

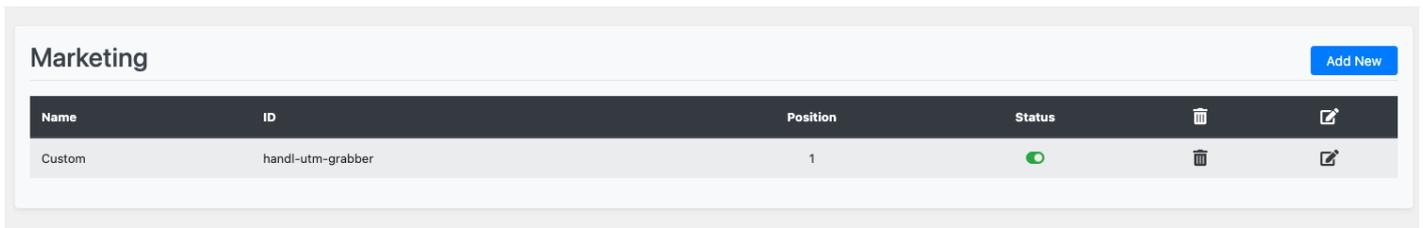
Borlabs Cookie Integration

HandL UTM Grabber / Tracker How to collect and track UTM variables via Borlabs Cookie
Integration step by step

- [Make HandL UTM Grabber compatible with Borlabs](#)
- [Add HandL UTM Grabber Support in Borlabs v3](#)

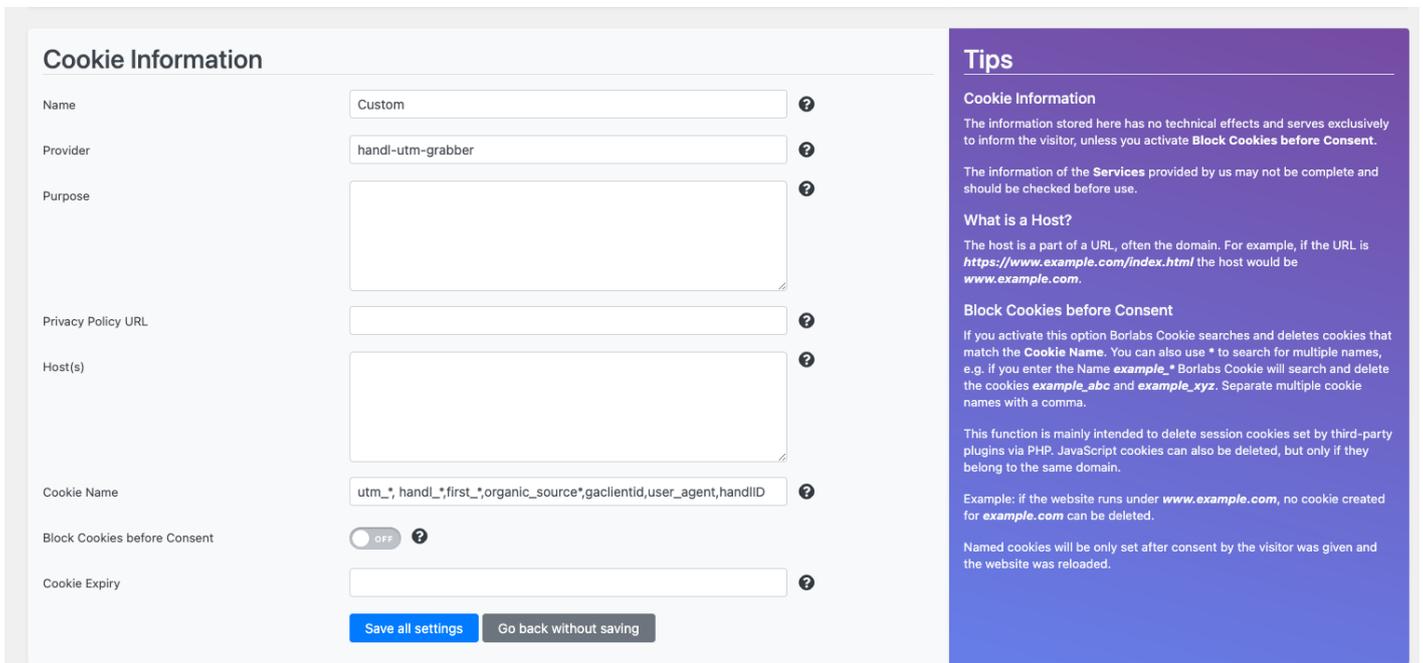
Make HandL UTM Grabber compatible with Borlabs

First create a custom group under Marketing



Add following entries under Cookie Name section

```
utm_*, handl_*,first_*,organic_source*,gaclientid,user_agent,handlID
```

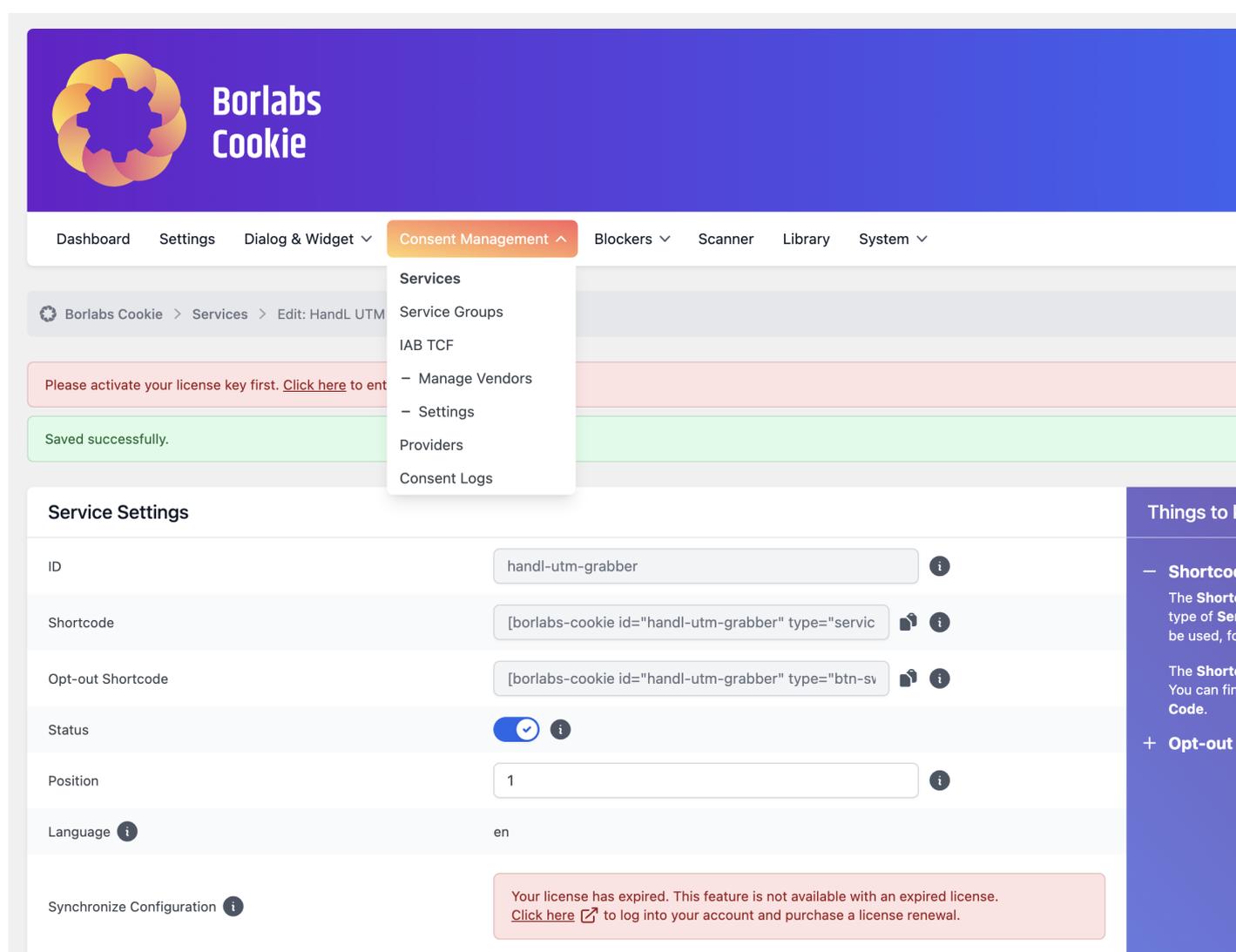


This will block all the HandL UTM Grabber cookies before proper consent given

Add HandL UTM Grabber Support in Borlabs v3

Since version 3, Borlabs has updated its user interface and the method for adding cookie exceptions. Here, we will explain how you can do this in version 3.

Click on "Services" under "Consent Management" in Borlabs as shown here.



The screenshot displays the Borlabs Cookie management dashboard. The top navigation bar includes 'Dashboard', 'Settings', 'Dialog & Widget', 'Consent Management', 'Blockers', 'Scanner', 'Library', and 'System'. The 'Consent Management' menu is open, showing options like 'Services', 'Service Groups', 'IAB TCF', 'Manage Vendors', 'Settings', 'Providers', and 'Consent Logs'. The 'Services' option is selected, leading to the 'Edit: HandL UTM' page. A red notification banner at the top reads: 'Please activate your license key first. [Click here to enter your license key](#)'. Below it, a green banner says 'Saved successfully.' The 'Service Settings' form is visible, with fields for ID, Shortcode, Opt-out Shortcode, Status, Position, and Language. The ID is 'handl-utm-grabber', the Shortcode is '[borlabs-cookie id="handl-utm-grabber" type="servic', and the Opt-out Shortcode is '[borlabs-cookie id="handl-utm-grabber" type="btn-sv'. The Status is toggled on. A red warning banner at the bottom states: 'Your license has expired. This feature is not available with an expired license. [Click here](#) to log into your account and purchase a license renewal.'

Fill out the form like this

ID: handl-utm-grabber (this is very crucial make sure you use this verbatim)

Status: On

Position: 1

Language: en

Name HandL UTM Grabber

Description HandL UTM Grabber is a lead tracking and attribution plugin for WordPress

Service Group Marketing

It will look like this after saving.

Service Settings

ID	<input type="text" value="handl-utm-grabber"/>	
Shortcode	<input handl-utm-grabber"="" type="servic" value="[borlabs-cookie id="/>	
Opt-out Shortcode	<input handl-utm-grabber"="" type="btn-sv" value="[borlabs-cookie id="/>	
Status	<input checked="" type="checkbox"/>	
Position	<input type="text" value="1"/>	
Language	en	
Synchronize Configuration		
Synchronize Translation		

Service Information

Name	<input type="text" value="HandL UTM Grabber"/>	
Description	<input type="text" value="HandL UTM Grabber is a lead tracking and attribution plugin for WordPress"/>	

Fortunately, you can use a wildcard to input cookie names, making this step straightforward. Please visit this page to retrieve a list of the cookies used by our plugin [Native WP Shortcodes](#).

Name	Hostname	Path	Lifetime	Purpose	Type	Description	#
utm_*	#	/	30	Tracking	HTTP		
first_*	#	/	30	Tracking	HTTP		
handl_*	#	/	30	Tracking	HTTP		
organic_so	#	/	30	Functional	HTTP		
gaclientid	#	/	30	Functional	HTTP		
user_agent	#	/	30	Functional	HTTP		
handID	#	/	30	Functional	HTTP		

Save the settings, and voila!