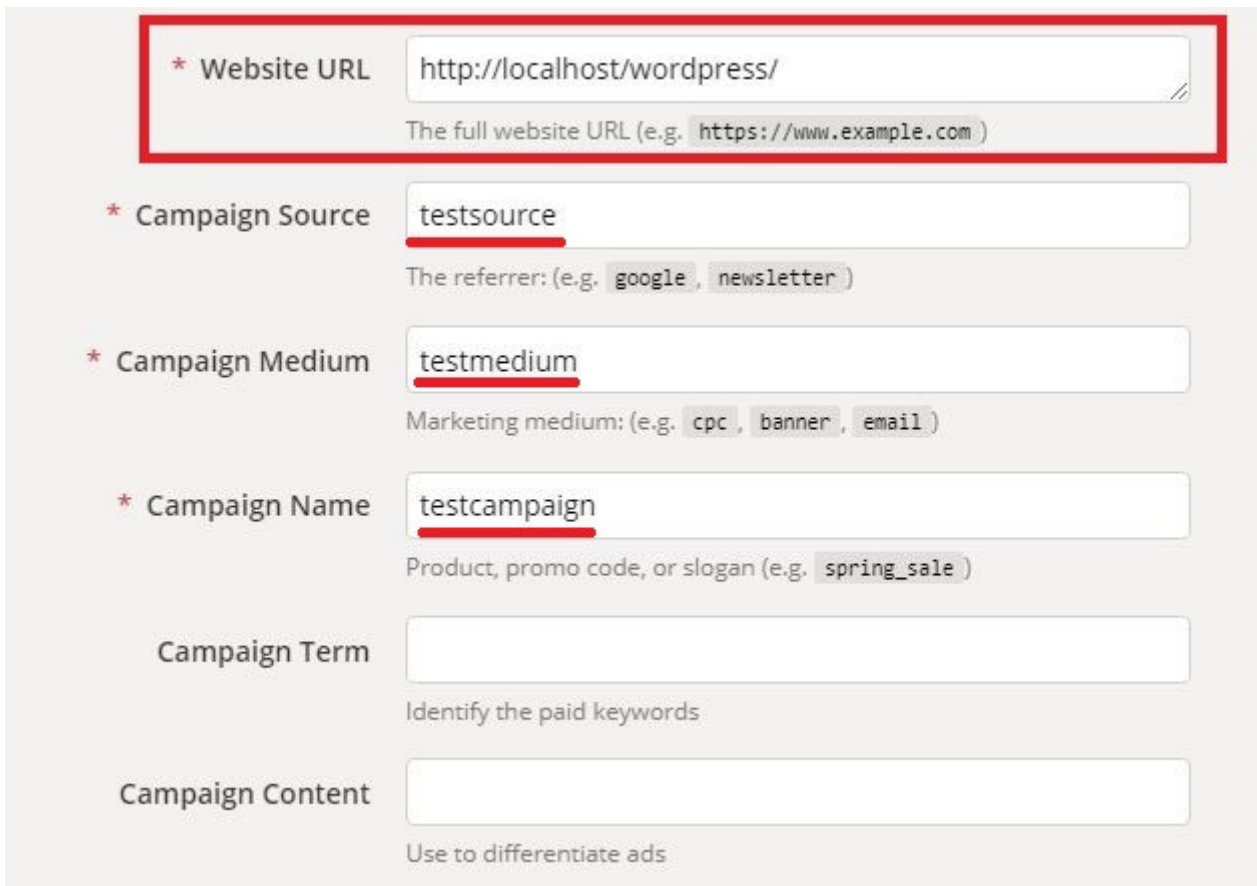


# First / Last Touch Attribute

- [First Touch](#)
- [Last Touch](#)
- ['First & Last Touch Attribute' documentation video tutorial](#)

# First Touch

**1. Paste the link in the campaign url builder and fill the required fields.**



The screenshot shows a campaign URL builder interface with the following fields and values:

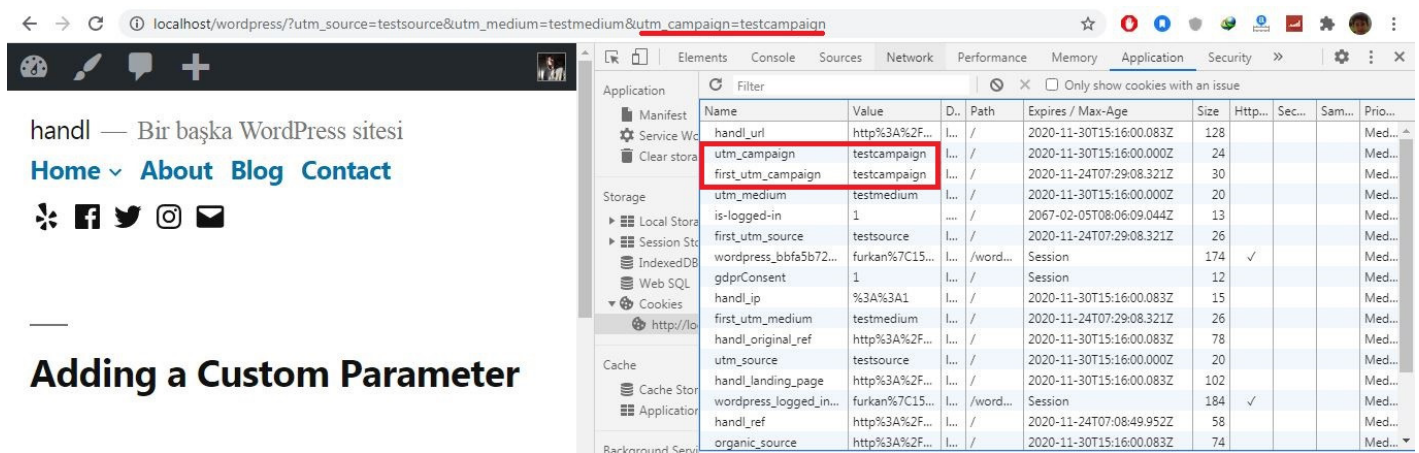
- \* Website URL**: . Below the field is the text: "The full website URL (e.g. `https://www.example.com`)". This field is highlighted with a red border.
- \* Campaign Source**: . Below the field is the text: "The referrer: (e.g. `google`, `newsletter`)".
- \* Campaign Medium**: . Below the field is the text: "Marketing medium: (e.g. `cpc`, `banner`, `email`)".
- \* Campaign Name**: . Below the field is the text: "Product, promo code, or slogan (e.g. `spring_sale`)".
- Campaign Term**: . Below the field is the text: "Identify the paid keywords".
- Campaign Content**: . Below the field is the text: "Use to differentiate ads".

**2. Copy the link below and search it**

Use this URL in any promotional channels you want to be associated with this custom campaign

☐ Set the campaign parameters in the fragment portion of the URL (not recommended).

ⓑ Convert URL to Short Link (authorization required)



# Last Touch

## 1.Change values in the url and refresh the page.

The screenshot shows a web browser with the URL `localhost/wordpress/?utm_source=changedsource&utm_medium=changedmedium&utm_campaign=changedcampaign`. The URL parameters are highlighted with colored underlines: `changedsource` (blue), `changedmedium` (green), and `changedcampaign` (red). The browser's Application tab is open, displaying a table of storage items.

Name	Value
wordpress_bbfa5b...	furkan%7C15992...
gdprConsent	0
handl_url	http%3A%2F%2...
utm_campaign	changedcampaign
utm_medium	changedmedium
first_utm_campaign	testcampaign
is-logged-in	1
first_utm_source	testsource
handl_ip	%3A%3A1
handl_landing_page	http%3A%2F%2...
wordpress_logged...	furkan%7C15992...
wordpress_test_co...	WP%20Cookie%...
wp-settings-1	mfold%3Do
utm_source	changedsource
handl_original_ref	http%3A%2F%2...
first_utm_medium	testmedium

## ng a Custom Parameter

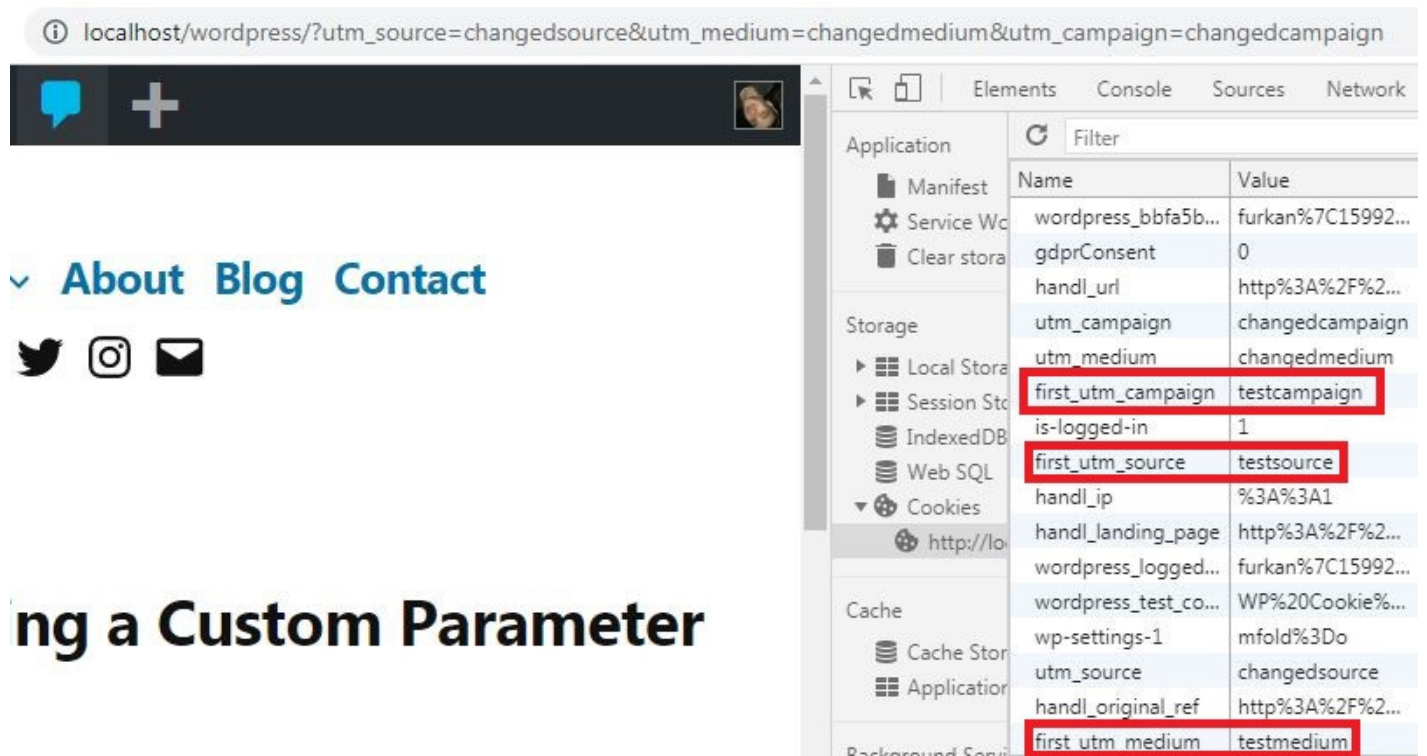
New values will be seen in the fields.

localhost/wordpress/?utm\_source=changedsource&utm\_medium=changedmedium&utm\_campaign=changedcampaign

✓ About Blog Contact

Twitter Instagram Email

## ng a Custom Parameter



Name	Value
wordpress_bbfa5b...	furkan%7C15992...
gdprConsent	0
handl_url	http%3A%2F%2...
utm_campaign	changedcampaign
utm_medium	changedmedium
first_utm_campaign	testcampaign
is-logged-in	1
first_utm_source	testsource
handl_ip	%3A%3A1
handl_landing_page	http%3A%2F%2...
wordpress_logged...	furkan%7C15992...
wordpress_test_co...	WP%20Cookie%...
wp-settings-1	mfold%3Do
utm_source	changedsource
handl_original_ref	http%3A%2F%2...
first_utm_medium	testmedium

The old values are in the "first\_utm" field.

# 'First & Last Touch Attribute' documentation video tutorial

## Overview

The HandL UTM Grabber plugin tracks various UTM parameters and other relevant data to help understand the source and behavior of website traffic. This documentation focuses on the first touch parameters, which capture the initial interaction a user has with the website, and the last touch parameters, which capture the most recent interaction.

## First Touch Parameters

First touch parameters are captured when a user first visits the website. These parameters are stored in cookies and are not overwritten on subsequent visits. The following are the first touch parameters:

- [first\_utm\_campaign]: Captures the utm\_campaign variable for the first touch.
- [first\_utm\_source]: Captures the utm\_source variable for the first touch.
- [first\_utm\_term]: Captures the utm\_term variable for the first touch.
- [first\_utm\_medium]: Captures the utm\_medium variable for the first touch.
- [first\_utm\_content]: Captures the utm\_content variable for the first touch.
- [handl\_original\_ref]: Captures the original referral URL for the first touch.
- [handl\_landing\_page]: Captures the full URL of the landing page for the first touch.
- [handl\_landing\_page\_base]: Captures the base domain of the landing page for the first touch.

## How It Works

When a user visits the website for the first time, the plugin checks if the first touch parameters are

already set in the cookies. If the parameters are not set, the plugin captures the current UTM parameters and other relevant data and stores them in cookies with the prefix first\_. These cookies are set with a long expiration time to ensure they persist across multiple sessions.

## Last Touch Parameters

Last touch parameters capture the most recent interaction a user has with the website. These parameters are updated on each visit and provide insights into the latest source of traffic.

## Conclusion

The first touch parameters provide valuable insights into the initial interaction a user has with the website, helping to understand the effectiveness of marketing campaigns and the original source of traffic. By capturing and storing these parameters in cookies, the HandL UTM Grabber plugin ensures that this data is preserved across multiple sessions, enabling more accurate tracking and analysis.

*Please watch the related Video Tutorial below*

*and click right to the video and open link in new tab*

# UTM TRACKING



**First & Last  
Touch**

