Adding a Custom Parameter

Overview

The Custom Parameters feature allows you to track additional URL parameters beyond the standard UTM parameters that HandL UTM Grabber tracks by default. This feature is particularly useful when you need to capture custom campaign parameters or third-party tracking parameters that aren't part of the standard UTM set.

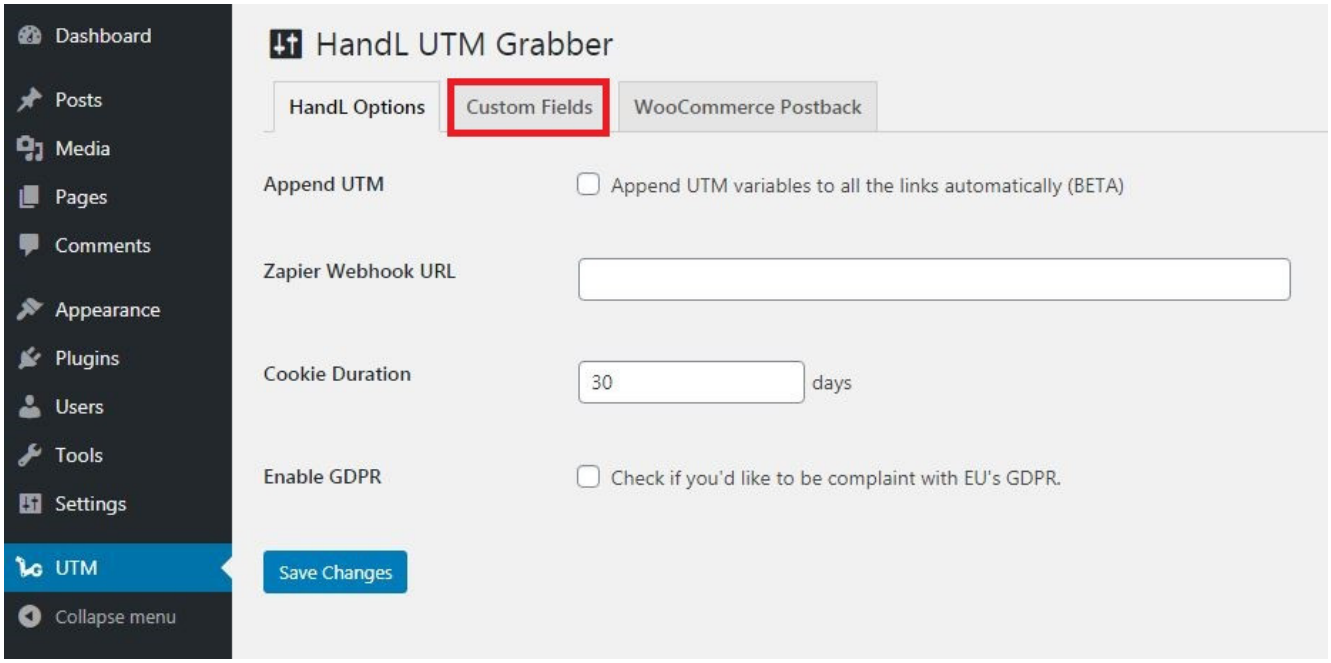
Default Parameters

By default, HandL UTM Grabber tracks the following parameters here Native WP Shortcodes

Adding Custom Parameters

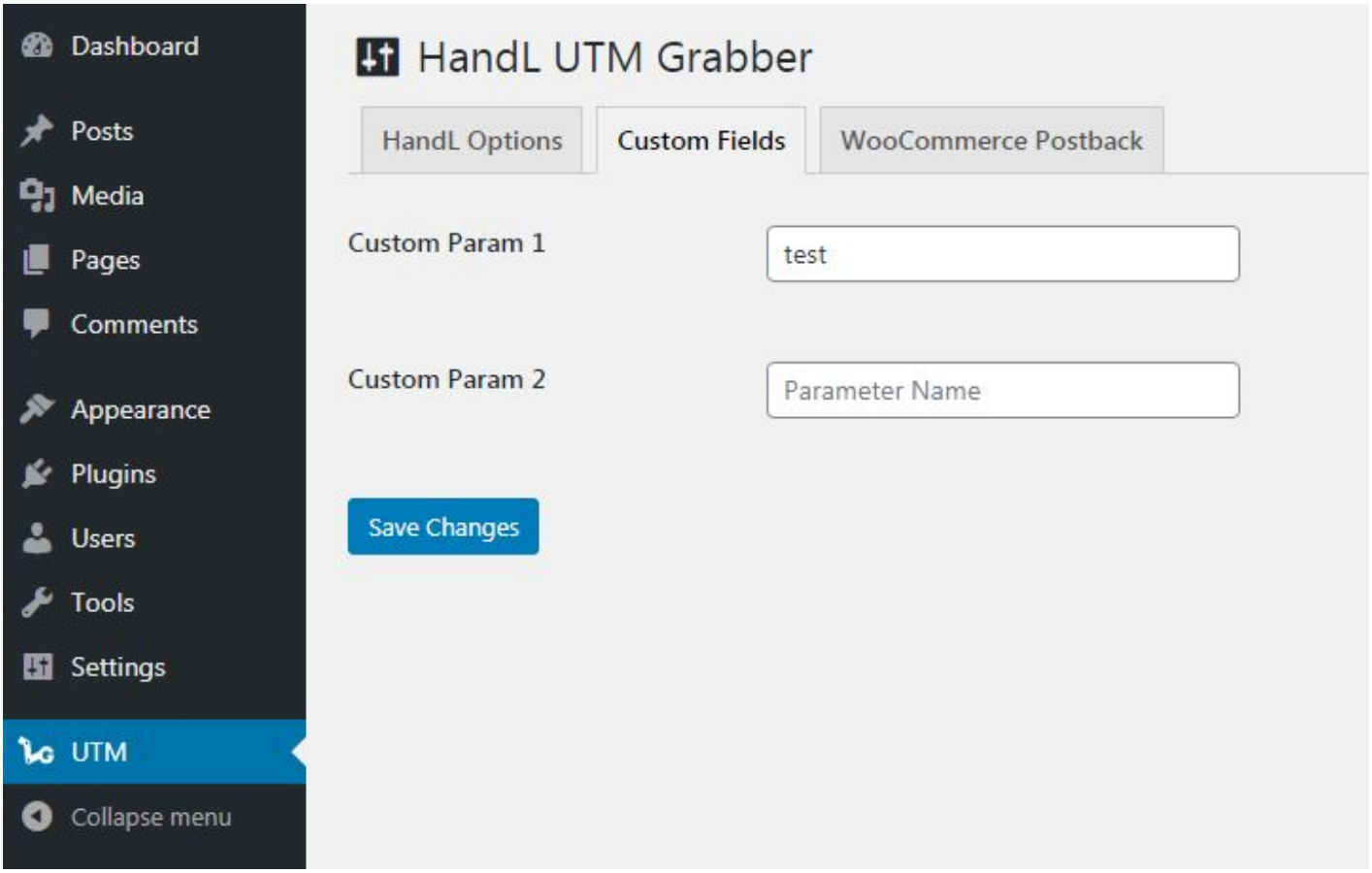
How to Access

- Navigate to your WordPress admin panel
- Go to HandL UTM Grabber settings
- Click on the "Custom Fields" tab



Configuration

1. Enter your custom parameter names one by one in the provided input fields
2. Each parameter should be entered without any special characters
3. Click "Save Changes" to store your custom parameters



Important Notes

All native UTM parameters (utm_source, utm_medium, etc.) and standard tracking parameters (fbclid, gclid) are already tracked by default Only add parameters that aren't already included in the default tracking Make sure to read the documentation before using this feature, as you may not need it for standard tracking scenarios

How It Works

When custom parameters are configured:

1. The plugin will automatically look for these parameters in:

- URL parameters
- Existing cookies
- Form submissions

2. The parameters are:

- Captured when present in URLs
- Stored in cookies for later use
- Available via shortcodes
- Passed along with form submissions

Usage Examples

Example URL with Custom Parameter

```
https://yourdomain.com/page?custom_param=value
```

Using Custom Parameters in Shortcodes

```
[custom_param]
```

Dynamic Content Example

```
[custom_param_i]Your custom parameter value is: %s[/custom_param_i]
```

Technical Details

- Custom parameters are stored in WordPress options with the key 'custom_params'
- Parameters are automatically filtered to remove empty values
- The plugin ensures parameters are properly sanitized before storage
- Cookies are set with appropriate security flags and domain settings
- Parameters are made available to JavaScript via wp_localize_script

Best Practices

1. Only add parameters you specifically need to track
2. Use descriptive parameter names
3. Test parameters before deploying to production
4. Regularly review and clean up unused parameters
5. Consider GDPR implications when tracking custom parameters

Limitations

- Parameter names should be URL-safe
- Values are stored as strings
- Cookie duration follows the global plugin settings
- Some parameters may be blocked by privacy settings or browsers

---

Revision #9
Created Mon, Aug 24, 2020 7:18 AM
Updated Wed, Nov 6, 2024 8:30 PM by Leman