Cal.com Integration

HandL UTM Grabber / Tracker How to collect and track UTM variables via Cal.com step by step

- Track UTMs in Cal.com

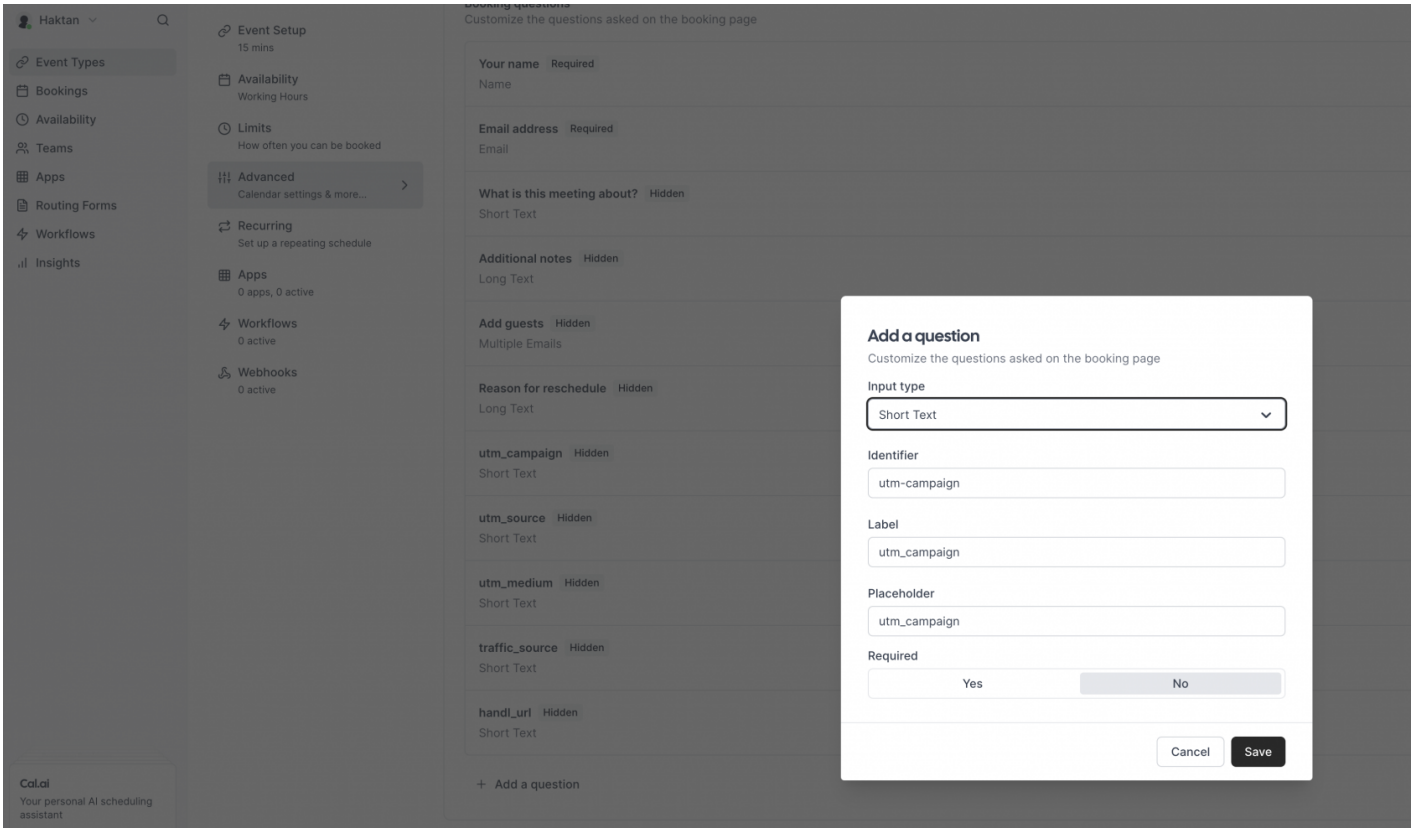
Track UTMs in Cal.com

It's quite straightforward to track UTMs in Cal.com, but it does require some JavaScript knowledge. Now, let's get started.

Adding Hidden Fields to Your Form

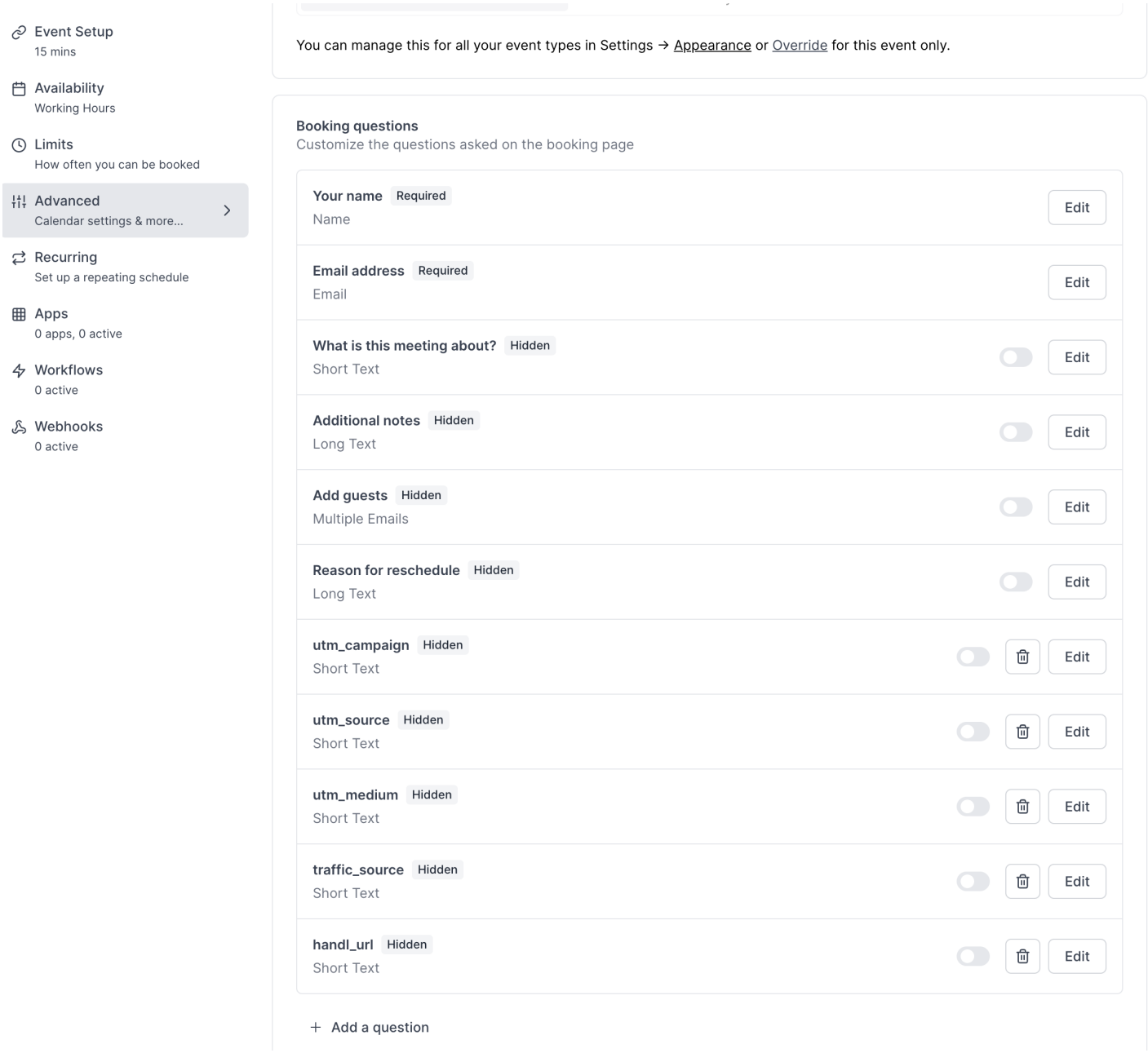
Firstly, insert some hidden fields into your form under the "Advanced" section.

In this tutorial, we've included `utm_campaign`, `utm_source`, `utm_medium`, `traffic_source`, and `handl_url`. You can further expand this by using the names exactly as they appear from this link: Native WP Shortcodes



Ensure the Fields Are Hidden

Make sure that the fields are hidden by toggling off, as depicted in the following image.



Alter the Embed Code

The original code appears as follows...

```
<!-- Cal inline embed code begins --><div style="width:100%;height:100%;overflow:scroll"
id="my-cal-inline"></div>
<script type="text/javascript">  (function (C, A, L) { let p = function (a, ar) {
a.q.push(ar); }; let d = C.document; C.Cal = C.Cal || function () { let cal = C.Cal; let ar =
arguments; if (!cal.loaded) { cal.ns = {}; cal.q = cal.q || [];
d.head.appendChild(d.createElement("script")).src = A; cal.loaded = true; } if (ar[0] === L)
```

```
{ const api = function () { p(api, arguments); }; const namespace = ar[1]; api.q = api.q ||
[]; typeof namespace === "string" ? (cal.ns[namespace] = api) && p(api, ar) : p(cal, ar);
return; } p(cal, ar); }; })(window, "https://app.cal.com/embed/embed.js", "init");Cal("init",
"15min", {origin:"https://cal.com"});
  Cal.ns["15min"]("inline", {
elementOrSelector:"#my-cal-inline",
calLink: "haktansuren/15min",
layout: "month_view"
  });
    Cal.ns["15min"]("ui",
{"styles":{"branding":{"brandColor":"#000000"}},"hideEventTypeDetails":false,"layout":"month_vi
  </script>
  <!-- Cal inline embed code ends -->
```

We will revise it as follows: There was no configuration object in the JavaScript; we have now added it.

```
config: {
  "utm-campaign": Cookies.get("utm_campaign"),
  "utm-medium": Cookies.get("utm_medium"),
  "utm-source": Cookies.get("utm_source"),
  "traffic-source": Cookies.get("traffic_source"),
  "handl-url": Cookies.get("handl_url")
}
```

Insert it right after the layout line. So, the final code will look like this:

```
<!-- Cal inline embed code begins --><div style="width:100%;height:100%;overflow:scroll"
id="my-cal-inline"></div>
<script type="text/javascript">(function (C, A, L) { let p = function (a, ar) { a.q.push(ar);
}; let d = C.document; C.Cal = C.Cal || function () { let cal = C.Cal; let ar = arguments; if
(!cal.loaded) { cal.ns = {}; cal.q = cal.q || [];
d.head.appendChild(d.createElement("script")).src = A; cal.loaded = true; } if (ar[0] === L)
{ const api = function () { p(api, arguments); }; const namespace = ar[1]; api.q = api.q ||
[]; typeof namespace === "string" ? (cal.ns[namespace] = api) && p(api, ar) : p(cal, ar);
return; } p(cal, ar); }; })(window, "https://app.cal.com/embed/embed.js", "init");Cal("init",
"15min", {origin:"https://cal.com"});
Cal.ns["15min"]("inline", {
  elementOrSelector:"#my-cal-inline",
```

```
  calLink: "haktansuren/15min",
  layout: "month_view",
  config: {
  "utm-campaign": Cookies.get("utm_campaign"),
  "utm-medium": Cookies.get("utm_medium"),
      "utm-source": Cookies.get("utm_source"),      "traffic-source":
Cookies.get("traffic_source"),
      "handl-url": Cookies.get("handl_url")
  }
});
Cal.ns["15min"]("ui",
{"styles":{"branding":{"brandColor":"#000000"}},"hideEventTypeDetails":false,"layout":"month_vi
</script>
<!-- Cal inline embed code ends -->
```

After that, test it and voila! You will have all the UTMs in your booking as shown below.

This meeting is scheduled

We sent an email with a calendar invitation with the details to everyone.

What	15 Min Meeting between Haktan and haktansuren
When	Tuesday, January 23, 2024 9:45 AM - 10:00 AM (Central Standard Time)
Who	Haktan Host haktan@handldigital.com haktansuren haktan@handldigital.com
Where	Cal Video

handl_url
https://handl-sandbox/blog/2024/01/22/cal-com/

utm_medium
cpc

utm_source
Google

utm_campaign
SpringSale

traffic_source
Paid

Need to make a change? Reschedule or Cancel

Add to calendar