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.
```

Revision #32
Created Wed, Aug 19, 2020 11:07 PM by Leman
Updated Fri, Dec 15, 2023 4:59 AM by Leman