

Mailigen Integration

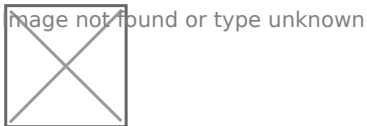
HandL UTM Grabber / Tracker How to collect and track UTM variables via Mailigen step by step

- [Mailigen Form Embed Integration](#)

Mailgen Form Embed Integration

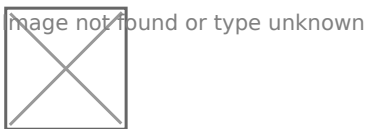
Create the subscribe (opt-in) form on Mailgen

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](#).



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

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



Wrap around each custom fields using our wrappers

For example:

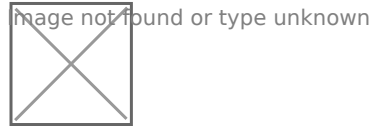
Replace

```
<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