Differentiate whether Paid / Organic / Direct / Referral

As of v3.0.36, there is a new cookie named `traffic_source`.

Even if you do not use any query arguments (e.g., utm_ params) in your link, we can accurately identify the traffic source based on various signals.

This cookie enables you to capture the source of traffic, whether it's paid, organic, direct, referral, or other forms.

- Paid: Traffic originating from Google or Facebook ads.
- Social: Traffic originating from social platforms such as Facebook, Twitter, Instagram, Snapchat, YouTube, Pinterest, LinkedIn, and Tumblr organically.
- Organic: Traffic originating from a search using Google or Bing.
- Direct: Traffic coming directly from a bookmark or the address bar.
- Referral: All other referrals not captured above.
- Other: Any other traffic not categorized by the rules above.

In order to capture `traffic_source` information in your forms, you may have to add `traffic_source` as custom parameters in UTM. See How to add custom parameters?

`traffic_source` is a last-touch attribute. If you want the first-touch version of this parameter, use `first_traffic_source`.

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