

# 103. Internal Apps

HandL GCLID Reporter

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- [AI Powered Report Insight](#)

# HandL GCLID Reporter

GCLID, short for Google Click Identifier, is a **unique and hihgly encrypted tracking parameter** that Google uses internally to transfer information between your Google Ads account and your Google Analytics account. As you know, **GCLID is not directly available in Google Ads, so it isn't possible to associate GCLID data with the users/campaign/location in Google Ads.**

HandL UTM Grabber allows tracking GCLID throughout the conversion. With the GCLID collected and GCLID reporter, now you can **create daily report associating every single GCLID to your campaign, ads groups and even to the level of ads creative.** You can also see which location GCLID is associated, and if it is search ads, you can see the exact (or phrase) **keywords** used for corresponding GCLID value. In addition to that, you'll see the **placement, click type (engagement or headline), device, ads network and more.**

See a sample report (It opens in Google Spreadsheet)

HandL UTM Grabber - GCLID tool Example ☆ 📁 🔗  
File Edit View Insert Format Data Tools Add-ons Help [Last edit was 22 minutes ago](#) 🗨️ 👤 Share

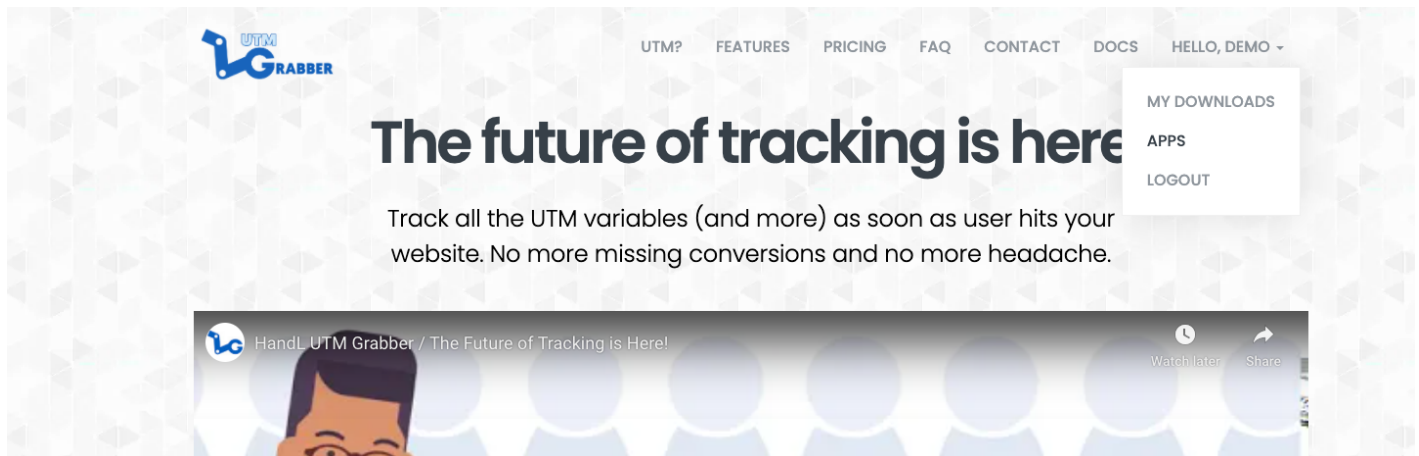
Google search: Top																			
	T	U	V	W	X	Y	Z	AA	AB	AC	AD	AE	AF	AG	AH	AI			
1	Clicks	Click type	Ad ID	Keyword ID	Keyword / Plac	Day	Device	Customer ID	Google Click ID	Match type	City (Physical l	Country/Territo	Metro area (Phy	Most specific l	Region (Physic	Month of Year	Pa		
2	1	Engagement	473134234203	3000006		2020-12-29	Mobile devices v	5351067127	EAlaIQobChMIl	--	Houston	United States	Houston TX	Houston	Texas	December			
3	1	Headline	455931084469	902196213489	wordpress track	2020-12-29	Computers	5351067127	Cj0KCAIAxKv_E	Phrase	Mainz	Germany	--	55120	Rhineland-Palat	December			
4	1	Engagement	473134234203	3000006		2020-12-29	Mobile devices v	5351067127	CjwKCAIAxKv_E	--	Baton Rouge	United States	Baton Rouge LA	70817	Louisiana	December			
5	1	Engagement	473134234203	3000006		2020-12-29	Mobile devices v	5351067127	EAlaIQobChMI-I	--	Gainesville	United States	Gainesville FL	32608	Florida	December			
6	1	Engagement	473134234203	3000006		2020-12-29	Mobile devices v	5351067127	EAlaIQobChMIy	--	Leland	United States	Wilmington NC	28451	North Carolina	December			
7	1	Engagement	473134234203	3000006		2020-12-29	Computers	5351067127	CjwKCAIAxKv_E	--	Epping	United States	Boston MA-Man	3042	New Hampshire	December			
8	1	Engagement	473134234203	3000006		2020-12-29	Tablets with full l	5351067127	EAlaIQobChMI-I	--	Kittery	United States	Portland-Auburn	3905	Maine	December			
9	1	Engagement	473134234203	3000006		2020-12-29	Tablets with full l	5351067127	EAlaIQobChMI6	--	Sedalia	United States	Kansas City MO	65301	Missouri	December			
10	1	Engagement	473134234203	3000006		2020-12-29	Mobile devices v	5351067127	EAlaIQobChMIrt	--	Pawling	United States	New York NY	12564	New York	December			
11	1	Headline	468409277424	641519030622	<a href="#">weadown.com</a>	2020-12-29	Computers	5351067127	EAlaIQobChMIq	--	--	France	--	Val-de-Marne	Ile-de-France	December			
12	1	Headline	455931084469	941102487549	track wordpress	2020-12-29	Computers	5351067127	CjwKCAIAxKv_E	Phrase	Niort	France	--	79000	Nouvelle-Aquitai	December			
13	1	Engagement	473134234203	3000006		2020-12-29	Computers	5351067127	EAlaIQobChMIx	--	North New Hyde	United States	New York NY	11040	New York	December			
14	1	Engagement	473134234203	3000006		2020-12-29	Mobile devices v	5351067127	EAlaIQobChMIk	--	Houston	United States	Houston TX	Houston	Texas	December			
15	1	Engagement	473134234203	3000006		2020-12-29	Mobile devices v	5351067127	EAlaIQobChMIr	--	Houston	United States	Houston TX	Houston	Texas	December			
16	1	Engagement	473134234203	3000006		2020-12-29	Mobile devices v	5351067127	EAlaIQobChMI1	--	Winchester	United States	Washington DC	22602	Virginia	December			
17	1	Engagement	473134234203	3000006		2020-12-29	Mobile devices v	5351067127	EAlaIQobChMI1	--	Arlington	United States	Dallas-Ft. Worth	76006	Texas	December			
18	1	Engagement	473134234203	3000006		2020-12-29	Mobile devices v	5351067127	EAlaIQobChMItt	--	Arlington	United States	Dallas-Ft. Worth	76006	Texas	December			
19	1	Engagement	473134234203	3000006		2020-12-29	Mobile devices v	5351067127	CjwKCAIAxKv_E	--	El Paso	United States	El Paso TX	79934	Texas	December			
20	1	Engagement	473134234203	3000006		2020-12-29	Mobile devices v	5351067127	CjwKCAIAxKv_E	--	El Paso	United States	El Paso TX	79934	Texas	December			
21	1	Engagement	473134234203	3000006		2020-12-29	Mobile devices v	5351067127	EAlaIQobChMIjy	--	Palm Bay	United States	Orlando-Daytona	32907	Florida	December			
22	1	Engagement	473134234203	3000006		44194	Computers	5351067127	EAlaIQobChMIr	--	Chicago	United States	Chicago IL	60651	Illinois	December			
23	1	Engagement	473134234203	3000006		44194	Mobile devices v	5351067127	CjwKCAIAxKv_E	--	North Richland H	United States	Dallas-Ft. Worth	76180	Texas	December			
24	1	Engagement	473134234203	3000006		44194	Mobile devices v	5351067127	EAlaIQobChMIo	--	Seven Oaks	United States	Columbia SC	29601	South Carolina	December			
25	1	Engagement	473134234203	3000006		44194	Mobile devices v	5351067127	EAlaIQobChMIjt	--	Roseville	United States	Sacramento-Sto	95747	California	December			
26	1	Engagement	473134234203	3000006		44194	Computers	5351067127	EAlaIQobChMIh	--	Ocala	United States	Orlando-Daytona	34481	Florida	December			
27	1	Engagement	473134234203	3000006		44194	Mobile devices v	5351067127	EAlaIQobChMIh	--	--	United States	--	United States	--	December			
28	1	Engagement	473134234203	3000006		44194	Computers	5351067127	CjwKCAIAxKv_E	--	Redding	United States	Chico-Redding C	96001	California	December			
29	1	Engagement	473134234203	3000006		44194	Mobile devices v	5351067127	EAlaIQobChMIg	--	San Angelo	United States	San Angelo TX	76903	Texas	December			
30	1	Engagement	473134234203	3000006		44194	Mobile devices v	5351067127	EAlaIQobChMItt	--	Manitowoc	United States	Green Bay-Appli	54220	Wisconsin	December			
31	1	Engagement	473134234203	3000006		44194	Mobile devices v	5351067127	EAlaIQobChMIl	--	--	United States	Dallas-Ft. Worth	Dallas County	Texas	December			
32																			
...																			

**Temporarily, this tool is available to ALL paid subscribers completely for FREE. No IFs and BUTs.**

# How to use it?

## Go to Apps section

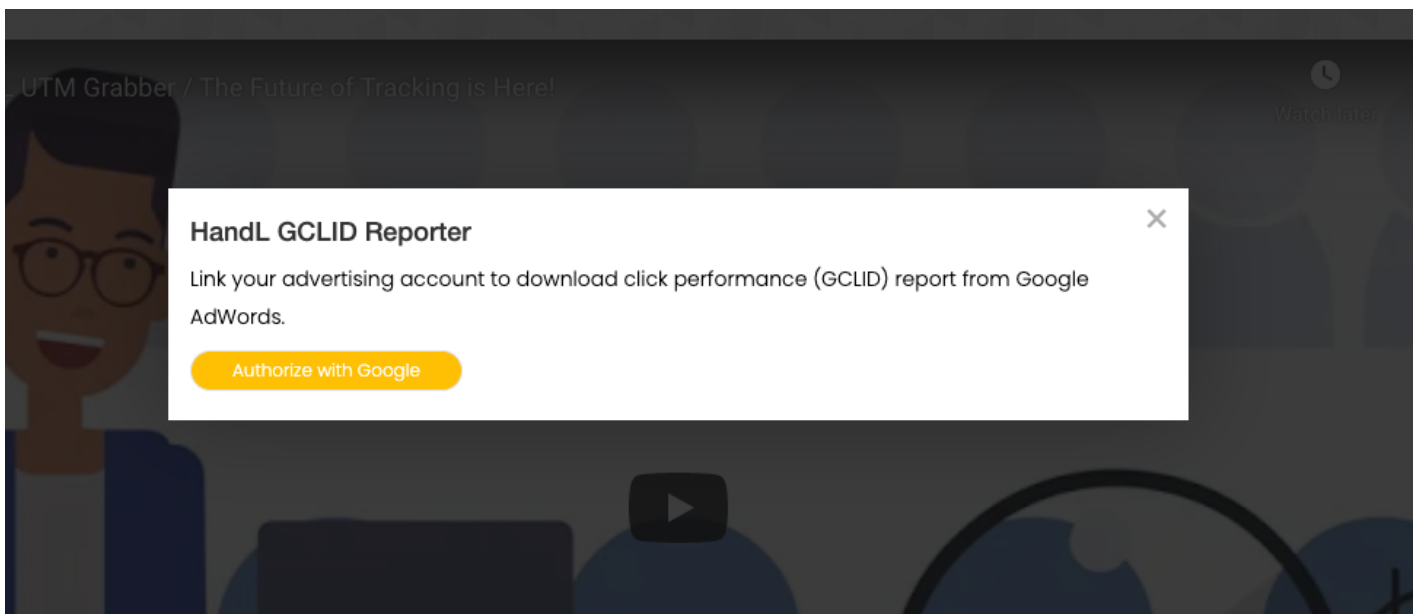
Login to [utmgrabber.com](https://utmgrabber.com) and click your name and select **Apps** from the menu.




## Authorize with Google

Authorize your Google Ads account with us so we can pull the necessary information needed for you.

**We never access any sensitive information in your account. We only save refresh\_token and your advertising account ID to generate the report, nothing else. See our [privacy page](#) for more.**



You will be taken to Google login website. **Login using your Gmail account that is associated with your Google Ads.**

 Sign in with Google

# Sign in

to continue to [HandL UTM Grabber](#)

Email or phone

[Forgot email?](#)

Before using this app, you can review HandL UTM Grabber's [privacy policy](#) and [terms of service](#).

[Create account](#)[Next](#)


English (United States) ▼

[Help](#)

[Privacy](#)

[Terms](#)

You will be taken to a confirmation page like the shown below. Click **Allow**

 Sign in with Google

## Confirm your choices

You already gave [HandL UTM Grabber](#) access to:

- Manage your AdWords campaigns

**Make sure you trust HandL UTM Grabber**

You may be sharing sensitive info with this site or app. Learn about how HandL UTM Grabber will handle your data by reviewing its [terms of service](#) and [privacy policies](#). You can always see or remove access in your [Google Account](#).

[Learn about the risks](#)

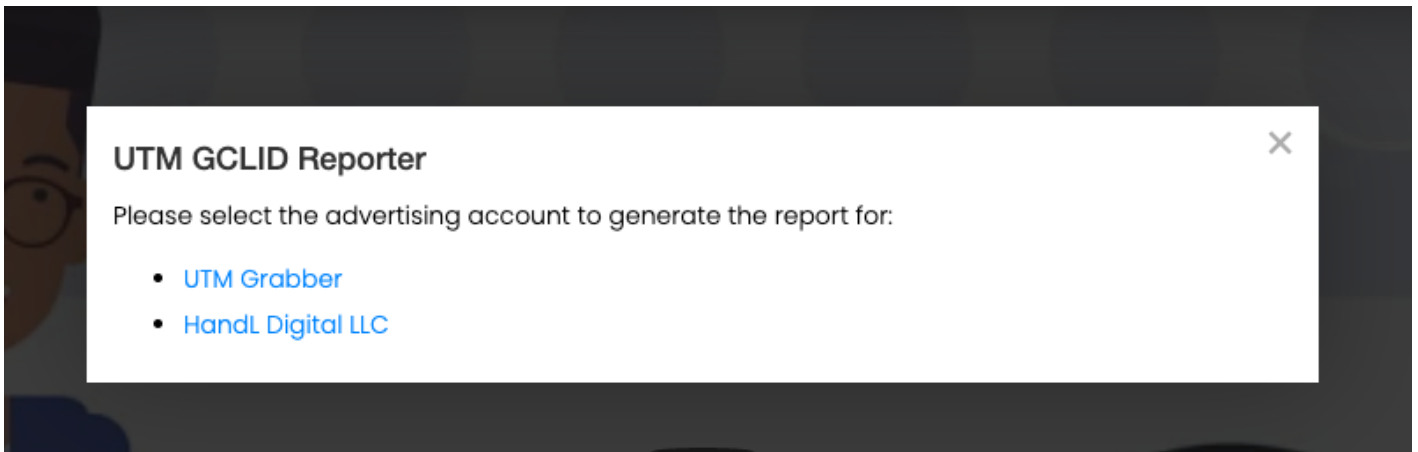
[Cancel](#)[Allow](#)

English (United States) ▼[Help](#)[Privacy](#)[Terms](#)

And you will be taken back to our website (utmgrabber.com). Go to Apps again.

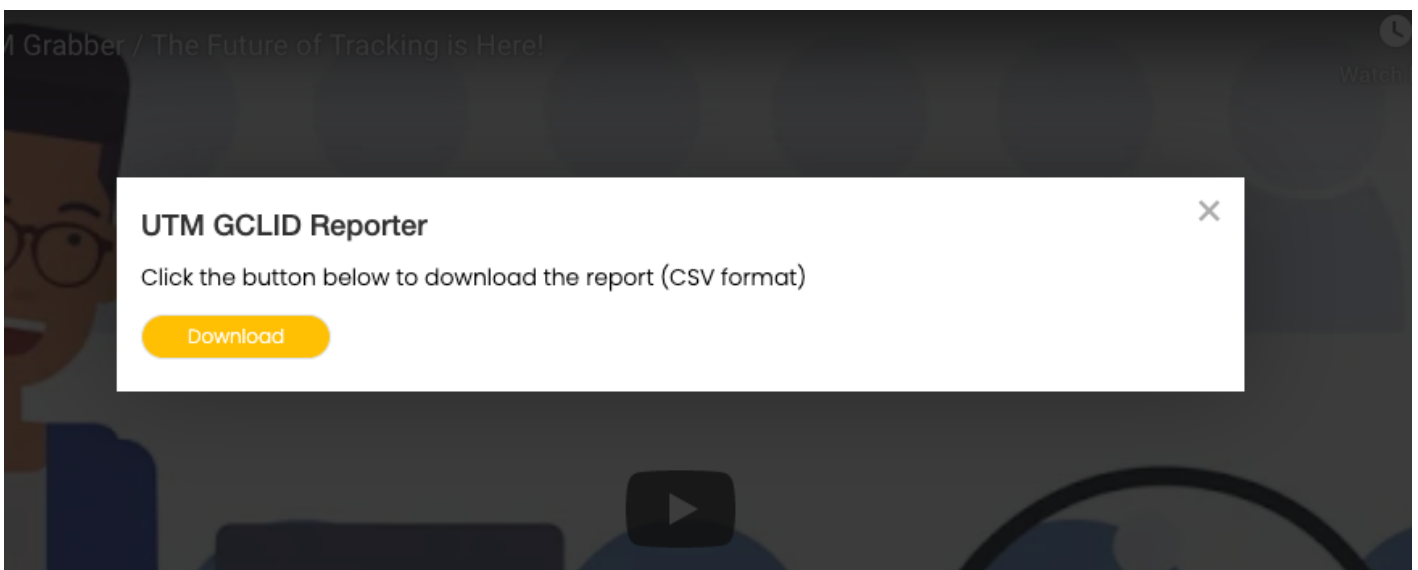
## Select Ads account to use

All the ads accounts will be displayed like shown below. Select the one you'd like to use.



## Download the report

You can download the report right away. This will only download yesterday's data (for now). Visit us again next day to download the report again daily. **You do not need to go through authorization steps again the next day.**



Any question, help needed? don't hesitate and click the chat bubble at the bottom of the page.

# AI Powered Report Insight

Experience the power of Artificial Intelligence (AI) with our new tool, UTM Grabber. This state-of-the-art plugin is a favorite among top businesses across the globe for UTM (Urchin Tracking Module) tracking. Now, we have integrated an AI-powered reporting insight tool directly into WordPress.

What does this mean for you? This tool helps you understand your marketing strategies better by pinpointing what's working and what's not. Even better, it provides suggestions on improving your campaigns. With UTM Grabber, you don't just collect data, you gain valuable insights to drive effective actions and results.

Here's how to use it:

1. Access the report insight by going to UTM > Analytics on your WordPress dashboard.



My Great Blog

10

0

New

Forms

Dashboard

Posts

Media

Forms

Pages

Comments

MemberPress

Appearance

Plugins

Users

Tools

Settings

UTM

UTM

Analytics new

Apps

Collapse menu

HandL UTM Grabber: ✨ AI Powered Analytics

Delve deeply into the effectiveness of your marketing strategies. Gather insights about what is working, what needs improvement, and If you need us to support another form not listed here, please let us know via chat. [utmgrabber.com](#)

Analytics & Insights

Select Form Plugin

Choose the form plugin and select forms to analyze

Form Plugin

Select form plugin

We're continuously expanding our form integration capabilities. Don't see your favorite plugin? Please let us know at support chat c

Forms

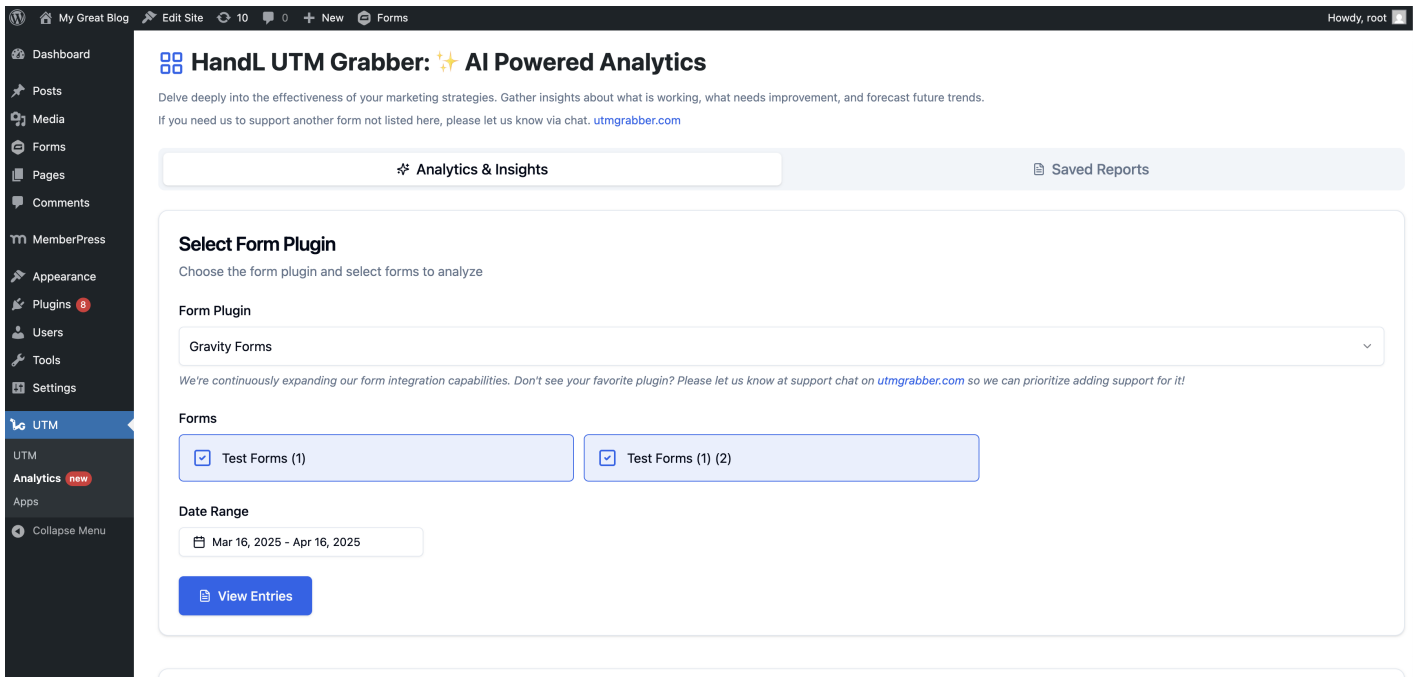
No forms found for the selected plugin. Please make sure the plugin is installed and active.

Date Range

Mar 16, 2025 - Apr 16, 2025

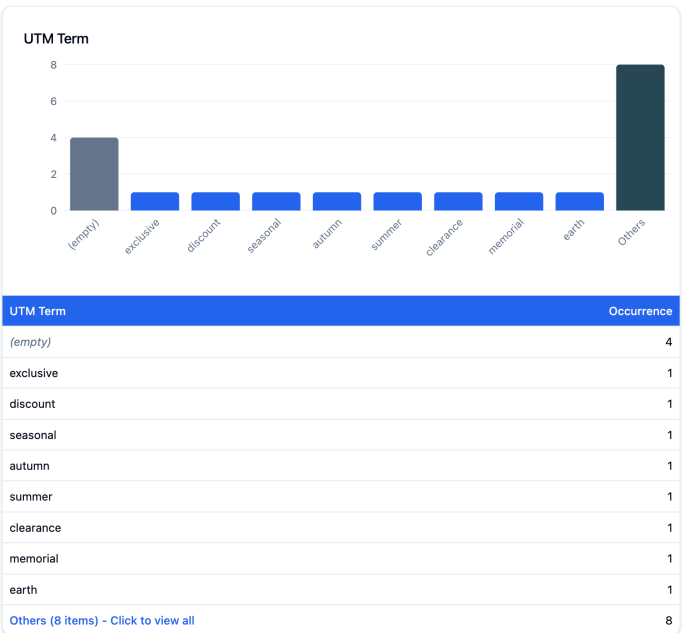
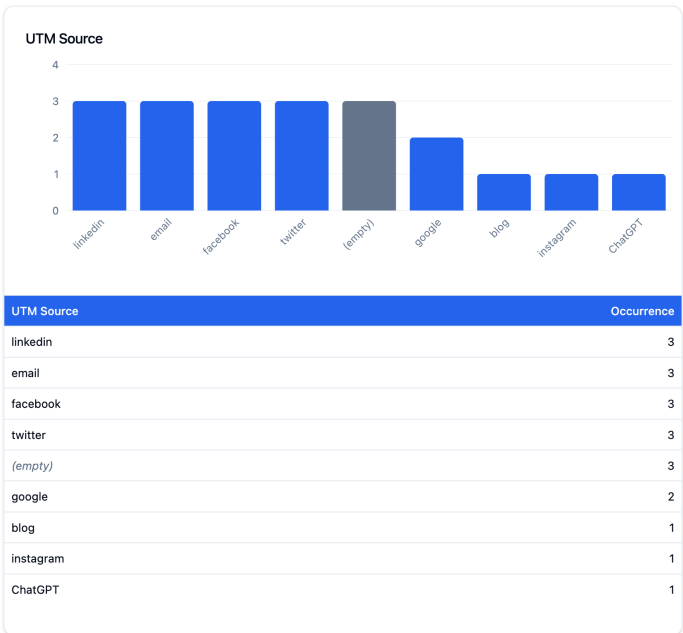
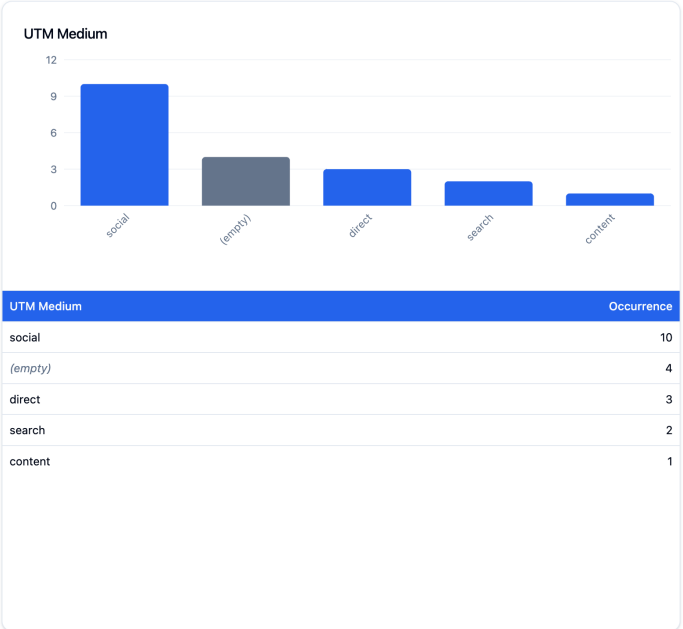
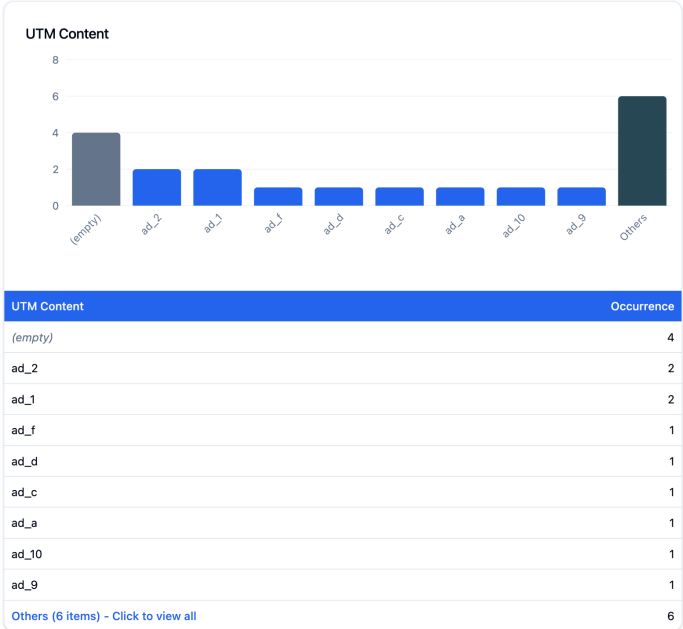
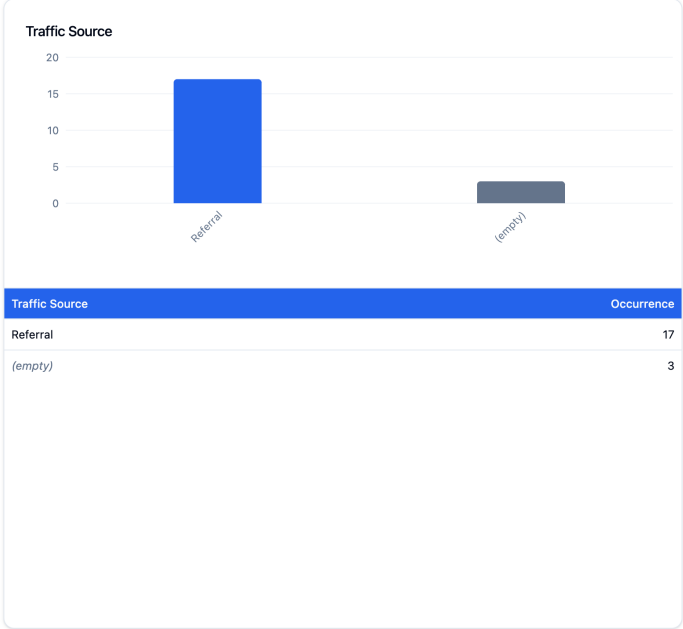
View Entries

2. Select your form plugin, specific forms, and date range in just a few clicks.




3. Generate a report, customizing it with different groupings like `utm_campaign`, `utm_medium`, `utm_source`, `utm_content`, `utm_term`, and `traffic_source`.






4. Finally, generate an interpretation using the power of AI. You'll get clear, actionable insights to enhance your marketing efforts.


 **AI-Powered Insights Just For You**

Here's what our AI has discovered from your marketing data


AI Insight

 **What's Working Well**


The business seems to be thriving with campaigns associated with Google and direct email sources; notably campaigns like 'exclusive\_offer' and 'seasonal\_offer' through search and email have high engagement. LinkedIn and Facebook also show consistent activity indicating strong presence in social campaigns.

 **Areas for Improvement**

Twitter campaigns and content-driven UTM parameters seem less effective, with campaigns like 'back\_to\_school', 'spring\_clearance', and 'summer\_launch' indicating lower conversion or engagement, possibly pointing to a mismatch in medium suitability or content relevance.

 **Recommended Action Items**

Focus on amplifying Google search and direct email campaigns as they drive more engagements. Optimize social media campaigns on Facebook and LinkedIn by exploring different times and targeted content that resonates with the audience. Experiment with Twitter content strategy to refine messaging and improve appeal. Consider personalized email sequences to enhance direct engagements.

 **Additional Insights**

Higher opt-ins are clustered around the 11:00 AM - 1:00 PM time frame, possibly indicating peak engagement hours. Days with content-driven campaigns like 'valentines' and 'new\_year' seem to have potential for growth if optimized, suggesting testing different content strategies or more targeted demographic or psychographic segmenting.

**UTM Parameter Analytics**

Visual breakdown of UTM parameters and their frequencies across your form submissions

16 Entries

Generate AI Insight

Get ready to experience the future of UTM tracking with UTM Grabber's AI-powered reporting tool!