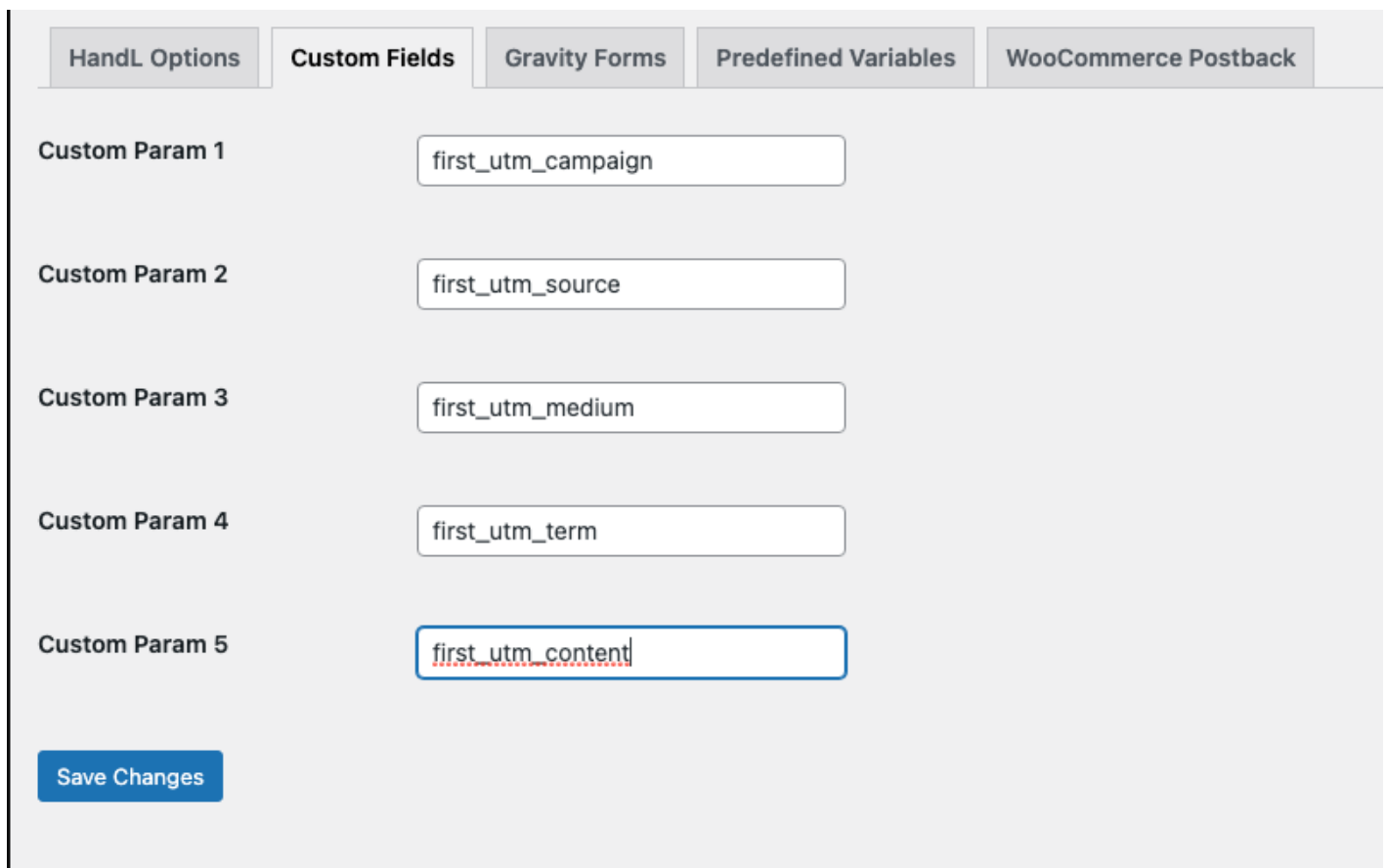


# Track first (utm) attributions in WP Forms

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 WPForms 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

At the bottom left, there is a blue button labeled '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.

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