

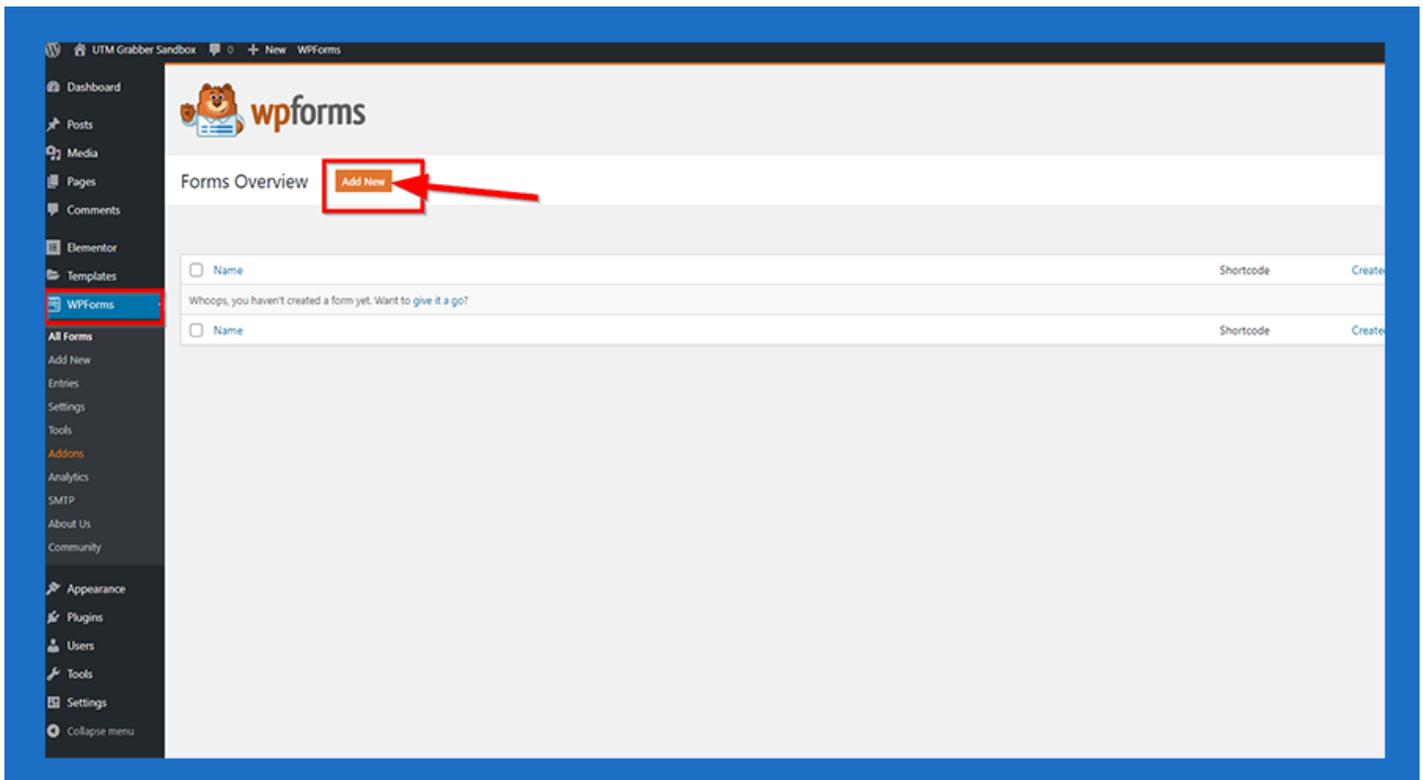
# WP Forms Integration

HandL UTM Grabber / Tracker WPForms Integration step by step

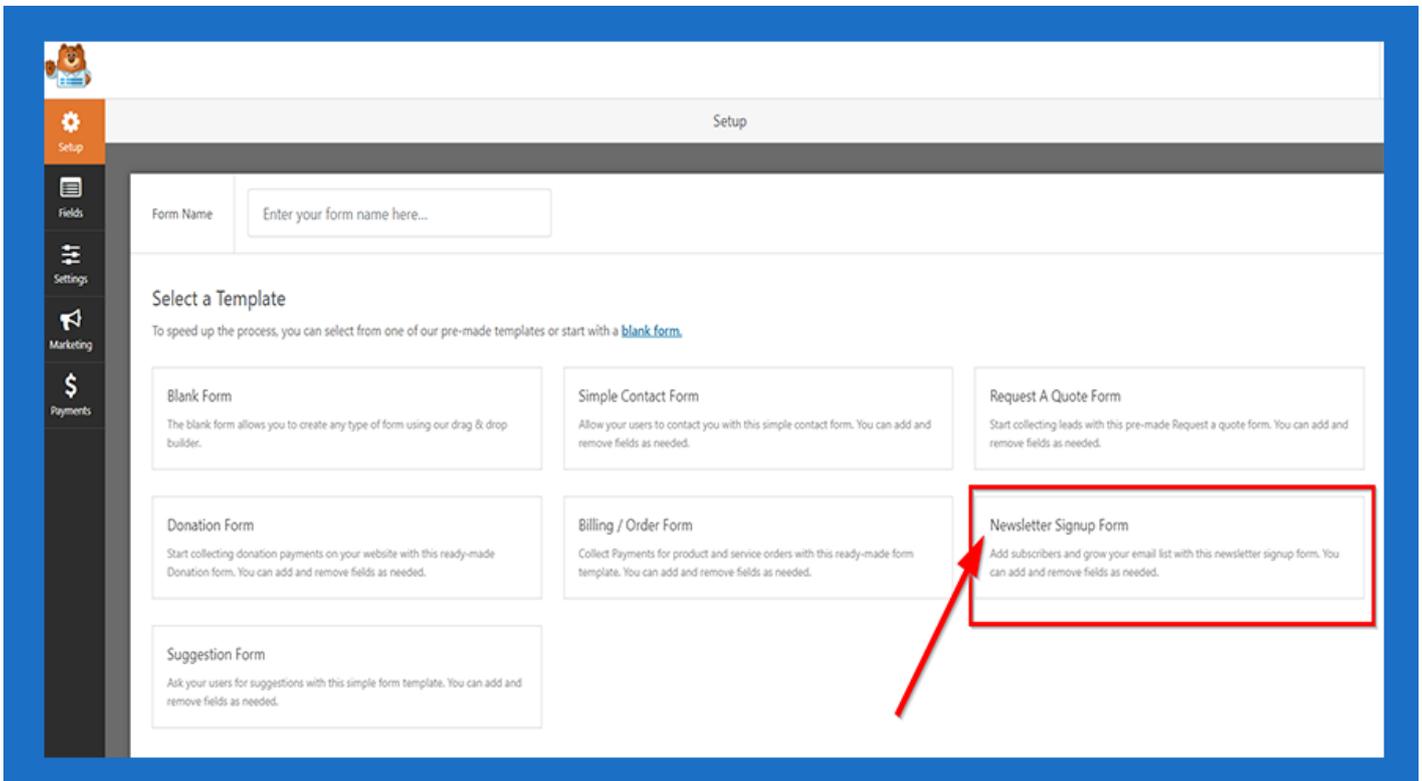
- [Wpforms Integration](#)
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# Wpforms Integration

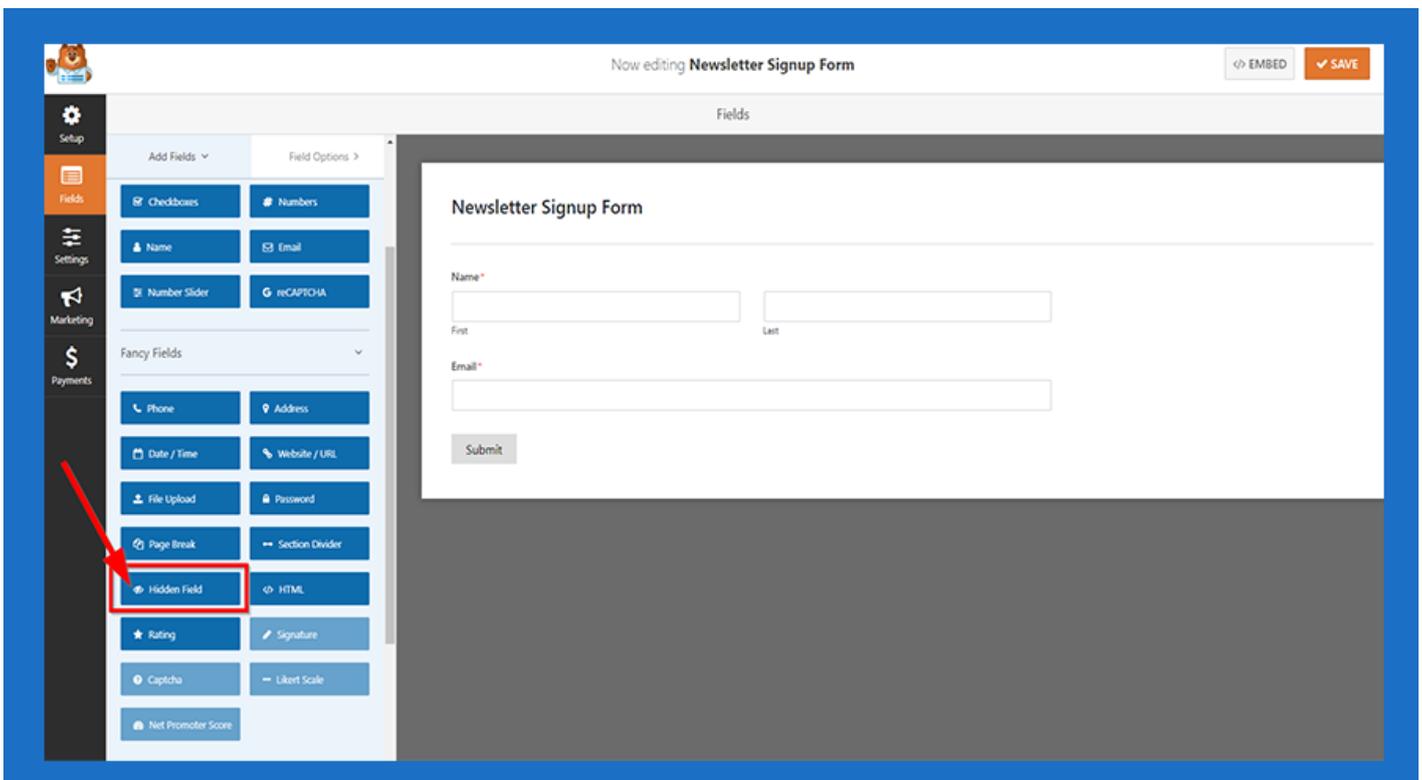
**1. Select WPForms from the left manu and then click 'Add New'**



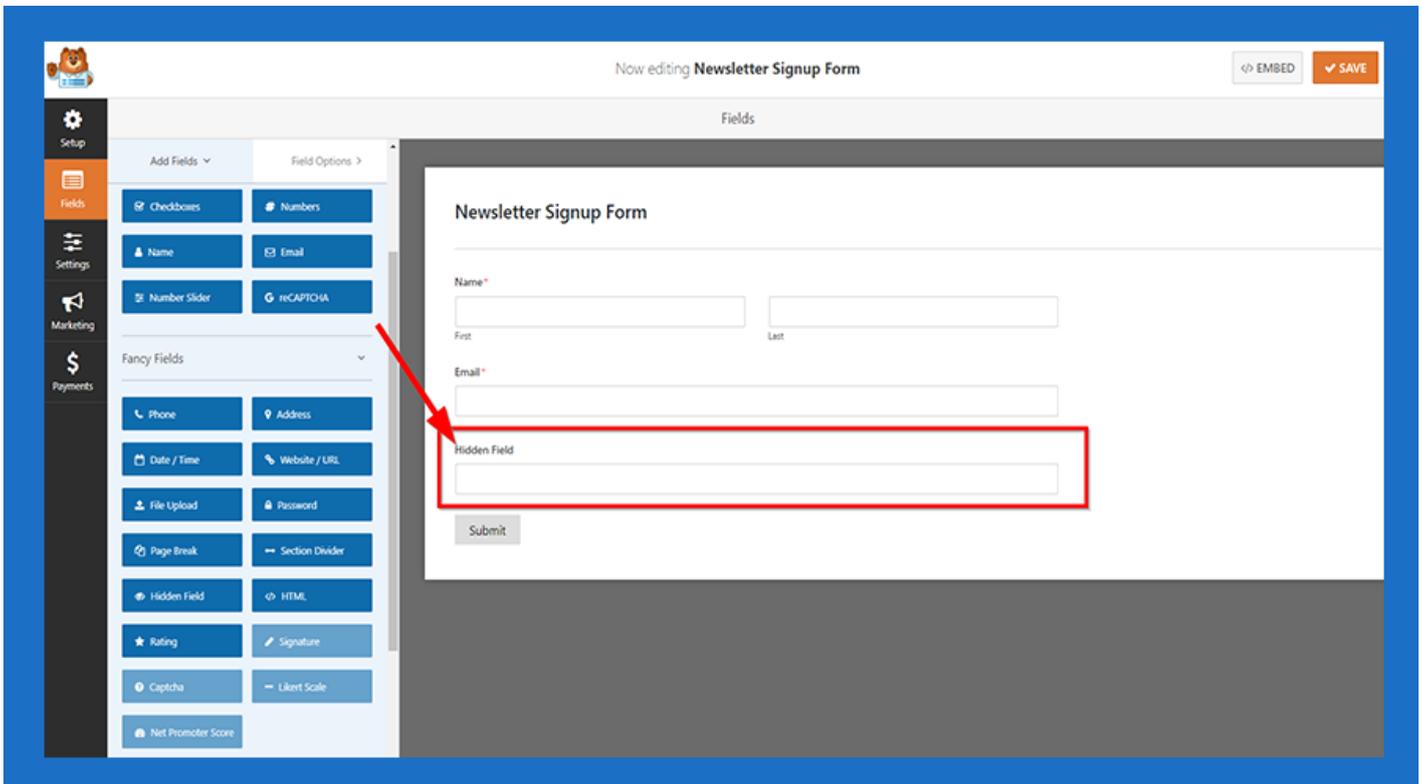
**2. Click 'Newsletter Sign Up Form'**



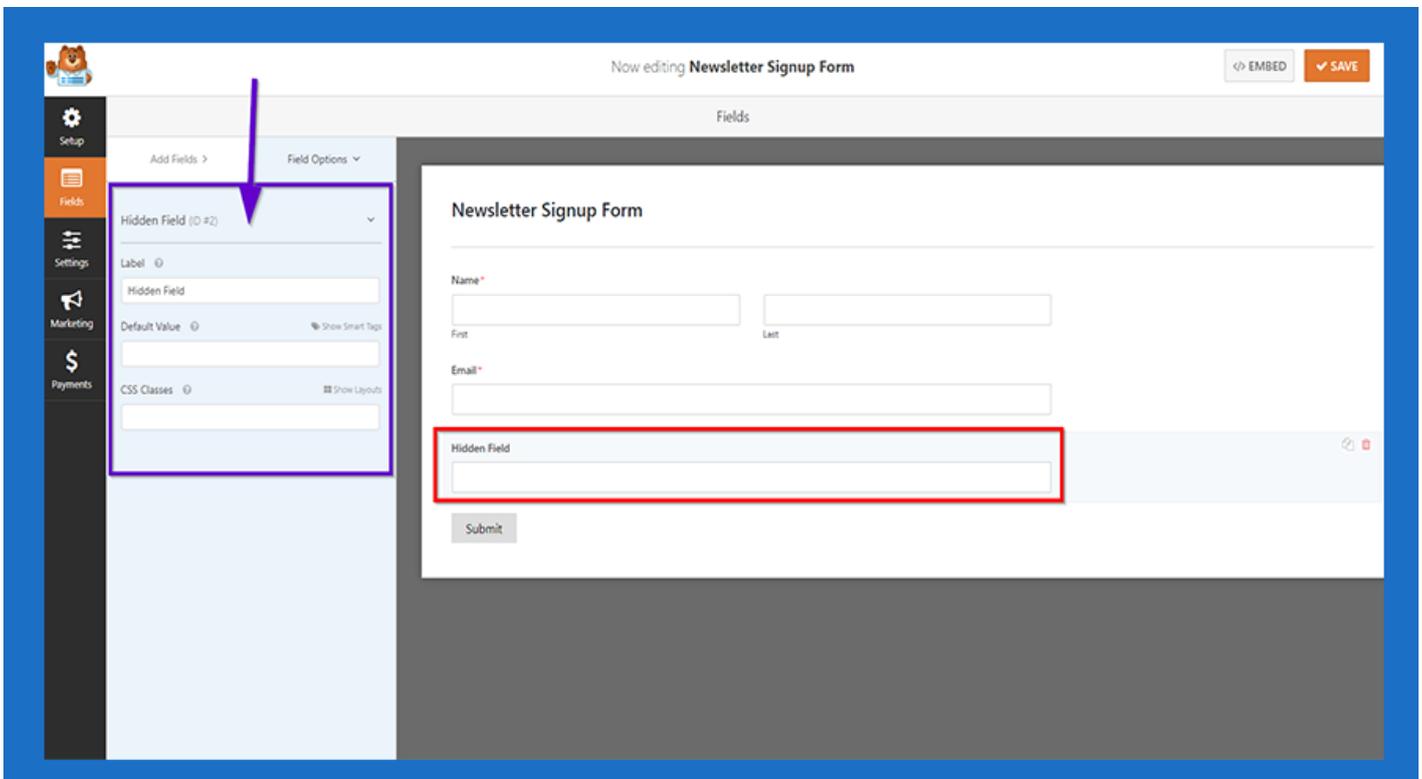
### 3. Click 'Hidden Field' Button



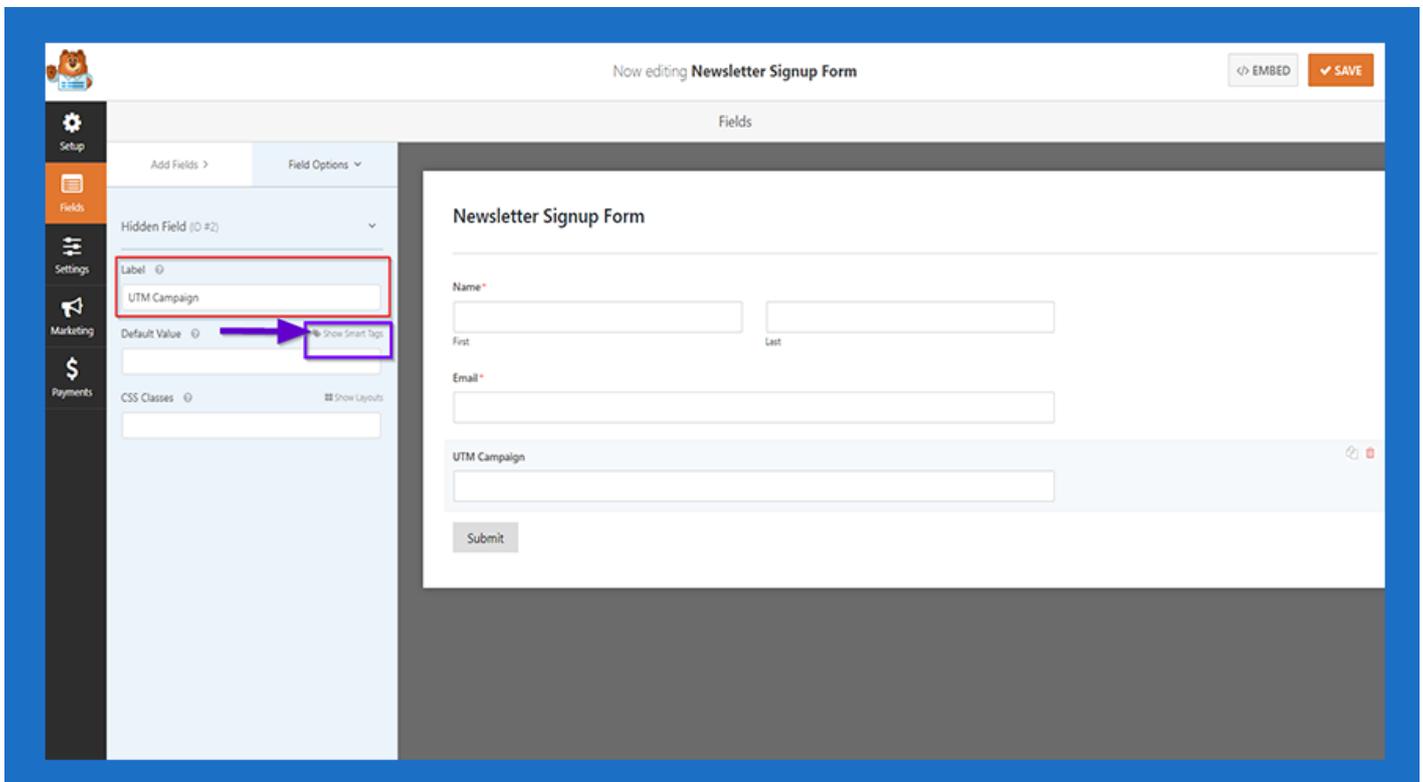
### 4. Hidden Field shows at the bottom of the form



**5. Click 'Hidden Field' and then a menu shows at the left side the form**



## 6. Give a name for your Hidden Field and then Click the 'Show Smart Tag'



The screenshot displays the 'Fields' configuration panel for a 'Newsletter Signup Form'. The panel is titled 'Hidden Field (ID #2)'. It contains several sections: 'Label' with the value 'UTM Campaign', 'Default Value' (empty), and 'CSS Classes' (empty). A purple arrow points to the 'Show Smart Tag' button next to the 'Default Value' field. The main form preview on the right shows the 'Newsletter Signup Form' with fields for 'Name\*' (First and Last), 'Email\*', and 'UTM Campaign', along with a 'Submit' button. The top of the interface shows 'Now editing Newsletter Signup Form' and buttons for 'EMBED' and 'SAVE'.

## 7. Scroll Down the menu and choose your value from the list

The screenshot shows a form builder interface for a "Newsletter Signup Form". On the left, a sidebar contains navigation icons for Setup, Fields, Settings, Marketing, and Payments. The "Fields" section is active, showing a dropdown menu with options: "utm\_content", "utm\_campaign", and "gold". A red box highlights "utm\_campaign" and a red arrow points to it. The main area displays the form layout with the following fields: "Name\*" (split into "First" and "Last"), "Email\*", "UTM Campaign", and a "Submit" button. The top right corner has "EMBED" and "SAVE" buttons. The title "Now editing Newsletter Signup Form" is visible at the top.

## 7.5. Add Class Variable After The Name

If you are adding utm\_campaign, add the class variable as utm\_campaign as well. This will enable client-side tracking to function properly, which is particularly helpful if caching is enabled on your site.

Now editing **Contactformulier |...**

Setup  
Fields  
Settings  
Marketing  
Payments

Add Fields | Field Options

General | **Advanced**

**Hidden Field (ID #9)**

Default Value <sup>?</sup> Show Smart Tags  
{handl\_utm\_campaign}

CSS Classes <sup>?</sup> Show Layouts  
utm\_campaign

Hide Label <sup>?</sup>  
 Enable Calculation

Speciaal onder  
 Vakantieparken  
 Zorg  
 Sportaccommo...

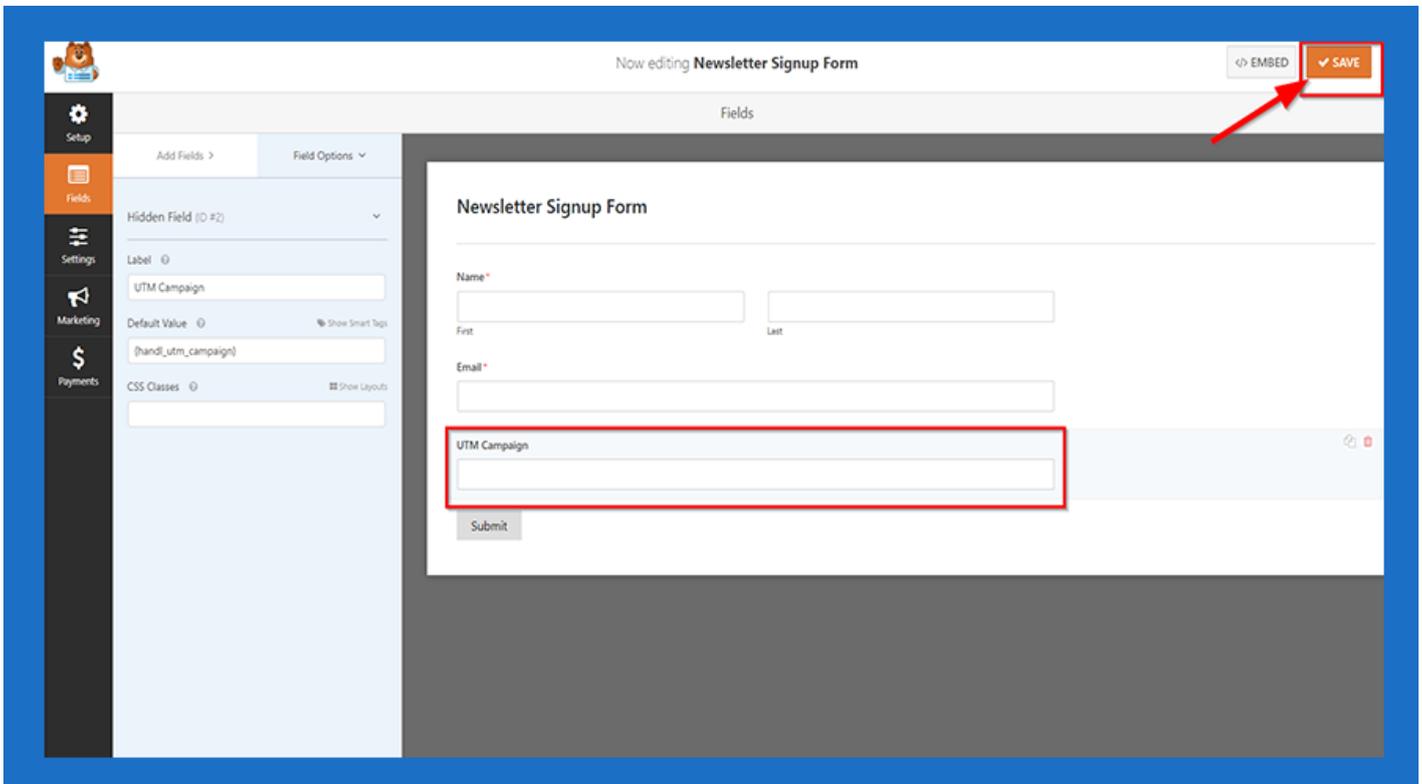
**Naam organisatie**

**Opmerkingen**

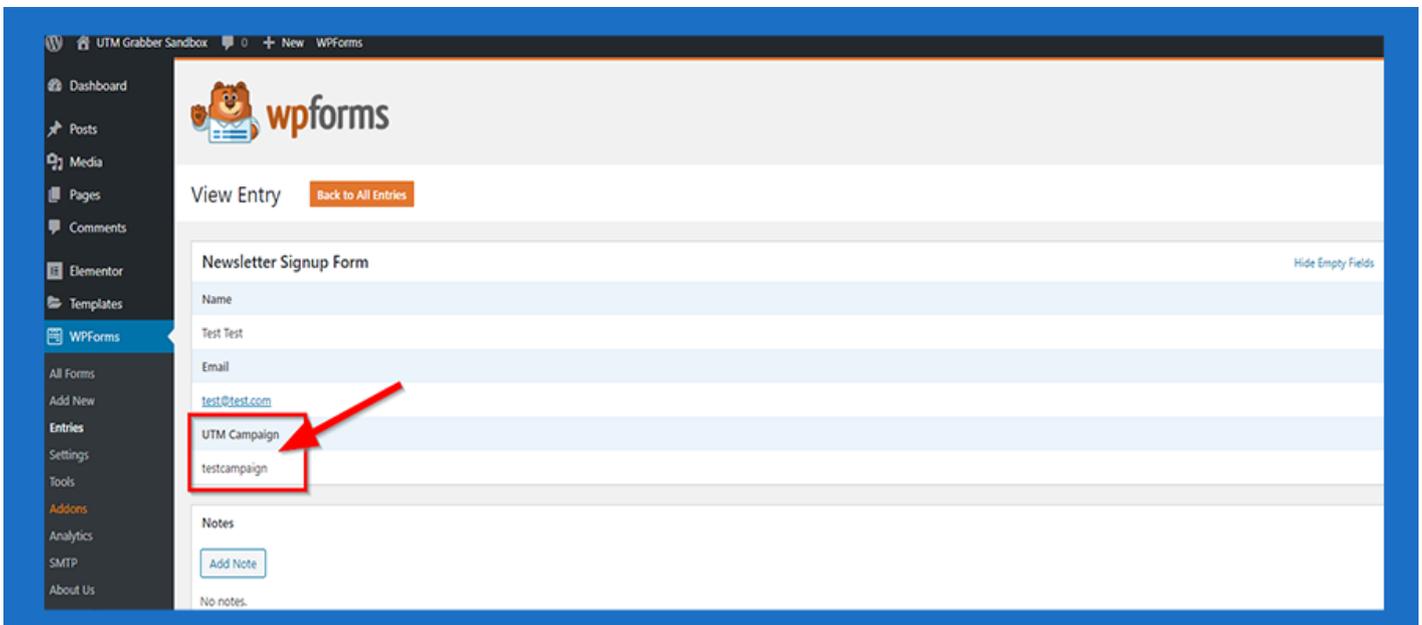
UTM Campaign  
{handl\_utm\_car...

UTM Source

## 8. Save it and Now You are Ready



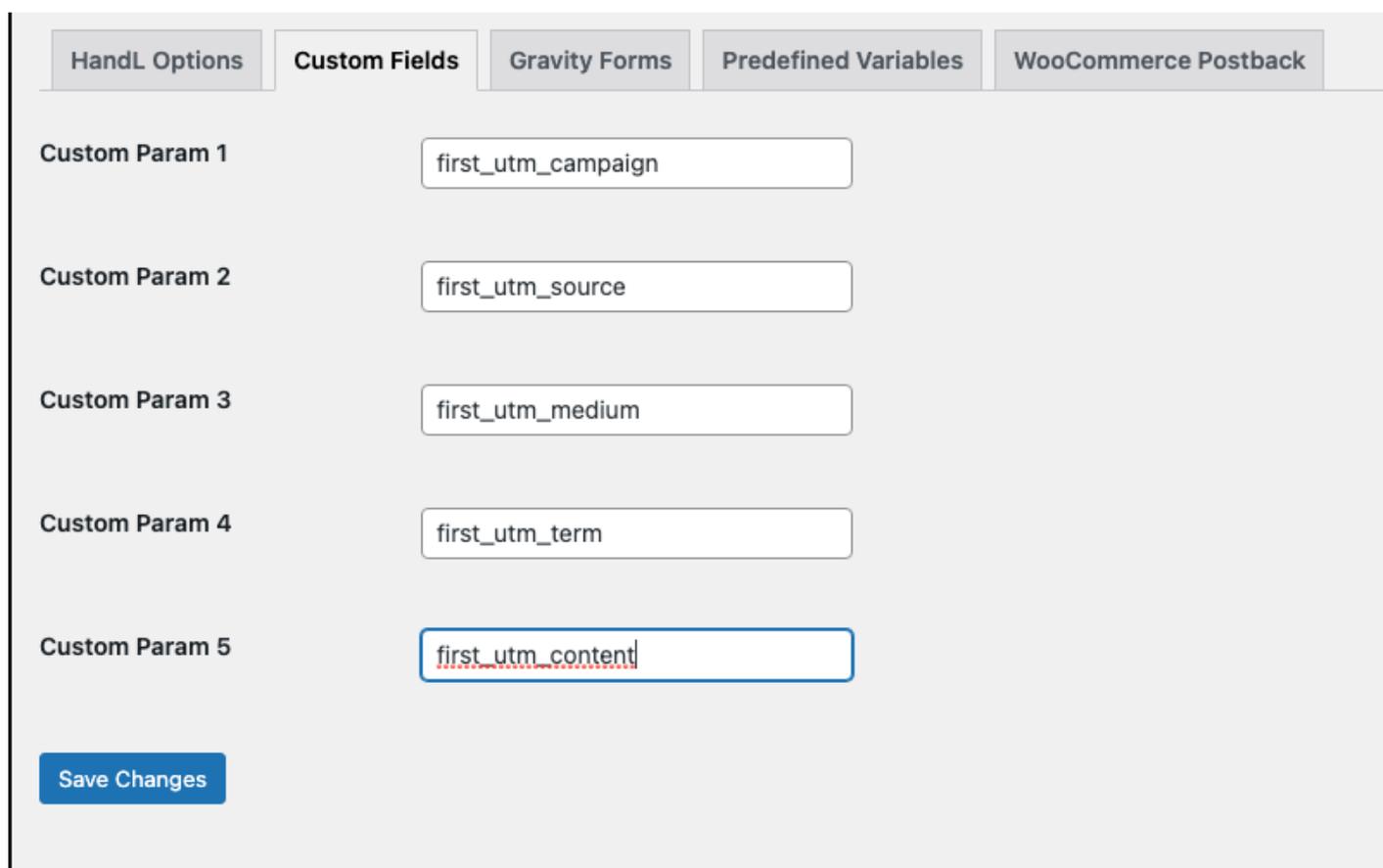
## 9. You can see your populated UTM Fields under entries



# Track first (utm) attributions in WP Forms

First attributions parameters are not showing up in smart tags in WP Form? or you want to include more custom parameters in WP Forms? follow this tutorial...

First add all the first attribution parameters as custom parameters



The screenshot shows the 'Custom Fields' tab in the WP Forms settings. It lists five custom parameters, each with a text input field containing a UTM parameter name. The parameters are:

Custom Param	Value
Custom Param 1	first_utm_campaign
Custom Param 2	first_utm_source
Custom Param 3	first_utm_medium
Custom Param 4	first_utm_term
Custom Param 5	first_utm_content

A 'Save Changes' button is located at the bottom left of the settings area.

They will show in Smart Tags

Label ?

Hidden Field

Default Value ? Hide Smart Tags

[\\_fbclid](#)

[fbclid](#)

[first\\_utm\\_campaign](#)

CSS Classes ? Show Layouts

From here, you can use them just like any other parameters.