How to use?

1-WP’s Native Short Codes 2-Input Field Wrapper 3-Hassle Free Implementation (No Short code)

- Native WP Shortcodes
- Input Field Wrapper
- Hassle Free Implementation (No shortcode)

Native WP Shortcodes

One great feature of the plugin is the **UTM variables are saved in client's browser** and even though there is no UTM variables in URL, the variables can still be accessible via shortcode across any page/widget of your website.

UTM Parameters (Last Touch)

```
[utm_campaign] – Prints out utm_campaign variable.[utm_source] – Prints out utm_source variable.
[utm_term] – Prints out utm_term variable.[utm_medium] – Prints out utm_medium variable.
[utm_content] – Prints out utm_content variable.[gclid] – Prints out gclid variable. Google Ads click ID
[fbclid] – Prints out fbclid variable. Facebook Ads click ID[msclkid] – Prints out msclkid variable. Bing Ads click ID
```

UTM Parameters (First Touch)

```
[first_utm_campaign] – Prints out utm_campaign variable for first touch.[first_utm_source] – Prints out utm_source variable for first touch.[first_utm_term] – Prints out utm_term variable for first touch.[first_utm_medium] – Prints out utm_medium variable for first touch.
[first_utm_content] – Prints out utm_content variable for first touch.
```

Facebook Ads Related Parameters Facebook Ads Dynamic Parameters - These values should be added as Custom Parameters in the Plugin

```
[ad_id] - Facebook Ad Id
[adset_id] - Facebook Ads Id
[ad_name] - Facebook Ads Name
```

```
[adset_name] - Facebook Adset Name
[placement] - Facebook Placement
//you can add many more using custom paramaters.
```

Google Ads Related Parameters Google Ads ValueTrack Parameters - These values should be added as Custom Parameters in the Plugin

```
[campaignid] - Google Ads ValueTrack Campaign Id[adgroupid] - Google Ads ValueTrack Ads Group Id
[keyword] - Google Ads ValueTrack Keyword
[placement] - Google Ads ValueTrack Placement
//you can add many more using custom paramaters.
```

Other HandL UTM Grabber Parameters

```
[handl_original_ref] - original referral - first touch![handl_landing_page] - landing page - first touch!
[handl_landing_page_base] - - landing page base domain - first touch![handl_ip] - ip of the user
[handl_ref] - last touch referral[handl_ref_domain] - last touch referral - domain only
[handl_url] - last touch url
[handl_url_base] - base URL only of handl_url
[organic_source] - organic source href (e.g. https://www.google.com/some/path)
[organic_source_str] - organic source (Google, Bing, Instagram etc)[gaclientid] - Google Analytics clientid
[user_agent] - user (browser) agent[traffic_source] - (Last Touch) Paid, Organic, Direct, Referral, Social
[first_traffic_source] - (First Touch) Paid, Organic, Direct, Referral, Social
[handlID] - Unique ID generated by HandL UTM Grabber
```

See what is the difference of all the handl_ params here What is the difference between all the handl params?

You get the gist by now, you can add ANY custom

parameter you defined in the settings

```
[user]
[email]
[affid]
[cid]
```

Other internal COOKIES not meant for tracking, but needed for our plugin to function

```
HandLtestDomainName - to automatically get the domain for tracking (via client side) - you can overwrite this using Domain under settings.HandLtestDomainNameServer - to automatically get the domain for tracking (via server side) - you can overwrite this using Domain under settings.
```

Input Field Wrapper

There are some places you are not able to use WP’s native shortcodes. One example is when you use HTML in WYSWYG editor. If you directly copy paste the HTML below in your WP editor, you will see that the shortcode breaks.

```
<input type="hidden" name="utm_campaign" id="utm_campaign" value="HandL UTM Grabber Readme" />
```

In order to prevent this, we recommend using the following shortcode wrappers.

UTM Parameters (Last Touch)

```
[utm_campaign_i]<input type="hidden" name="utm_campaign" value="%s" />[/utm_campaign_i]
[utm_source_i]<input type="hidden" name="utm_source" value="%s" />[/utm_source_i]
[utm_term_i]<input type="hidden" name="utm_term" value="%s" />[/utm_term_i]
[utm_medium_i]<input type="hidden" name="utm_medium" value="%s" />[/utm_medium_i]
[utm_content_i]<input type="hidden" name="utm_content" value="%s" />[/utm_content_i]
[gclid_i]<input type="hidden" name="gclid" value="%s" />[/gclid_i]
```

UTM Parameters (First Touch)

```
[first_utm_campaign_i]<input type="hidden" name="first_utm_campaign" value="%s"
/>[/first_utm_campaign_i][first_utm_source_i]<input type="hidden" name="first_utm_source"
value="%s" />[/first_utm_source_i][first_utm_term_i]<input type="hidden"
name="first_utm_term" value="%s" />[/utm_termfirst_utm_term_i_i][first_utm_medium_i]<input
type="hidden" name="first_utm_medium" value="%s" />[/first_utm_medium_i]
[first_utm_content_i]<input type="hidden" name="first_utm_content" value="%s"
/>[/first_utm_content_i]
```

Facebook Ads Related Parameters Facebook Ads Dynamic Parameters

```
[ad_id_i]<input type="hidden" name="ad_id" value="%s" />[/ad_id_i][adset_id_i]<input
type="hidden" name="ad_id" value="%s" />[/adset_id_i][ad_name_i]<input type="hidden"
name="ad_name" value="%s" />[/ad_name_i][adset_name_i]<input type="hidden" name="adset_name"
value="%s" />[/adset_name_i][placement_i]<input type="hidden" name="placement" value="%s"
/>[/placement_i]
//many more...
```

Google Ads Related Parameters Google Ads ValueTrack Parameters

```
[campaignid_i]<input type="hidden" name="campaignid" value="%s" />[/campaignid_i]
[adgroupid_i]<input type="hidden" name="adgroupid" value="%s" />[/adgroupid_i]
[keyword_i]<input type="hidden" name="keyword" value="%s" />[/keyword_i][placement_i]<input
type="hidden" name="placement" value="%s" />[/placement_i]
//many more...
```

Other HandL UTM Grabber Parameters

```
[handl_original_ref_i]<input type="hidden" name="handl_original_ref" value="%s"
/>[/handl_original_ref_i][handl_landing_page_i]<input type="hidden" name="handl_landing_page"
value="%s" />[/handl_landing_page_i][handl_ip_i]<input type="hidden" name="handl_ip"
value="%s" />[/handl_ip_i][handl_ref_i]<input type="hidden" name="handl_ref" value="%s"
/>[/handl_ref_i]
```

```
[handl_url_i]<input type="hidden" name="handl_url" value="%s" />[/handl_url_i]
[organic_source_i]<input type="hidden" name="organic_source" value="%s" />[/organic_source_i]
[organic_source_str_i]<input type="hidden" name="organic_source_str" value="%s"
/>[/organic_source_str_i]
[gaclientid_i]<input type="hidden" name="gaclientid" value="%s" />[/gaclientid_i]
[user_agent_i]<input type="hidden" name="user_agent" value="%s" />[/user_agent_i]
```

You get the gist by now, you can add ANY custom parameter you defined in the settings

```
[user_i]<input type="hidden" name="user" value="%s" />[/user_i][email_i]<input type="hidden"
name="email" value="%s" />[/email_i][affid]<input type="hidden" name="affid" value="%s"
/>[/affid]
[cid]<input type="hidden" name="cid" value="%s" />[/cid]
```

To append all the UTMs to your link, you can use `handl_all`

```
[handl_all_i]<iframe src="https://someexternaldomain.com?%s" border="0" style="border: none;
opacity: 1; visibility: visible;"></iframe>[/handl_all_i]
```

You can safely use the shortcode wrappers in your HTML content without worrying about breaking the code.

Hassle Free Implementation (No shortcode)

Upon ativation of this plugin, it will fill the elements named “utm_source, utm_medium, utm_term, utm_content, utm_campaign, gclid” AUTOMAGICALLY! (by element name, id and class)

-Simple Examples:

```
<input type="hidden" name="utm_campaign" /><input type="hidden" name="foo" id="utm_campaign" />
<input type="hidden" name="foo" class="utm_campaign" />
```

-More Complex Examples:

```
<div class="input-wrapper" id="utm_campaign">
<input type="hidden" name="foo"/>
</div>
<div class="input-wrapper utm_campaign">
<input type="hidden" name="foo"/>
</div>
```

If you are already using one of those names either in your form element name, id, or class. You do not have to use the shortcode or shortcode weappers. HandL UTM Grabber will automatically fill the corresponding fields.

Easy peasy □□