

# Mailigen Integration

HandL UTM Grabber / Tracker How to collect and track UTM variables via Mailigen step by step

- [Mailigen Form Embed Integration](#)

# Mailgen Form Embed Integration

## Create the subscribe (opt-in) form on Mailgen

Select `form fields` and enter the custom parameters you'd like to track. You can find the list of parameters you can track here [Native WP Shortcodes](#).

**Resource** Signup form

**Settings**

Title\* Optin Form

Description You can write a short description text that invites people to fill out the form.

Button\* Subscribe

Button Position Left

Label Top

Language English

Text Direction Left to Right

☐ Disable double opt-in web signup form

☐ Add Google Recaptcha

Select form fields

**Optin Form**

**Custom Fields**

Chose the most suitable fields which you want to include in the sign-up form. Also check the box which of the fields will be the mandatory. Click and drag the field to change the field order.

Save Changes or Cancel Add New Field

	Displayed	Required	
Email Address	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	
First Name	<input checked="" type="checkbox"/>	<input type="checkbox"/>	
Last Name	<input checked="" type="checkbox"/>	<input type="checkbox"/>	
utm_campaign	<input type="checkbox"/>	<input type="checkbox"/>	
utm_source	<input type="checkbox"/>	<input type="checkbox"/>	

Copy HTML embed code and paste it into a text file or documents

Because we'll edit the custom fields (see the next section)

Resource

Create HTML Embed Form

Settings

Type

HTML Code

Title

Optin Form

Description

You can write a short description text that invites people to fill out the form.

Button

Subscribe

Button Position

Left

Label

Top

Language

English

Text Direction

Left to Right

Copy/Paste code to your site

```
<!-- Begin Signup Form -->
<script type="text/javascript">
  if (typeof jQuery == 'undefined') {
    document.write('<scr' + 'ipt type="text/javascript" src="https://list.mailigen.com/js/jquery.js"></scr' + 'ipt>');
  }
</script>
<script language="javascript" type="text/javascript" src="https://list.mailigen.com/js/optin.js"></script>
```

Optin Form

Email Address \*

First Name

## Wrap around each custom fields using our wrappers

For example:

Replace

```
<div class="c2">
  <input type="text" class="text" name="merge[3]" accept="text" value="">
</div>
```

To

```
<div class="c2">[utm_campaign_i]<input type="text" class="text" name="merge[3]" accept="text"
value="%s" class="utm_campaign">[/utm_campaign_i]
</div>
```

See the list of wrappers for each custom parameters you created here [INPUT FIELD WRAPPER](#).

If you integrated correctly, you are ready to collect UTMs

M

Lists / Subscriber lists

Subscriber lists

Segments

Signup forms

Global suppression list

Back to lists

Optin Form

Add Subscribers

Active (1)

Type your keyword

<input type="checkbox"/>	Email Address	First Name	Last Name	utm_campaign	utm_source	Added On	Updated on	Engagement Rating
<input type="checkbox"/>	testin@test.com	tetsting	teasd	campaign	source	08/01/2021 03:59	08/01/2021 03:59	★ ★ ★ ★ ★