

# 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**

[MC4WP 1-\)Go to fields and MERGE tags from setting on Mailchimp.png](#)

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

[MC4WP 2-\)Click on the %22Add A Field%22 button.png](#)

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## **3-)Add a Text Field**

[MC4WP 3-\)Add a Text Field.png](#)

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## **4-)Write your parameter name to the text blank**

[MC4WP 4-\)Write your parameter name to the text blank.png](#)

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## **5-)Add your all parameters like that**

MC4WP 5-)Add your all parameters like that.png

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## 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

MC4WP 6-)Go to MC4WP plugin and write your parameters code into it Then click on save changes a

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## 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

MC4WP 7-)Go to your pages section and open your page.png

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## 8-)Paste your form shortcode here

MC4WP 8-)Paste your form shortcode here.png

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

MC4WP 9-)Go to campaign URL builder and copy the URL that it generated.png

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## **10-)Paste the URL that you copied**

MC4WP 10-)Paste the URL that you copied.png

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

MC4WP 11-)Write the gclid parameter at the end of the URL Then send the form.png

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## **12-)Here is your result on Mailchimp**

MC4WP 12-)Here is your result on Mailchimp.png

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