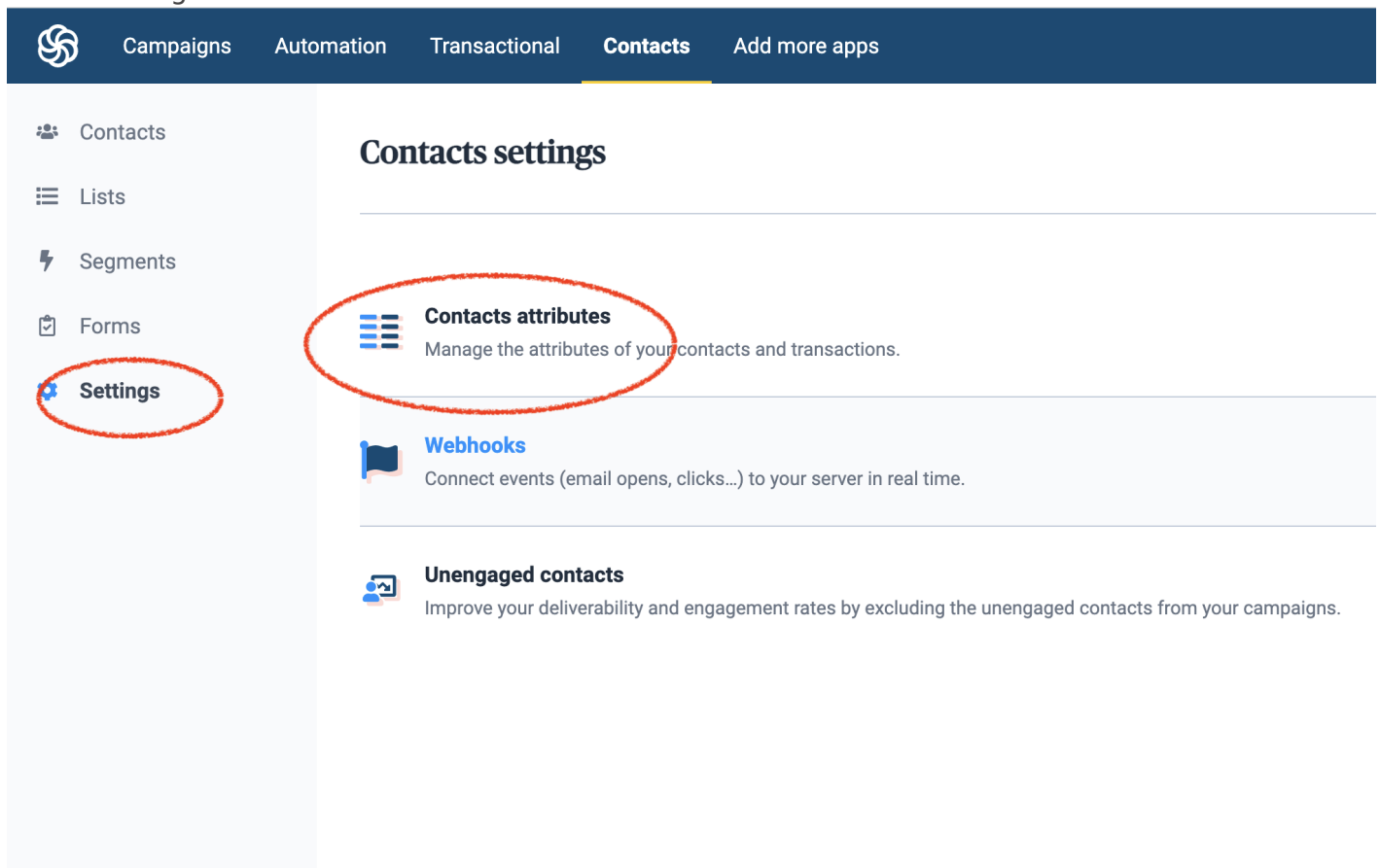


# Track UTMs in Sendinblue

## 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	Attribute Type	
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

Emails

300 emails

[Get more](#)

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

The screenshot displays the Sendinblue WordPress plugin interface. On the left is a dark sidebar menu with options: Pages, Comments, WS Form, Appearance, Plugins, Users, Tools, Settings, UTM, Sendinblue (highlighted), Home, Forms, Statistics, and Collapse menu. The main area shows the 'Add Media' editor with a toolbar containing buttons for bold, italic, link, quote, delete, insert, image, list, ordered list, code, and more. Below the toolbar is a 'close tags' button and a text area containing HTML code for form fields. To the right is a 'Preview' section showing a form with fields for 'Email Address' and 'Name', and a 'Submit' button. Below the main editor, there is a text block explaining the shortcode and a 'Add a new Field' dialog box.

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

Revision #4

Created Sat, Mar 11, 2023 1:48 AM by [Leman](#)

Updated Sat, Mar 11, 2023 1:59 AM by [Leman](#)