

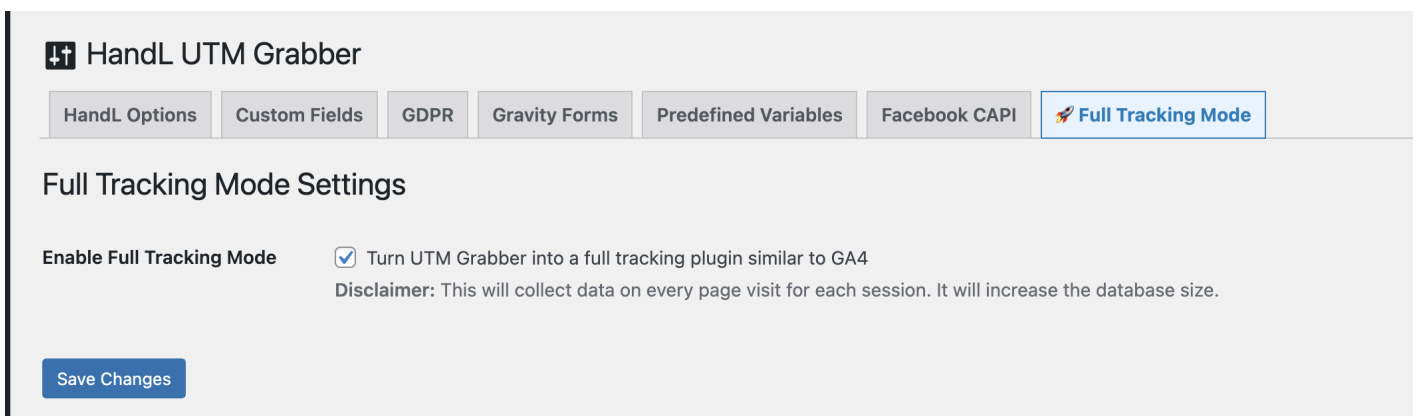
Full Tracking Mode

Overview

The Full Tracking Mode is a powerful feature of the HandL UTM Grabber plugin that allows you to track detailed user journeys across your website. When enabled, it captures data on every page visit for each session, providing insights similar to Google Analytics 4 (GA4).

Enabling Full Tracking Mode

1. Navigate to the HandL UTM Grabber settings in your WordPress admin panel.
2. Look for the "Full Tracking Mode Settings" section.
3. Check the box labeled "Enable Full Tracking Mode".
4. Save your changes.



The screenshot shows the HandL UTM Grabber settings page. At the top, there's a header with the plugin name and a list of tabs: HandL Options, Custom Fields, GDPR, Gravity Forms, Predefined Variables, Facebook CAPI, and Full Tracking Mode (which is highlighted). Below the tabs, the 'Full Tracking Mode Settings' section is visible. It contains a checkbox labeled 'Enable Full Tracking Mode' which is checked. To the right of the checkbox is a note: 'Turn UTM Grabber into a full tracking plugin similar to GA4'. Below this note is a disclaimer: 'Disclaimer: This will collect data on every page visit for each session. It will increase the database size.' At the bottom left of the settings area is a 'Save Changes' button.

What Data is Collected

When Full Tracking Mode is enabled, the plugin collects the following data for each page visit:

- Session ID
- Timestamp
- Page URL
- Referrer URL
- UTM parameters (source, medium, campaign, content, term)

This data is stored in three main tables in your WordPress database:

- `handl_sessions` : Stores unique session information
- `handl_utm_sets` : Stores unique combinations of UTM parameters
- `handl_page_views` : Stores individual page view data

Viewing Reports

To access the Full Tracking Mode reports:

1. Go to the HandL UTM Grabber menu in your WordPress admin panel.
2. Click on the "Full Tracking Report" tab.

The report page offers several features:

Filters

You can filter the data by:

- Date range
- Page URL
- Session ID

Full Tracking Mode Report
Date Range: Page URL: Session ID:

Session Counts by Page

This section shows:

- Page URL
- Number of unique sessions

- Total visits

You can drill down into each page to see a breakdown of UTM parameters and referrers.

Session Counts by Page		
Page URL	Unique Sessions	Total Visits
https://handi-sandbox/	1	18
UTM Breakdown for https://handi-sandbox/		
Source		
utm_source	Unique Sessions	Total Visits
Google	1	18
Medium		
utm_medium	Unique Sessions	Total Visits
cpc	1	18
Campaign		
utm_campaign	Unique Sessions	Total Visits
4thCampaign	1	12
SpringSale	1	4
1stCampaign	1	1
2ndCampaign	1	1
Content		
utm_content	Unique Sessions	Total Visits
google_enhanced_search	1	18
Term		
utm_term	Unique Sessions	Total Visits
shoes	1	18
Referrer		
referrer	Unique Sessions	Total Visits
N/A	1	14
https://handi-sandbox/	1	2
https://handi-sandbox/blog/2023/12/28/nifty-image-embed/	1	1
https://handi-sandbox/wp-admin/admin.php	1	1
https://handi-sandbox/blog/2024/09/08/unlocking-september-sales-success-master-lead-tracking-attribution-to-skyrocket-your-business/	1	4
https://handi-sandbox/blog/2021/03/02/gravity-form/	1	2
https://handi-sandbox/blog/2024/09/07/3890/	1	1

User Journey

This section displays:

- Session ID
- Number of unique sessions
- Total visits

You can drill down into each session to see detailed information about the pages visited and UTM parameters used.

User Journey		
Session ID	Unique Sessions	Total Visits
341864733901	4	25
Session Details for 341864733901		
Source		
utm_source	Visits	
Google	25	
Medium		
utm_medium	Visits	
cpc	25	
Campaign		
utm_campaign	Visits	
4thCampaign	15	
SpringSale	6	
1stCampaign	2	
2ndCampaign	2	
Content		
utm_content	Visits	
google_enhanced_search	25	
Term		
utm_term	Visits	
shoes	25	
Page_url		
page_url	Visits	
https://handi-sandbox/	18	
https://handi-sandbox/blog/2024/09/08/unlocking-september-sales-success-master-lead-tracking-attribution-to-skyrocket-your-business/	4	
https://handi-sandbox/blog/2024/03/02/gravity-form/	2	
https://handi-sandbox/blog/2024/09/07/3890/	1	

Exporting Data

You can export the collected data to a CSV file for further analysis:

- 1. Apply any desired filters.
- 2. Click the "Export to CSV" button.

Database Management

As Full Tracking Mode collects a significant amount of data, it's important to manage your database effectively:

Viewing Database Statistics

The "Danger Zone" section of the report page shows the current number of rows in each tracking table.

Resetting Tracking Data

If the database becomes overwhelming or you need to start fresh:

1. Scroll to the "Danger Zone" section at the bottom of the report page.
2. Click the "Remove Tracking Tables" button.
3. Confirm your action in the popup dialog.

This action will delete all collected tracking data and cannot be undone.

Danger Zone

Database Tables Statistics

wp_handl_sessions: 1 rows

wp_handl_utm_sets: 4 rows

wp_handl_page_views: 25 rows

Warning: Removing these tables will delete all collected tracking data. This action cannot be undone.

Remove Tracking Tables

Important Considerations

1. **Database Size:** Full Tracking Mode will increase your database size. Monitor your database usage regularly.
2. **Performance:** While designed to be efficient, tracking every page visit may have a slight impact on site performance. Monitor your site's performance after enabling this feature.
3. **Privacy:** Ensure that your privacy policy reflects the additional data being collected when Full Tracking Mode is enabled.
4. **Compliance:** Make sure you're compliant with relevant data protection regulations (e.g., GDPR, CCPA) when using this feature.

Conclusion

Full Tracking Mode transforms HandL UTM Grabber into a powerful analytics tool, providing detailed insights into user behavior on your website. Use this data to optimize your marketing strategies, improve user experience, and drive conversions.

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