

# Brevo (Sendinblue)

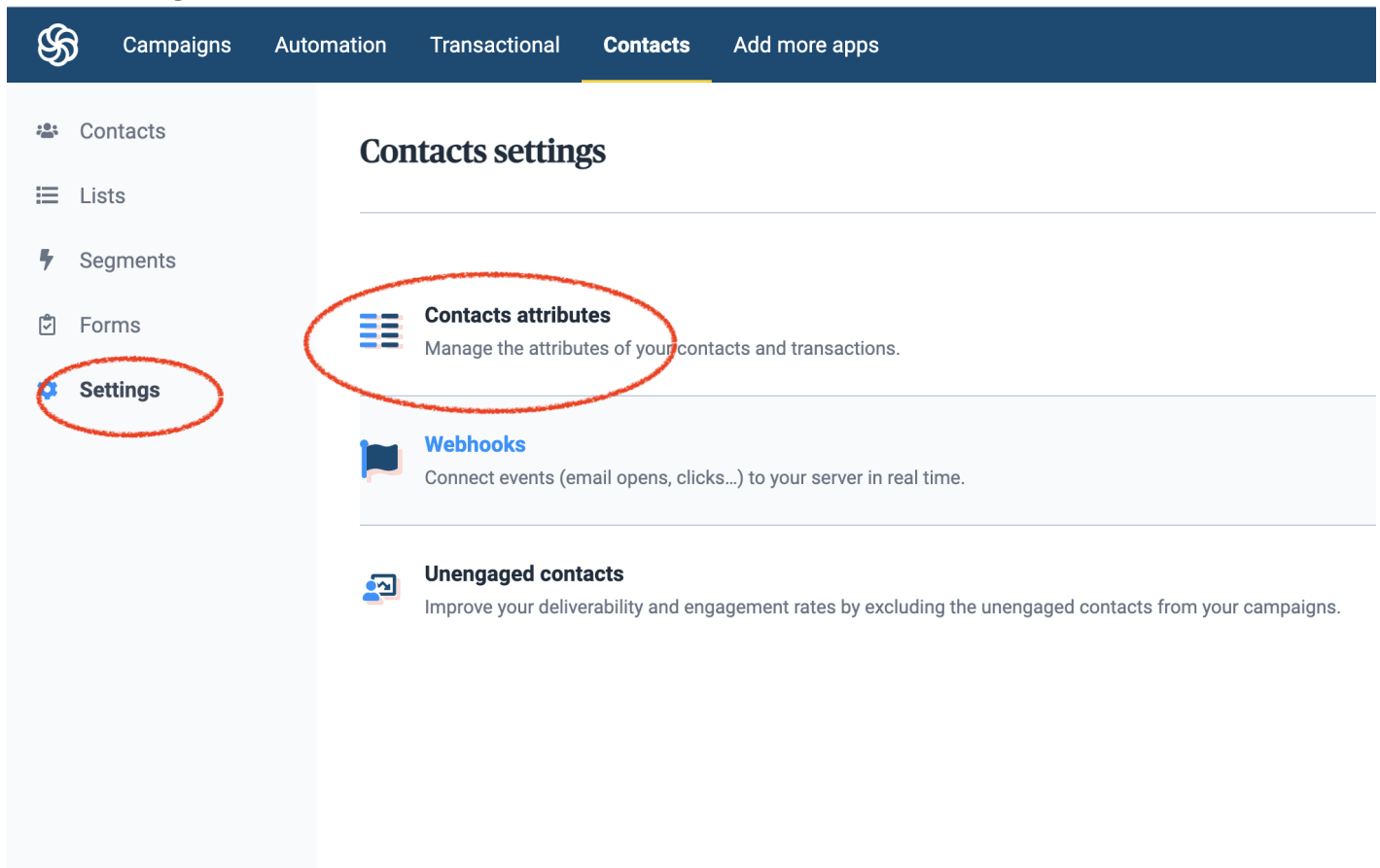
- [Track UTMs in Sendinblue form](#)



# Track UTMs in Sendinblue

## Add Contact Attributes

Go to Settings > Contacts attributes



Add all the UTMs and other parameters from UTM Grabber as shown below. [Native WP Shortcodes](#)



Campaigns

Automation

Transactional

Contacts

Add more apps

Contacts

Lists

Segments

Forms

Settings

Contact Attributes

Normal Attributes

Transactional Attributes

+ Add a new attribute

Attribute Name

EMAIL	Text	x
LASTNAME	Text	x
FIRSTNAME	Text	x
SMS	Text	x
DOUBLE_OPT-IN	Category	x
UTM_CAMPAIGN	Text	x
UTM_SOURCE	Text	x
UTM_MEDIUM	Text	x
GCLID	Text	x
ORGANIC_SOURCE	Text	x
TRAFFIC_SOURCE	Text	x

Attribute Settings

Attribute Name

UTM\_CAMPAIGN

Attribute Type

Text

OK

Cancel

Add the fields in your form



You can add the new fields in your form using "Add a new field" feature

Pages

Comments

WS Form

Appearance

Plugins

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Tools

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UTM

Sendinblue

Home

Forms

Statistics

Collapse menu

Add Media

b

i

link

b-quote

del

ins

img

ul

ol

li

code

more

close tags

```
<p class="sib-UTM_CAMPAIGN-area">
  <input type="hidden" class="utm_campaign"
name="UTM_CAMPAIGN">
<input type="hidden" class="sib-UTM_SOURCE-area"
name="UTM_SOURCE">
<input type="hidden" class="sib-UTM_MEDIUM-area"
name="UTM_MEDIUM">
<input type="hidden" class="sib-ORGANIC_SOURCE-area"
name="ORGANIC_SOURCE">
<input type="hidden" class="sib-TRAFFIC_SOURCE-area"
name="TRAFFIC_SOURCE">

</p>
<p class="sib-email-area">
  Email Address*
  <input type="email" class="sib_email_area" name="email">
</p>
```

Preview

Email Address\*

Name

Submit

Use the shortcode `[sibwp_form id=1]` inside a post, page or text widget to display your sign-up form. **Do not copy and paste the above form mark up, that will not work**

Add a new Field

✓ Select Sendinblue Attribute

Sendinblue merge fields : Normal

Email Address\*

LASTNAME

FIRSTNAME

SMS

UTM\_CAMPAIGN

UTM\_SOURCE

UTM\_MEDIUM

GCLID

ORGANIC\_SOURCE

TRAFFIC\_SOURCE

Sendinblue merge fields : Category

Other

Submit Button

Or simply copy paste the following code, anywhere in the form

```
<p class="sib-UTM_CAMPAIGN-area"> <input type="hidden" class="utm_campaign"
```



```
name="UTM_CAMPAIGN">
</p>
<p class="sib-UTM_SOURCE-area"> <input type="hidden" class="utm_source" name="UTM_SOURCE">
</p>
<p class="sib-UTM_MEDIUM-area"> <input type="hidden" class="utm_medium" name="UTM_MEDIUM">
</p>
<p class="sib-ORGANIC_SOURCE-area"> <input type="hidden" class="organic_source"
name="ORGANIC_SOURCE">
</p>
<p class="sib-TRAFFIC_SOURCE-area"> <input type="hidden" class="traffic_source"
name="TRAFFIC_SOURCE">
</p>
```

## NOTE: interestingly the wrapper div is required :)

We have added only some UTMs, `organic_source` and `traffic_source` as an example. You can add as much fields as you wish.

Make sure the class variable matches with our naming convention here [Native WP Shortcodes](#) As long as you maintain that, our plugin will be able to autofill the fields.

After that you can test and go to Sendinblue to confirm



**A** **asdada@asdad.com**

Added by you on March 10th, 2023



Email campaigns  
Subscribed ▾



Transactional emails  
Approved (1/1) ▾

Information



LASTNAME

LASTNAME

FIRSTNAME

FIRSTNAME

SMS

+1

EMAIL

asdada@asdad.com

DOUBLE\_OPT-IN

Select DOUBLE\_OPT-IN

UTM\_CAMPAIGN

SpringSale

UTM\_SOURCE

Google

UTM\_MEDIUM

cpc

GCLID

GCLID

ORGANIC\_SOURCE

https://handl-sandbox/

TRAFFIC\_SOURCE

Paid

Add a note

Compose an email

Import a file

New deal

Overview

Email campaigns

Sent

0

Delivered

0% (0)

Unique opening

0% (0)

Unique clicks

0% (0)

History

All

Marketing

CRM & Conversations

Contact updates

March 2023



Added by **WORDPRESS**

4 hours ago



Contact added to the list(s): (#2) Your first list

4 hours ago