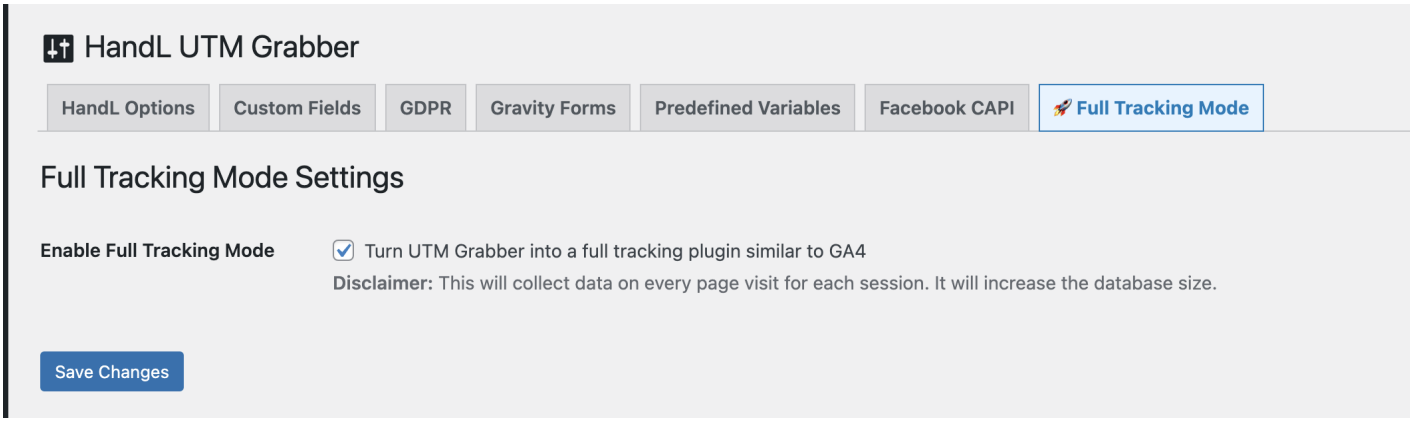
Full Tracking Mode

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.



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:

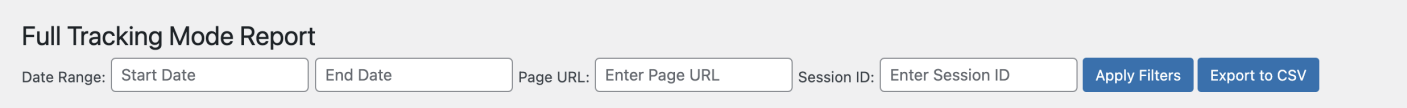
1. Go to the HandL UTM Grabber menu in your WordPress admin panel.
2. Click on the "Full Tracking Report" tab.

The report page offers several features:

Filters

You can filter the data by:

- Date range
- Page URL
- Session ID



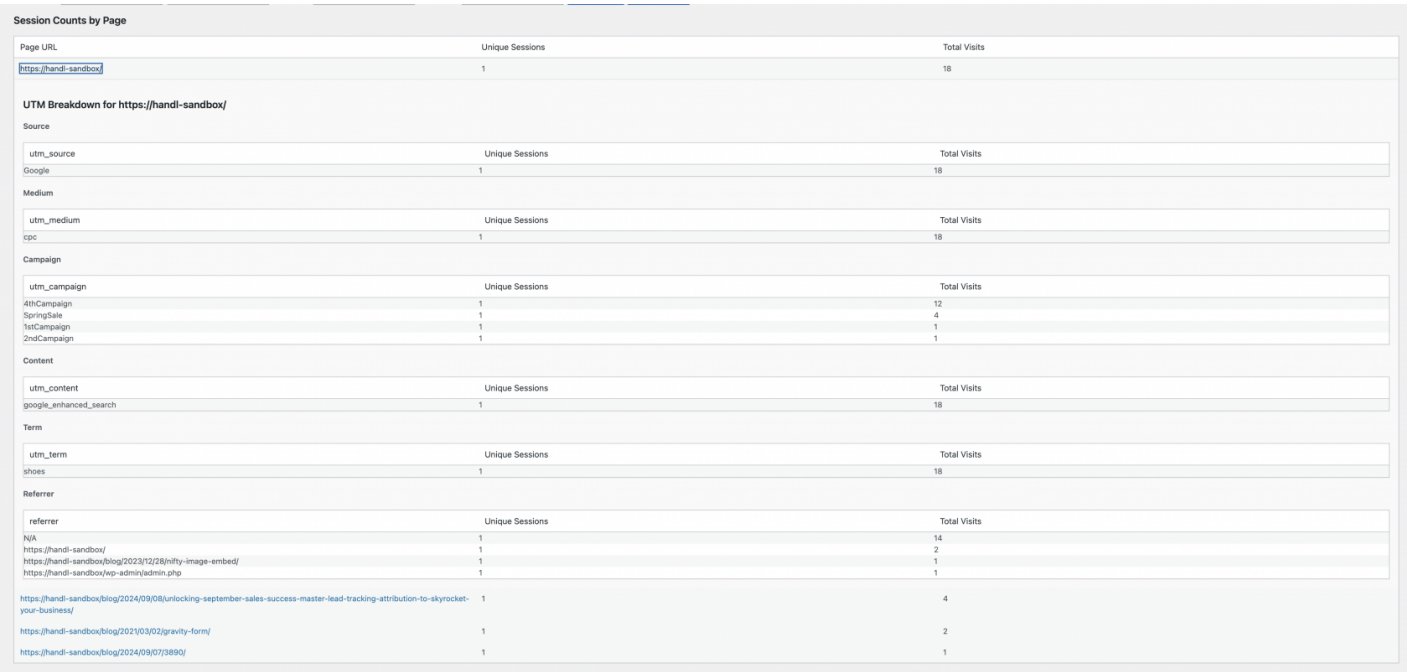
Session Counts by Page

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://handl-sandbox/	1	18

UTM Breakdown for https://handl-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

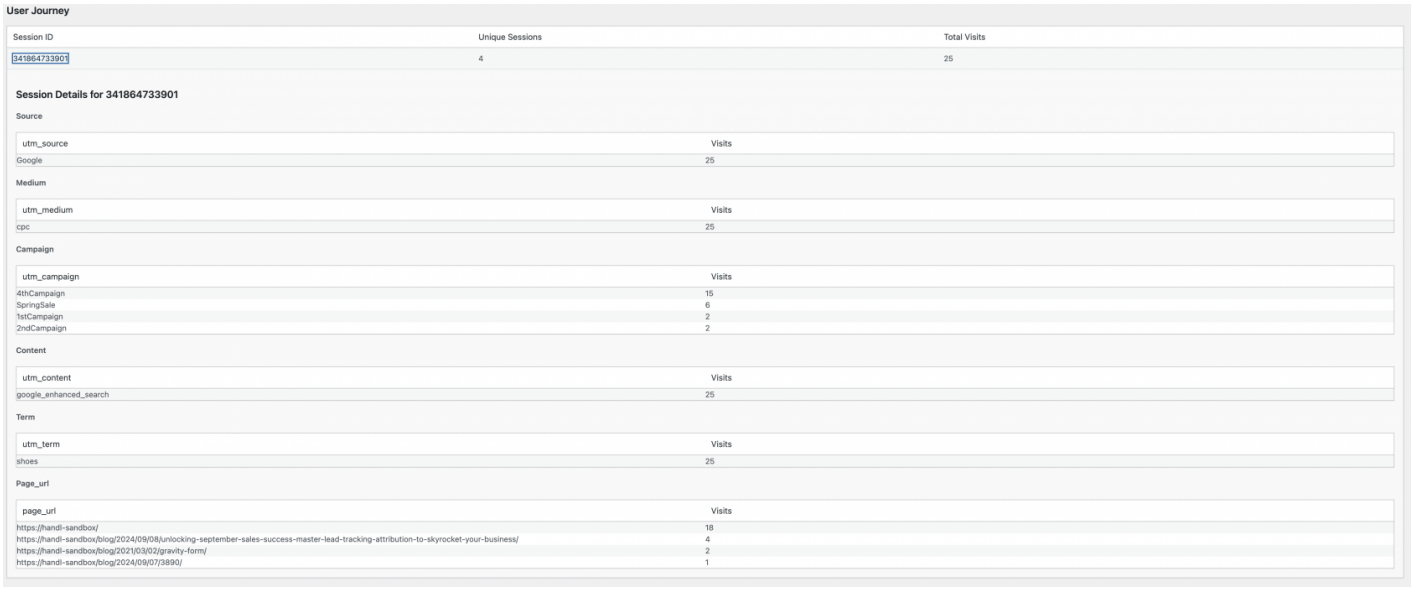
referrer	Unique Sessions	Total Visits
N/A	1	14
https://handl-sandbox/	1	2
https://handl-sandbox/blog/2023/12/28/nifty-image-embed/	1	1
https://handl-sandbox/wp-admin/admin.php	1	1
https://handl-sandbox/blog/2024/09/08/unlocking-september-sales-success-master-lead-tracking-attribution-to-skyrocket-your-business/	1	4
https://handl-sandbox/blog/2021/03/02/gravity-form/	1	2
https://handl-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://handl-sandbox/	18
https://handl-sandbox/blog/2024/09/08/unlocking-september-sales-success-master-lead-tracking-attribution-to-skyrocket-your-business/	4
https://handl-sandbox/blog/2021/03/02/gravity-form/	2
https://handl-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

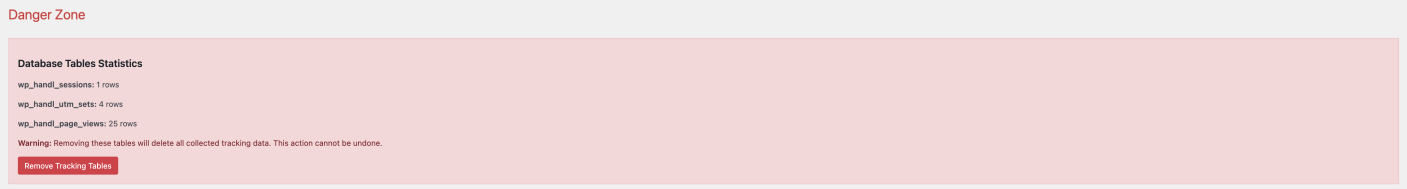
The "Danger Zone" section of the report page shows the current number of rows in each tracking table.

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.



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.

Revision #2

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