

# SureForms UTM Tracking with UTM Grabber

## Introduction

This guide will help you set up UTM tracking in the SureForms WordPress plugin using UTM Grabber. By following these steps, you can capture UTM parameters in your form submissions.

## Steps to Track UTMs

### 1. Add Hidden Fields

Navigate to SureForms: Go to your WordPress dashboard and select SureForms.

Edit Your Form: Choose the form you want to track UTMs for. Add Hidden Fields Add Fields: Insert several new fields for each UTM parameter you want to track, such as `utm_campaign`, `utm_medium`, `organic_source`, etc. Make Fields Hidden: Add the class `screen-reader-text` to these fields to ensure they remain hidden. Alternatively, you can create your own CSS class with `display:none`; to achieve the same effect.

```
.hidden-field {  
    display: none;  
}
```

### 2. Configure Default Values

Set Default Value: For each hidden field, use the "Default Value" setting to specify that the value should be retrieved from a cookie. Assign Parameter Names: Ensure that the parameter names correspond to the UTM parameters you wish to track, such as: `utm_campaign` `utm_medium` `utm_source` `utm_content` `utm_term`

### 3. Example Field Setup

Here is an example setup for the utm\_campaign:

Field Name: UTM Campaign Type: Hidden Class: hidden-field or screen-reader-text Default Value:  
Cookie Value Parameter Name: utm\_campaign Repeat similar steps for each UTM parameter you  
want to track.





Form

Block



Text

Displays a SureForms Text Field



General



Advanced

Attributes



Input Pattern

None



Default Value



{get\_cookie:utm\_campaign}





Required



Validate as Unique



● Instant Form



Save

⋮

FormBlockX

Tt

Text

Displays a SureForms Text Field

General

Advanced

Conditional Logic

Premium

▼

Advanced

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Additional CSS class(es)

screen-reader-text

Separate multiple classes with spaces.

Verification Once you have completed the setup, test your form by visiting a URL with UTM parameters and submitting the form. You should see the UTM values captured in your form entries.

Thank you for Updating! Please visit the [Upgrade Network](#) page to update all your sites.

## Entry #1

### Form Data

Fields	Values
Email	asdasd@asdad.com
Text Field	SpringSale
Text Field	cpc

### Entry Logs

Email notification passed to the sending server at 2025-03-14 05:10:41  
 Email notification recipient: support@utmgrabber.com

Conclusion You've successfully set up UTM tracking in your SureForms using UTM Grabber. This will help you monitor and analyze the effectiveness of your marketing campaigns efficiently.

Revision #1

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