

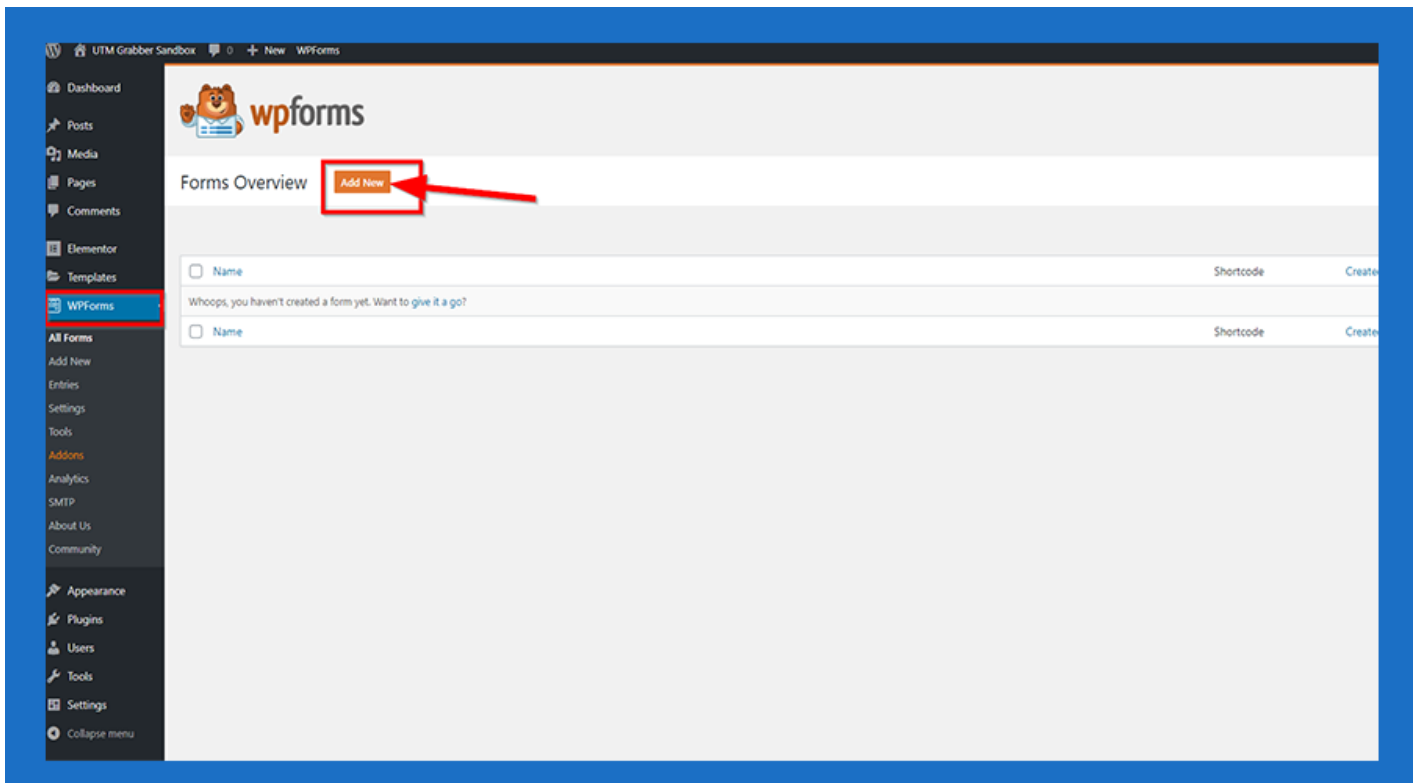
WP Forms Integration

HandL UTM Grabber / Tracker WPForms Integration step by step

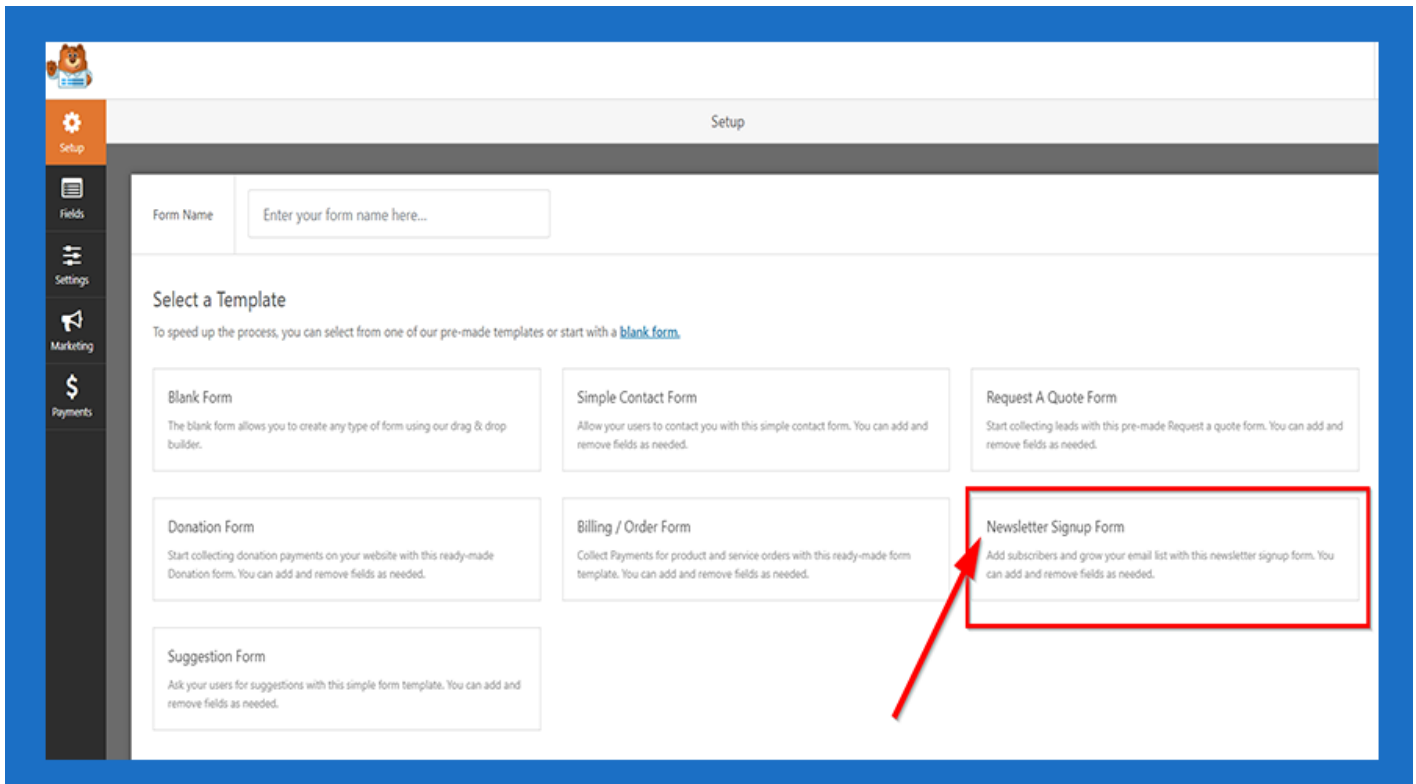
- [Wpforms Integration](#)
- [Track first \(utm\) attributions in WP Forms](#)

Wpforms Integration

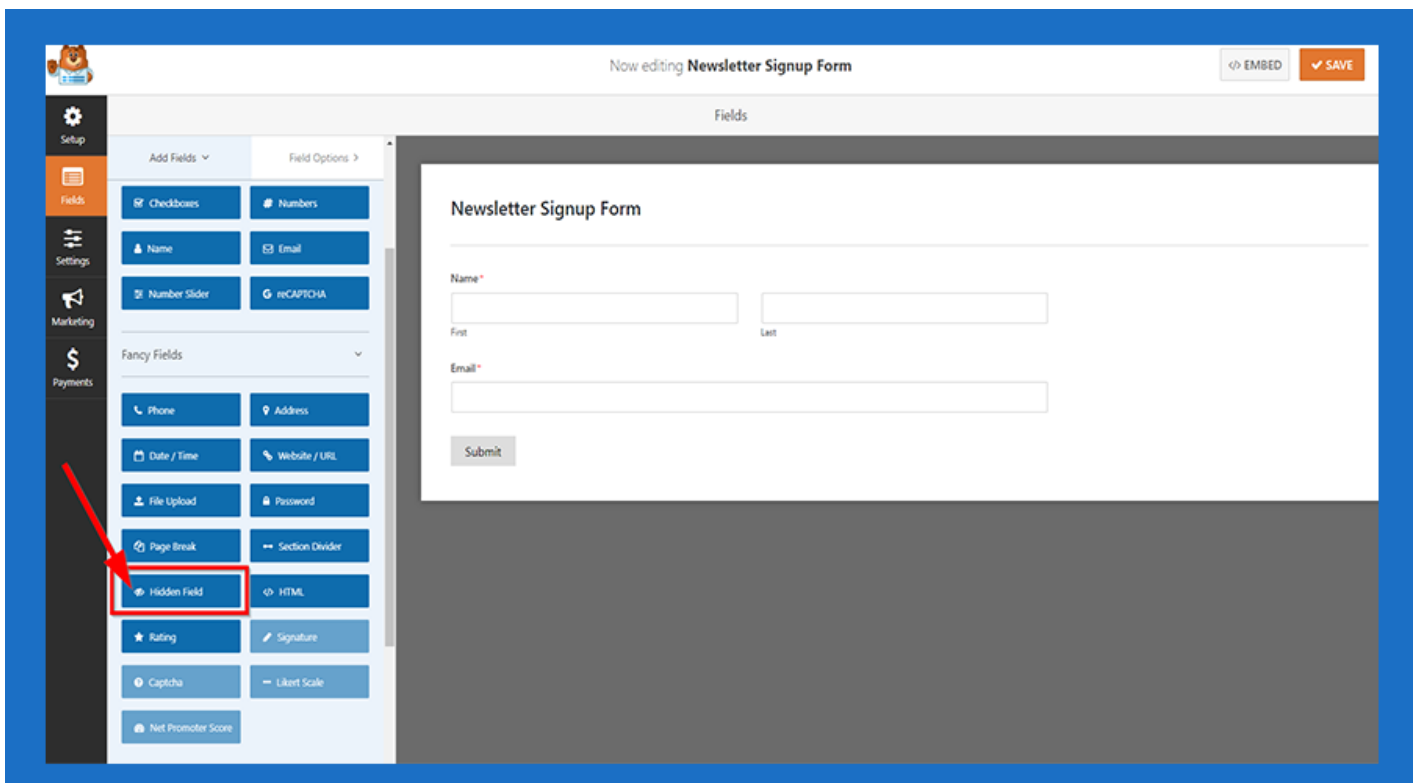
1. Select WPForms from the left manu and then click 'Add New'



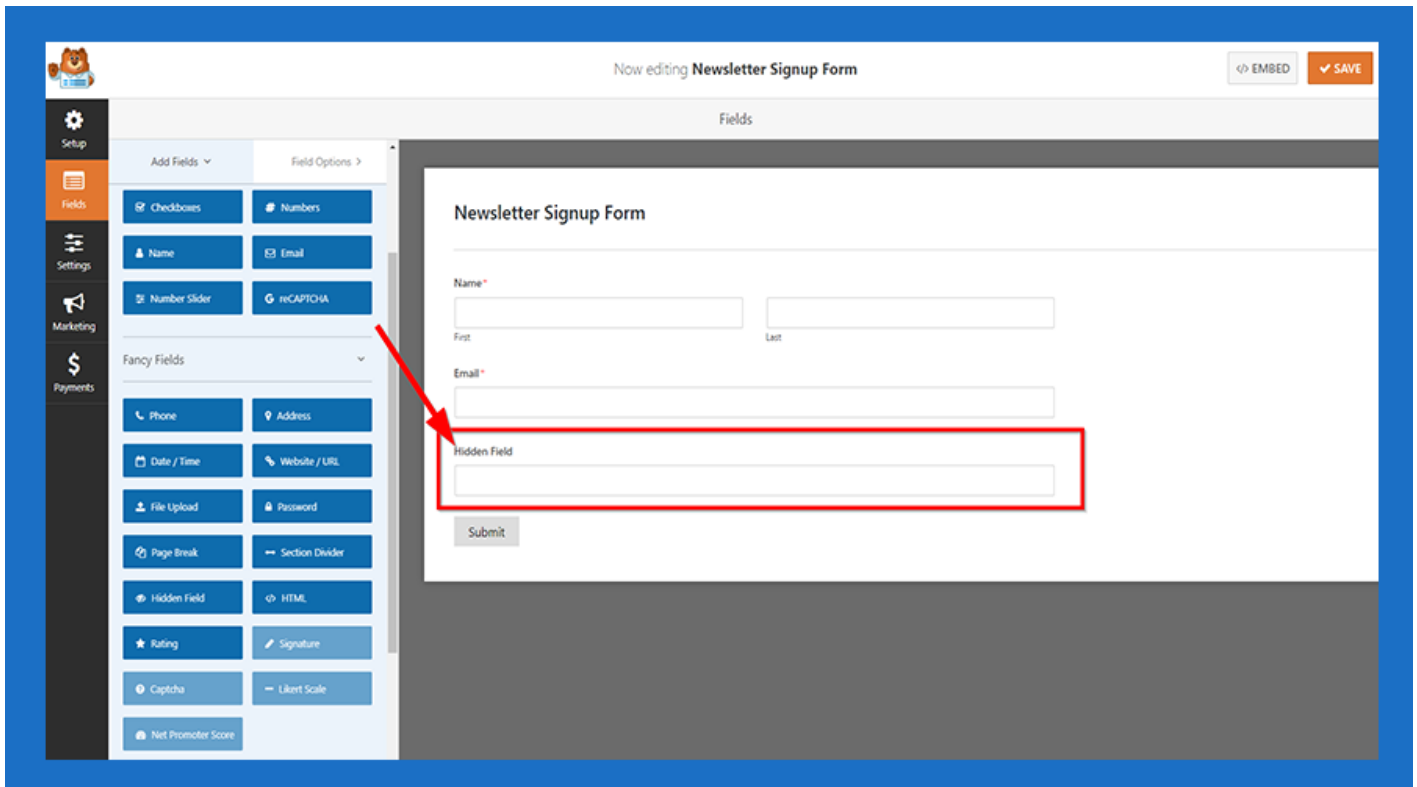
2. Click 'Newsletter Sign Up Form'



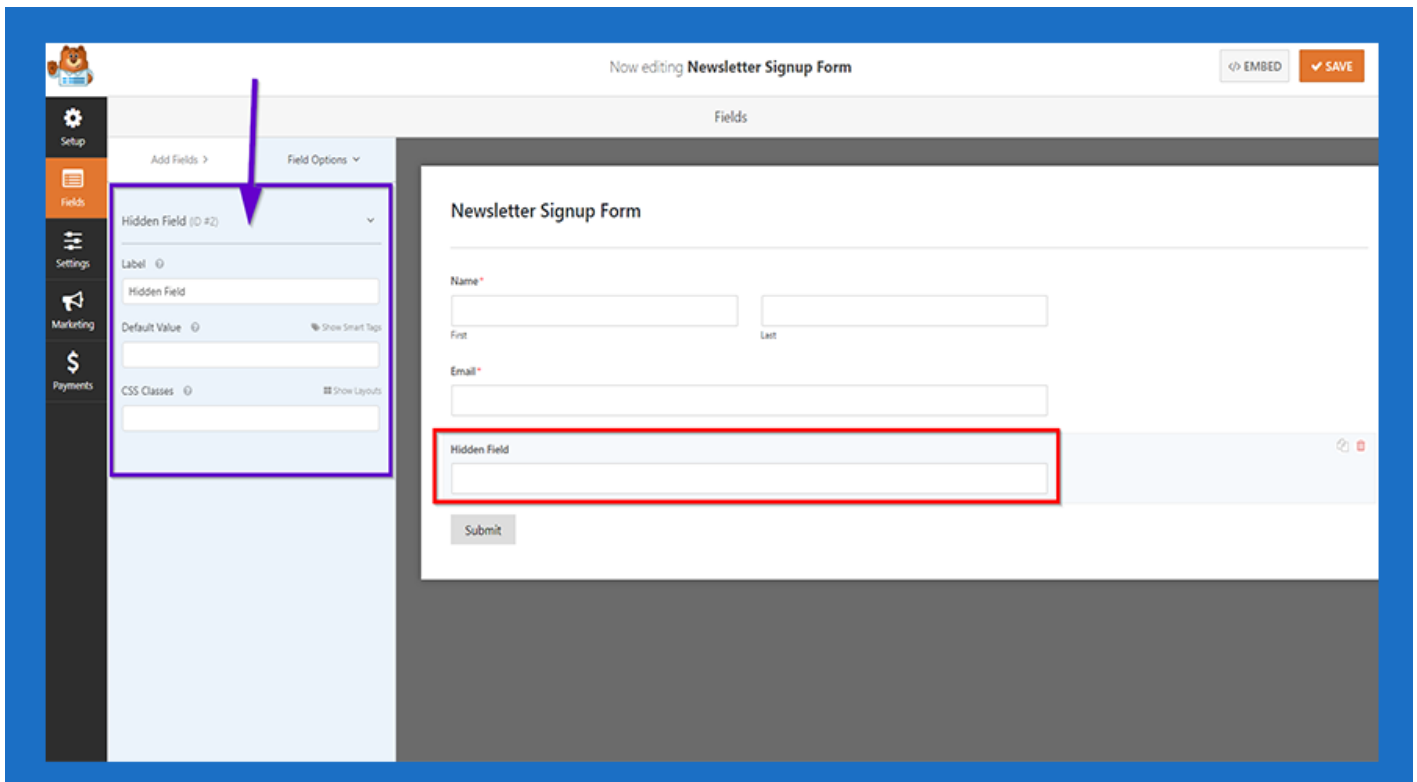
3. Click 'Hidden Field' Button



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 shows the 'Newsletter Signup Form' editor. On the left, a sidebar contains icons for Setup, Fields, Settings, Marketing, and Payments. The 'Fields' tab is active, showing a list of fields. A red box highlights the 'Label' field for 'UTM Campaign'. A purple arrow points from the 'Show Smart Tag' button to the 'UTM Campaign' field. The main area displays the form layout with fields for Name (First and Last), Email, and UTM Campaign, along with a Submit button.

Now editing **Newsletter Signup Form** [EMBED] [SAVE]

Fields

Add Fields > Field Options ▾

Hidden Field (ID #2) ▾

Label ⓘ

UTM Campaign

Default Value ⓘ

Show Smart Tag ⓘ

CSS Classes ⓘ

Show Layouts ⓘ

Newsletter Signup Form

Name*

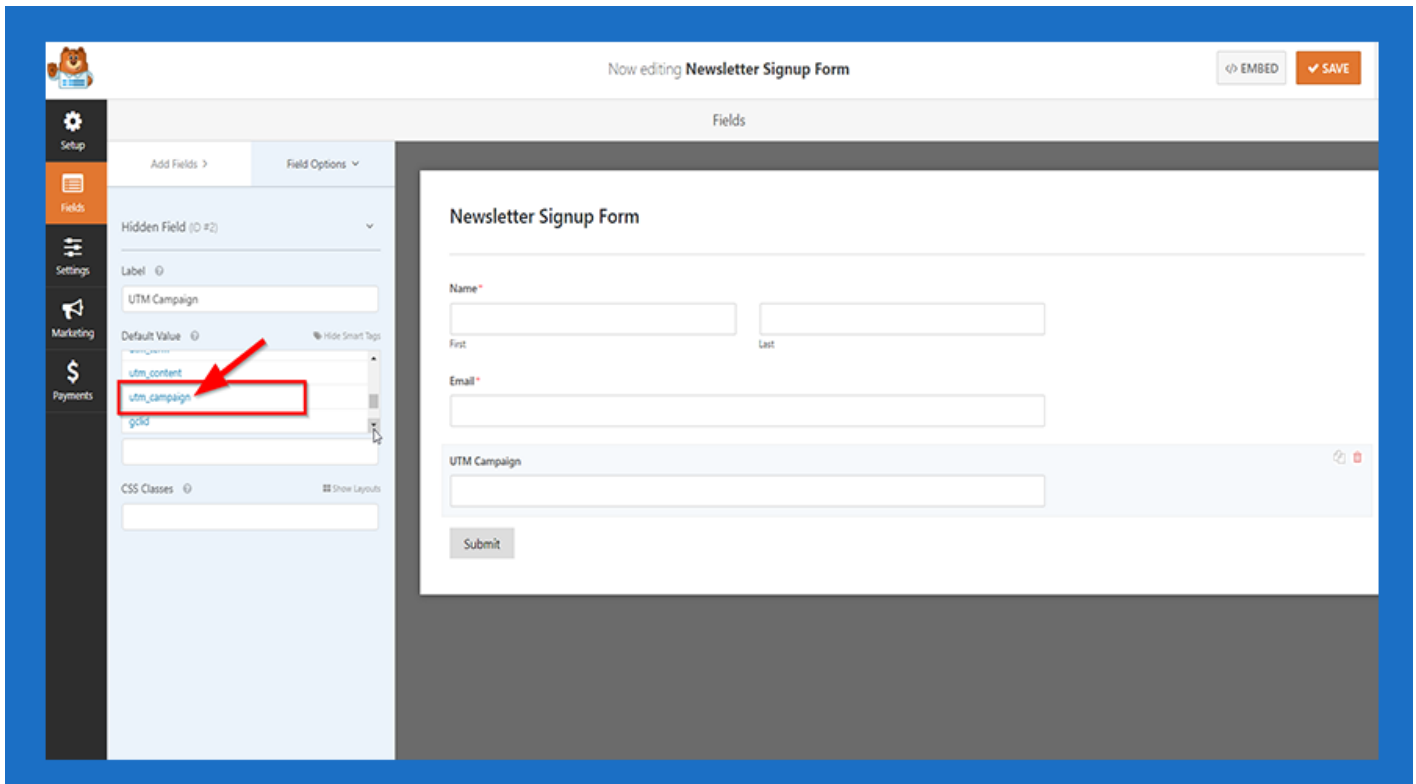
First Last

Email*

UTM Campaign ⓘ


Submit

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




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  Show Smart Tags

CSS Classes  Show Layouts

☒ Hide Label 

☐ Enable Calculation

☐ Speciaal onder


☐ Vakantieparken


☐ Zorg

☐ Sportaccommo

Naam organisatie

Opmerkingen

 **UTM Campaign**

 **UTM Source**

8. Save it and Now You are Ready

Now editing Newsletter Signup Form

Fields

Setup
Fields
Settings
Marketing
Payments

Add Fields > Field Options

Hidden Field (ID #2)

Label ⓘ
UTM Campaign

Default Value ⓘ
{handl_utm_campaign}

Show Smart Tags

CSS Classes ⓘ
Show Layouts

Newsletter Signup Form

Name *

First Last

Email *

UTM Campaign

Submit

EMBED SAVE

9. You can see your populated UTM Fields under entries

UTM Grabber Sandbox 0 + New WPForms

Dashboard
Posts
Media
Pages
Comments
Elementor
Templates
WPForms
All Forms
Add New
Entries
Settings
Tools
Addons
Analytics
SMTP
About Us

wpforms

View Entry Back to All Entries

Newsletter Signup Form Hide Empty Fields

Name
Test Test

Email
test@test.com

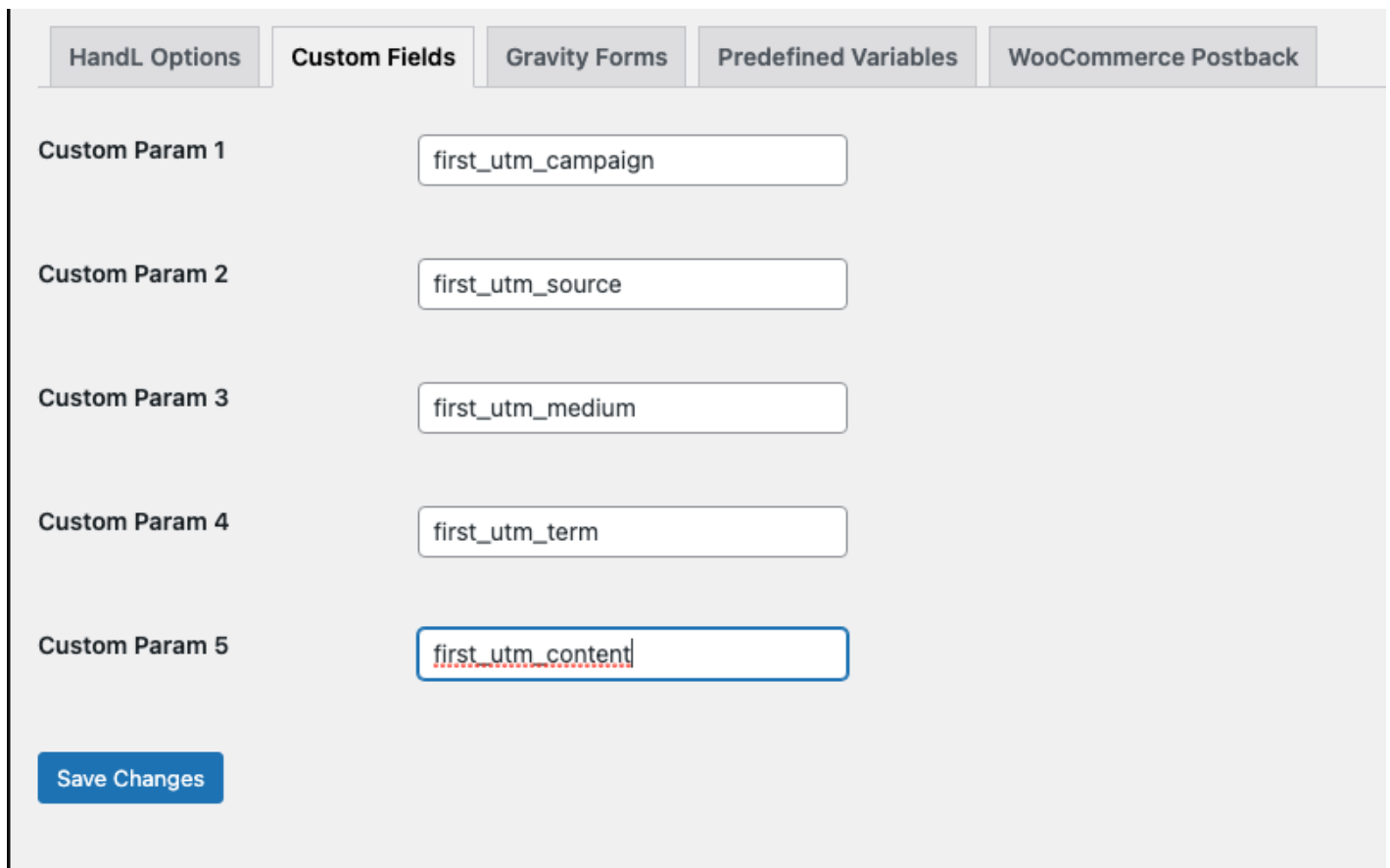
UTM Campaign
testcampaign

Notes
Add Note
No notes.

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

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

Save Changes

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.