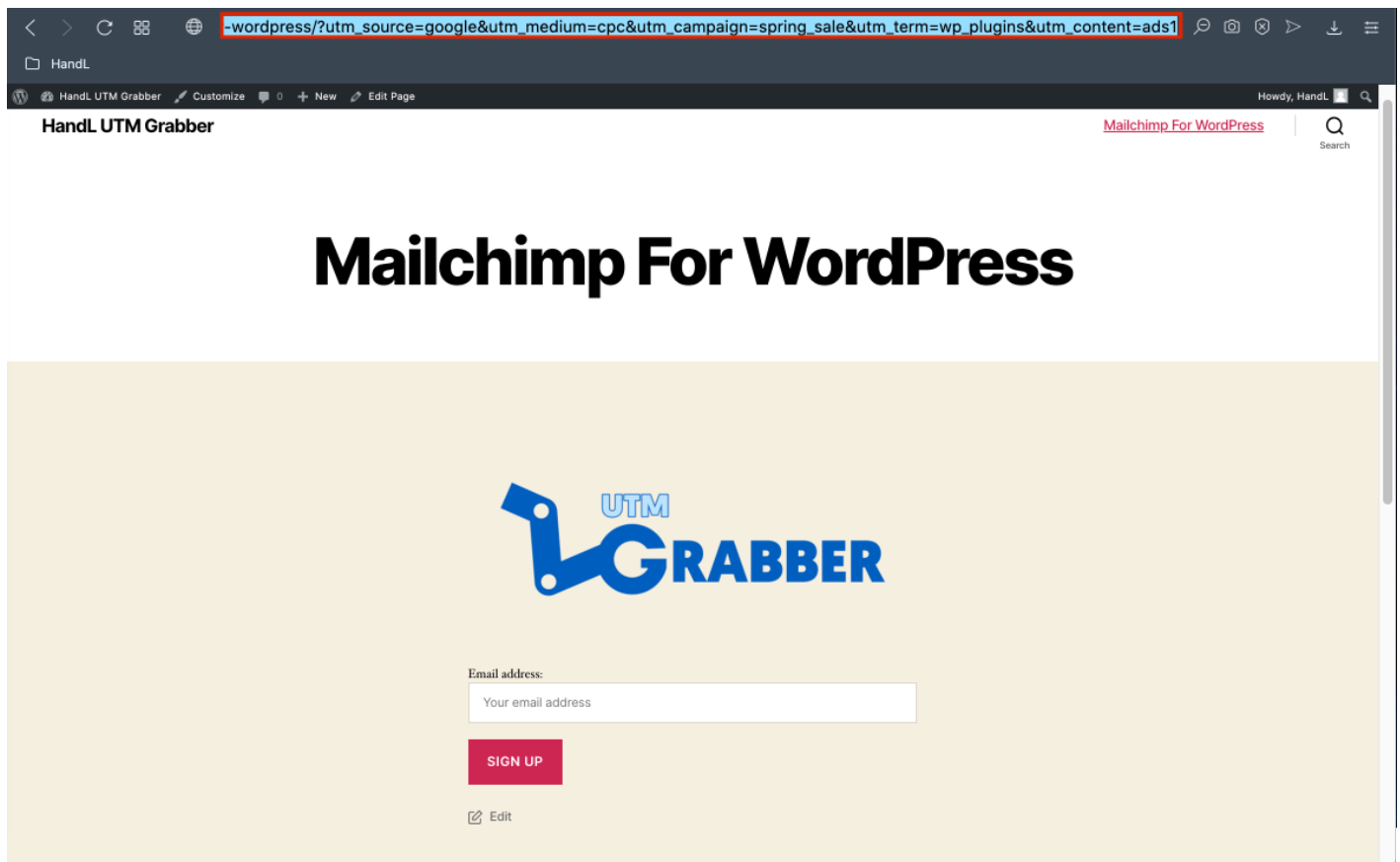
## 8-)Paste your form shortcode here



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



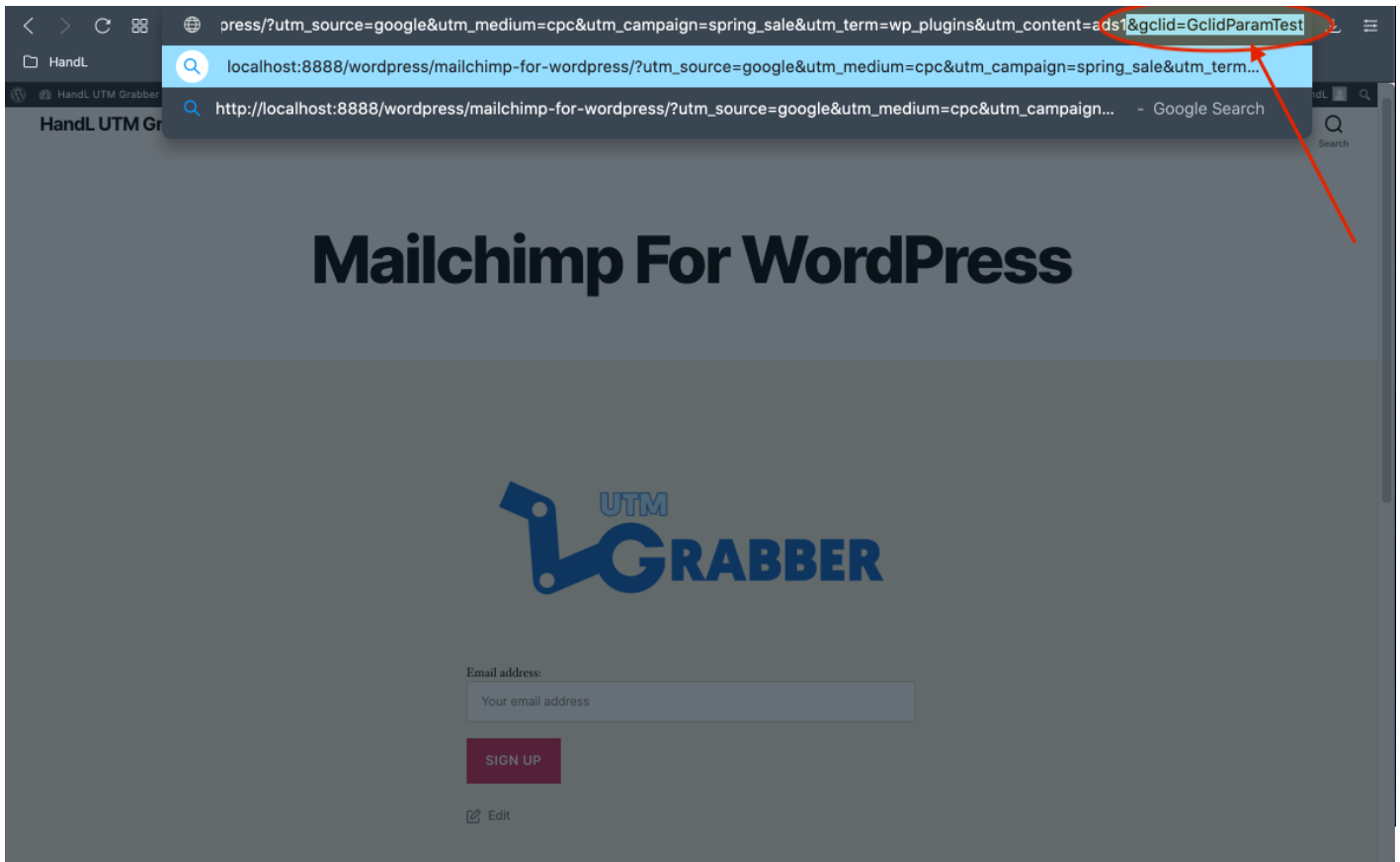
## 10-)Paste the URL that you copied



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 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