

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

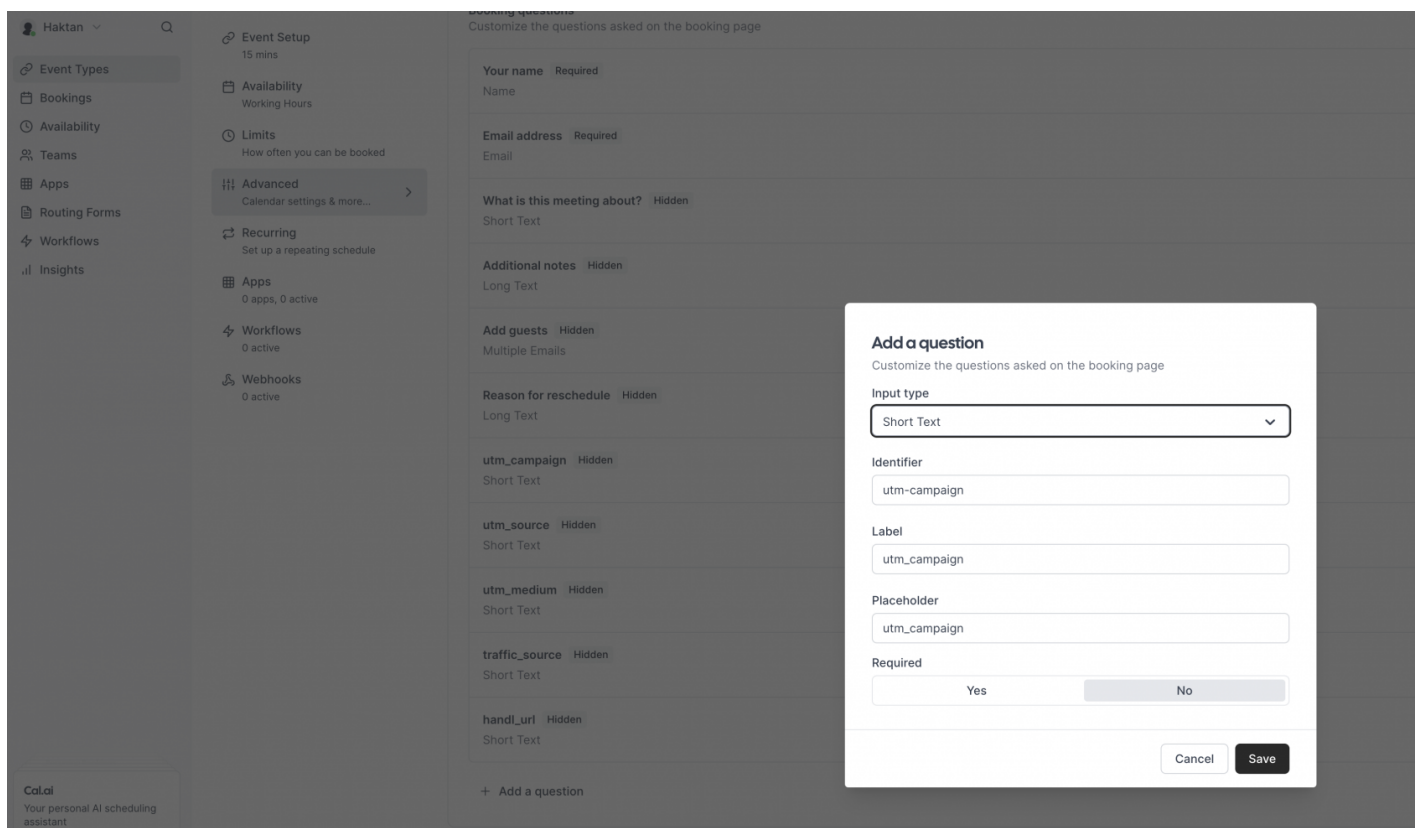
It's quite straightforward to track UTMs in Cal.com, but it does require some JavaScript knowledge. Now, let's get started.

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](#)





The screenshot displays the Cal.com 'Event Setup' interface. The left sidebar shows navigation options like 'Event Types', 'Bookings', 'Availability', 'Teams', 'Apps', 'Routing Forms', 'Workflows', and 'Insights'. The main area is titled 'Event Setup' and includes sections for 'Availability', 'Limits', 'Advanced', 'Recurring', 'Apps', 'Workflows', and 'Webhooks'. The 'Advanced' section is expanded, showing a list of hidden fields: 'Your name', 'Email address', 'What is this meeting about?', 'Additional notes', 'Add guests', 'Reason for reschedule', 'utm_campaign', 'utm_source', 'utm_medium', 'traffic_source', and 'handl_url'. A modal window titled 'Add a question' is open, allowing the user to customize the questions asked on the booking page. The modal includes fields for 'Input type' (set to 'Short Text'), 'Identifier' (set to 'utm-campaign'), 'Label' (set to 'utm_campaign'), 'Placeholder' (set to 'utm_campaign'), and 'Required' (set to 'No'). The modal also has 'Cancel' and 'Save' buttons.


Ensure the Fields Are Hidden


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


 Event Setup
15 mins


 Availability
Working Hours


 Limits
How often you can be booked

 **Advanced**
Calendar settings & more... >

 Recurring
Set up a repeating schedule

 Apps
0 apps, 0 active

 Workflows
0 active

 Webhooks
0 active

You can manage this for all your event types in Settings → [Appearance](#) or [Override](#) for this event only.

Booking questions
Customize the questions asked on the booking page

Your name Required

Name

Edit

Email address Required

Email

Edit

What is this meeting about? Hidden

Short Text

☐

Edit

Additional notes Hidden

Long Text

☐

Edit

Add guests Hidden

Multiple Emails

☐

Edit

Reason for reschedule Hidden

Long Text


☐

Edit

utm_campaign Hidden

Short Text

☐




Edit

utm_source Hidden

Short Text

☐




Edit

utm_medium Hidden

Short Text

☐




Edit

traffic_source Hidden

Short Text

☐




Edit

handl_url Hidden

Short Text

☐



Edit

+ Add a question

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",

```

```

    callLink: "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

