

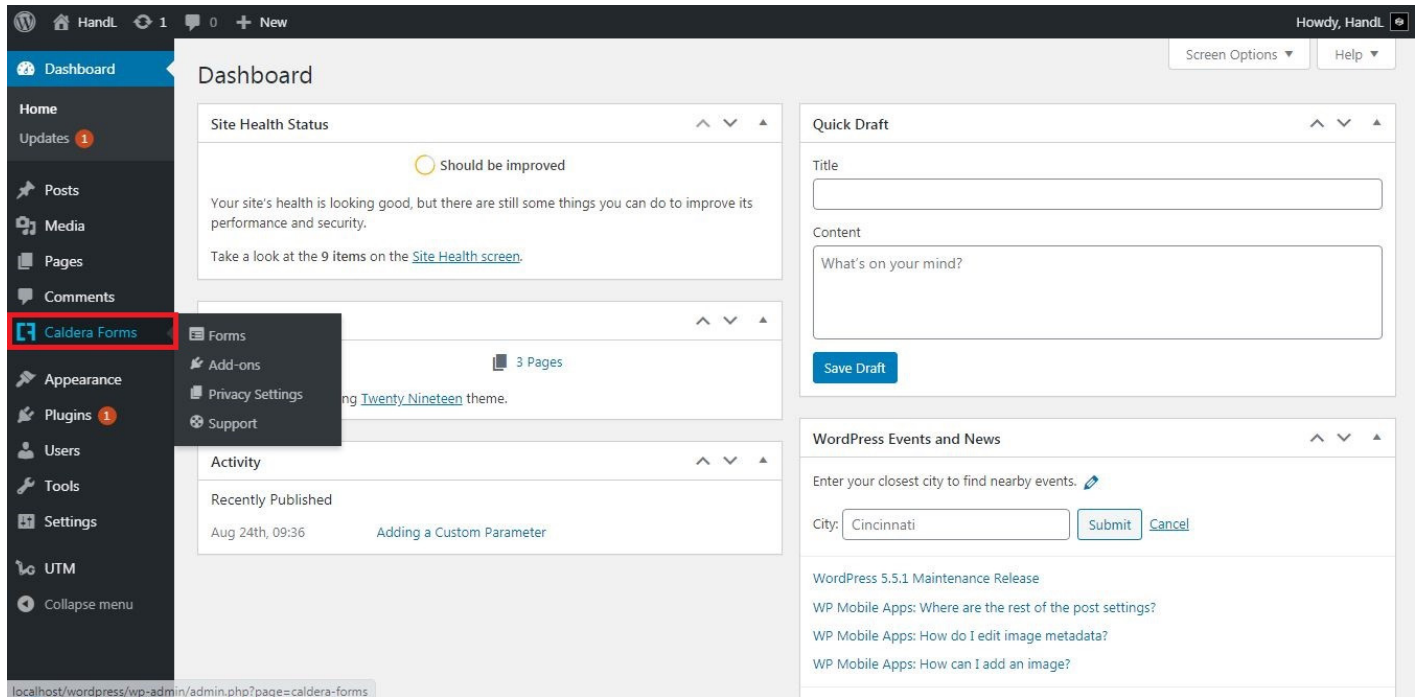
# Caldera Forms Integration

HandL UTM Grabber / Tracker How to collect and track UTM variables via Caldera Forms step by step

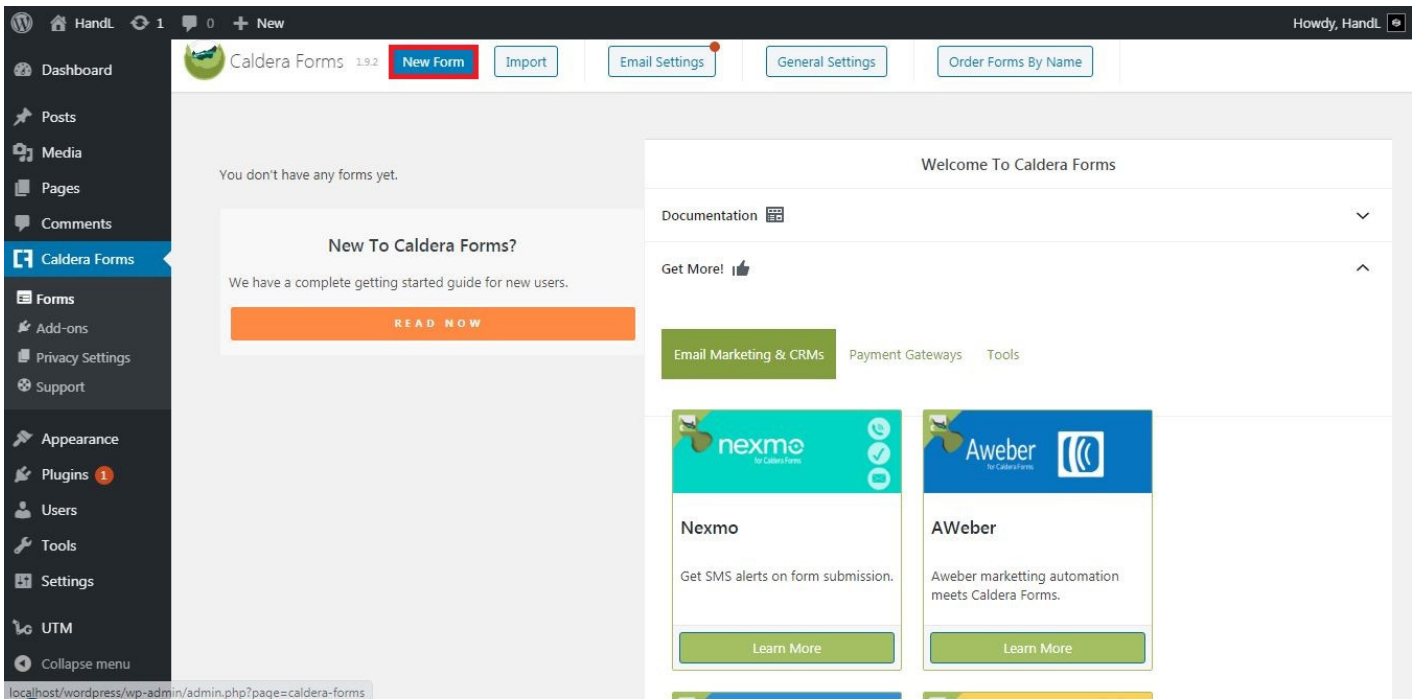
- [Track UTM in Caldera Form](#)
- [Caldera Forms UTM Tracking Video Tutorial](#)

# Track UTM in Caldera Form

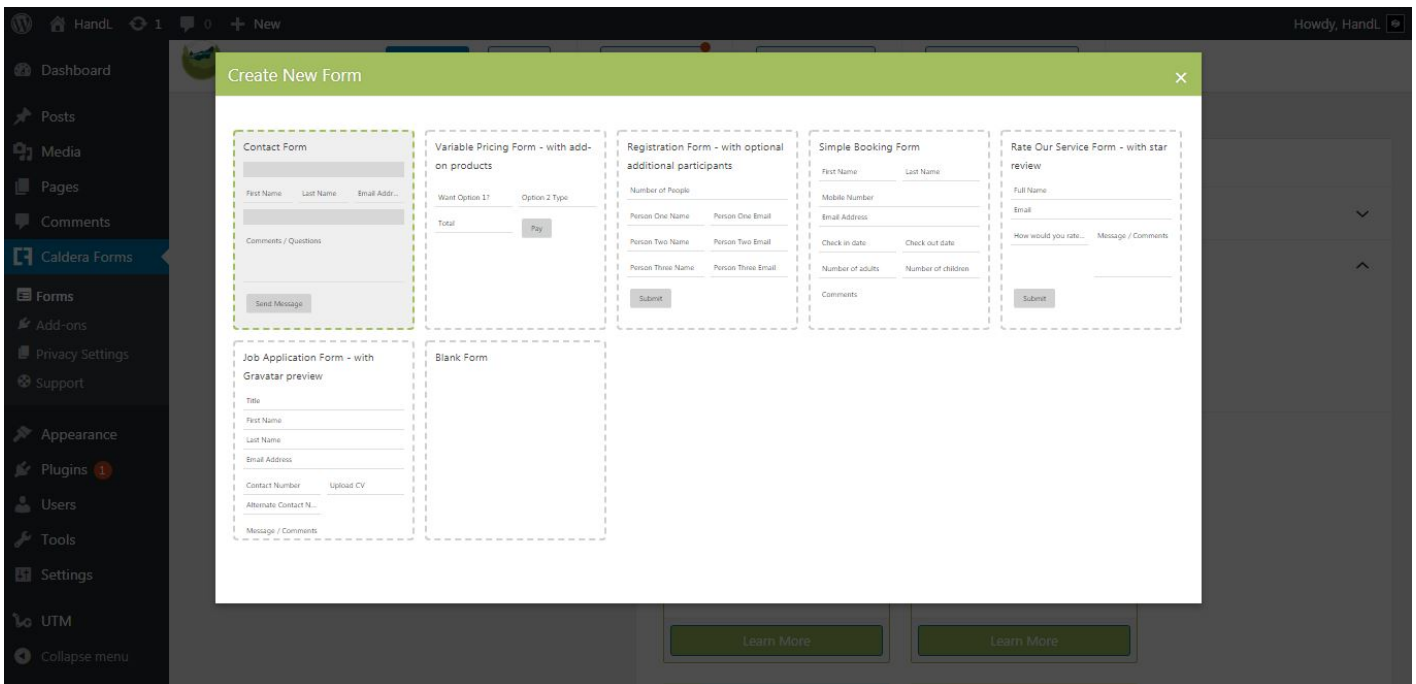
## 1.Click "Caldera Forms"



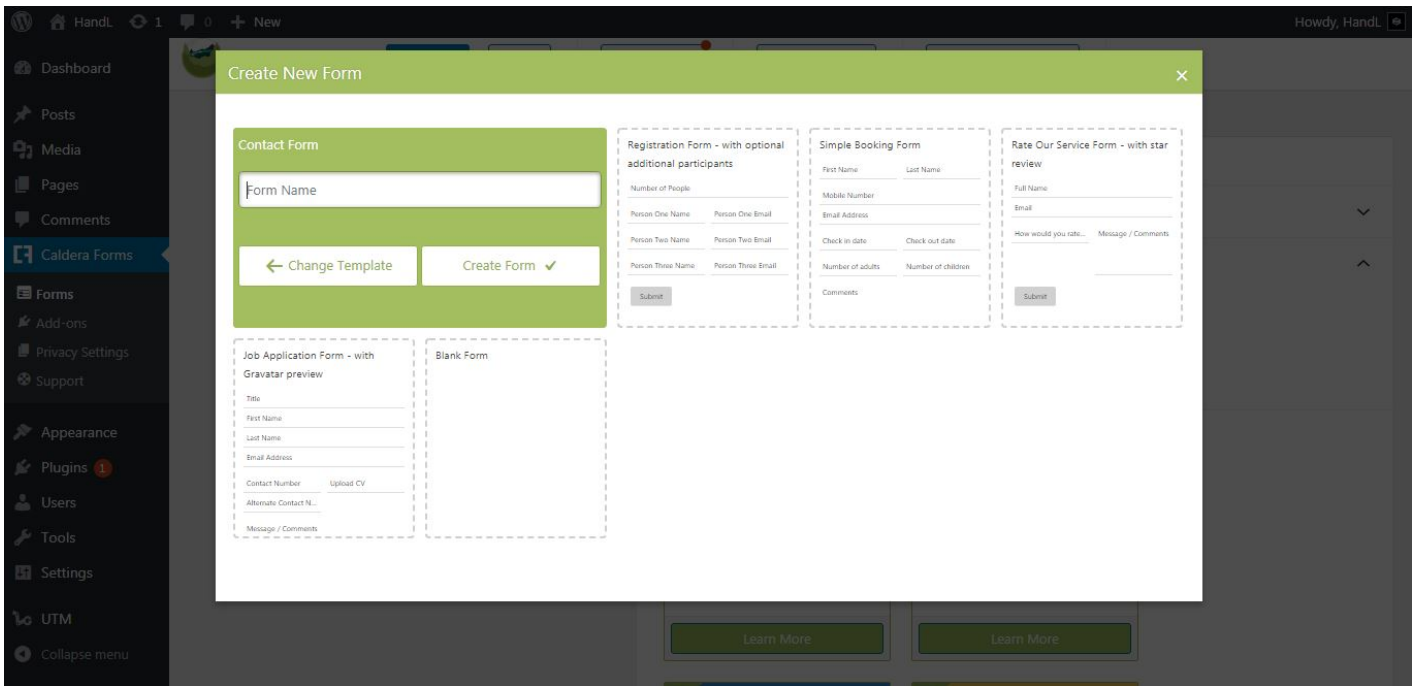
## 2.Click "New Form"



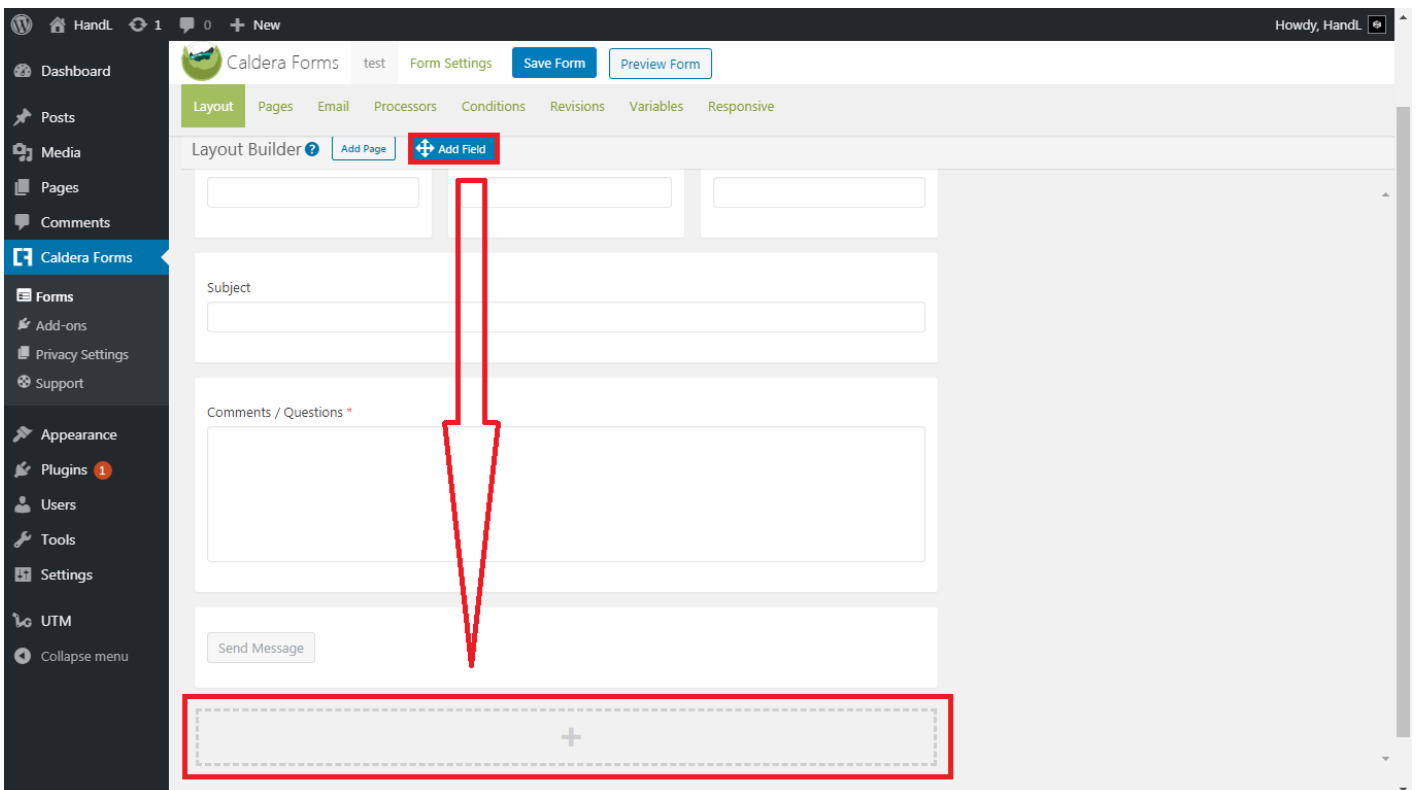
### 3. Select a form type



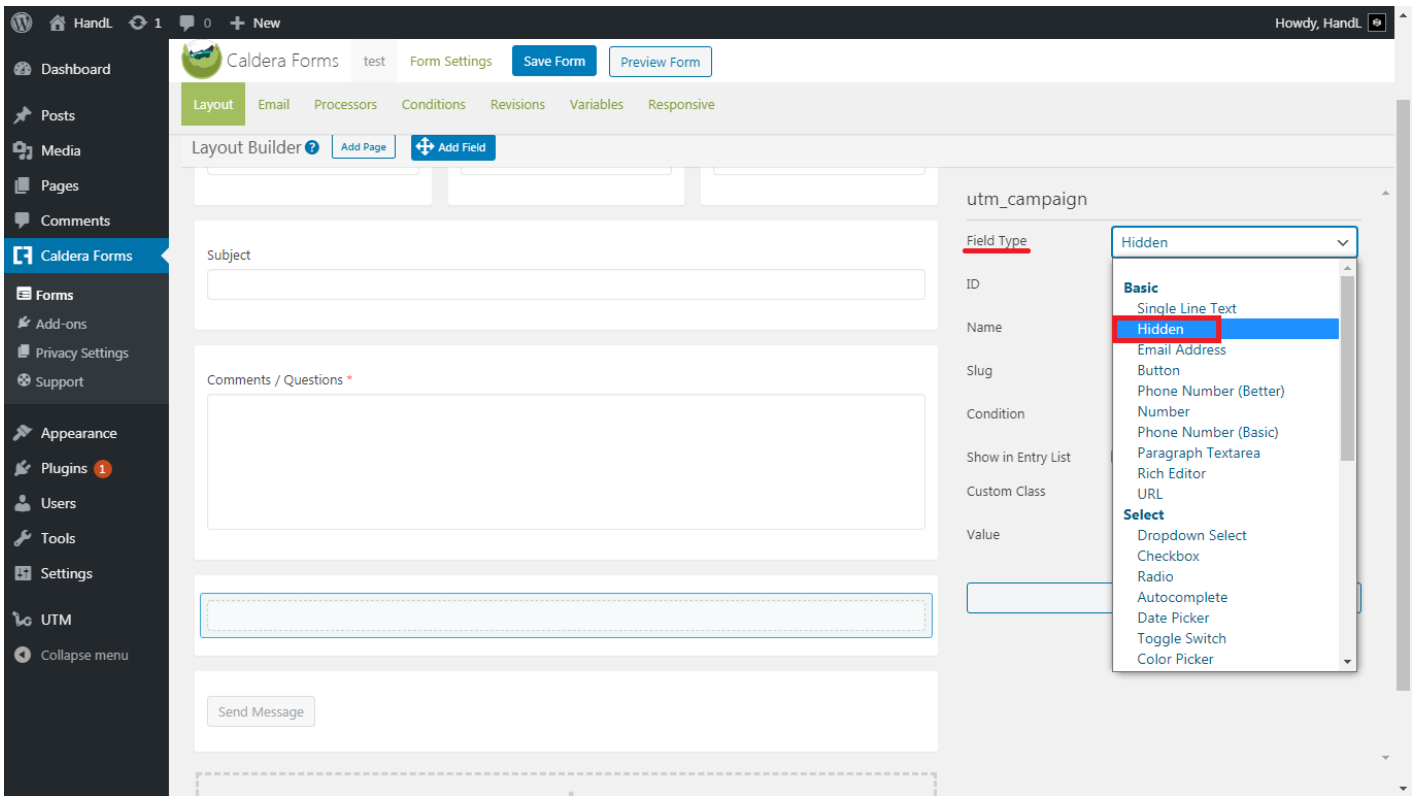
### 4. Enter a form name and click "Create Form"



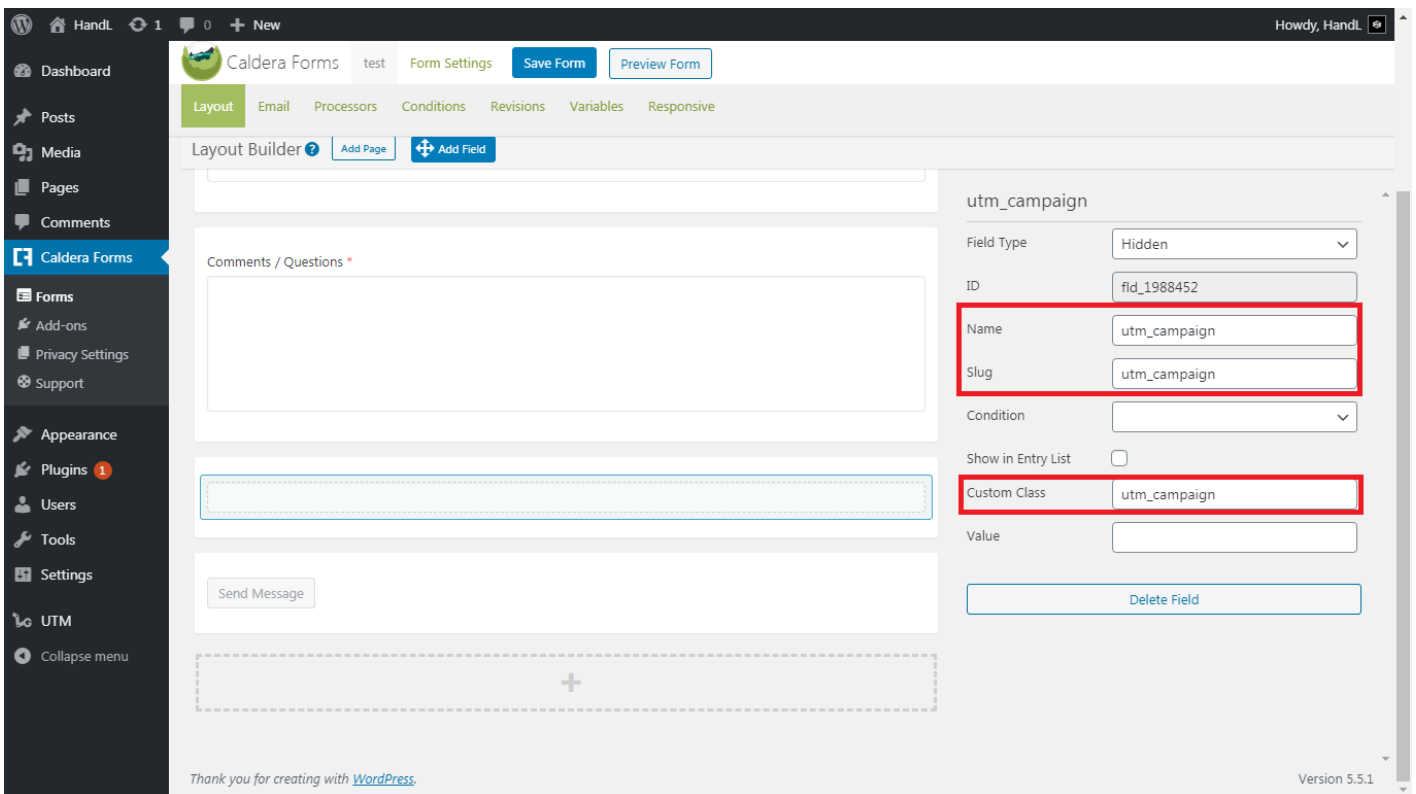
**5. Click "+" icon, then drag the "Add Field" button to the empty area**



**6. Select field type as "Hidden"**



## 7.Fill the necessary areas



## 8. Open "Email" tab and put the magic tag in the area, then save form

The screenshot shows the Caldera Forms interface. The left sidebar contains a menu with items like Dashboard, Posts, Media, Pages, Comments, Caldera Forms, Forms, Add-ons, Privacy Settings, Support, Appearance, Plugins (1), Users, Tools, Settings, UTM, and Collapse menu. The main area is titled 'Caldera Forms' and has tabs for 'test' and 'Form Settings'. The 'Email' tab is selected and highlighted with a red box. Below the tabs are buttons for 'Save Form' and 'Preview Form'. The 'Email Notification Settings' section includes an 'Email Subject' field with the value '%subject%' and a note: 'Use %field\_slug% to use a value from the form'. The 'Email Message' section is highlighted with a red box and contains a rich text editor with the text 'Campaign: %utm\_campaign%'. Below the editor is a note: 'Magic tags, %field\_slug% are replaced with submitted data. Use {summary} to build an automatic mail based on form content. Leaving the mailer blank, will create an automatic summary.' At the bottom, there are checkboxes for 'Save Preview' and 'Debug Mailer', and a link to 'SendWP'.

Howdy, HandL

Caldera Forms test Form Settings Save Form Preview Form

Layout **Email** Processors Conditions Revisions Variables Responsive

Email Notification Settings

Email Subject %subject%  
Use %field\_slug% to use a value from the form

Email Message

Add Media Visual Text

Paragraph B I

Campaign: %utm\_campaign%

P

Magic tags, %field\_slug% are replaced with submitted data. Use {summary} to build an automatic mail based on form content. Leaving the mailer blank, will create an automatic summary.

Save Preview ☐ Allows you to preview the message and who the message is sent to, as well as the subject. You should turn this off when not testing.

Debug Mailer ☐ Enable email send transaction log  
If set, entries will have a "Mailer Debug" meta tab to see the transaction log. Do not keep this enabled on production as it sends two emails for tracking.

If you are having email issues, we strongly recommend [SendWP](#).

SendWP - Fix Your WordPress Email

## 9. Let's try it

Contact - HandL

localhost/wordpress/contact/?utm\_source=testsource&utm\_medium=testmedium&utm\_campaign=testcampaign

# Contact

**First Name \*** **Last Name \*** **Email Address \***

testname testlastname test@test.co

**Subject**

testsubject

**Comments / Questions \***

testmessage

Send Message

## 10.You are tracking it now

HandL 1 0 + New

Caldera Forms

Entry #10

Submitted 15 September 2020 23:40

**First Name** testname

**Last Name** testlastname

**Email Address** test@test.co

**Subject** testsubject

**Comments / Questions** testmessage

**Utm\_campaign** testcampaign

Edit Entry Close

Close Entry Viewer

Subject

testsubject View Trash Resend

testsubject View Trash Resend

testsubject View Trash Resend

testsubject View Trash Resend

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# Caldera Forms UTM Tracking Video Tutorial

*Please watch the related Video Tutorial below*

*and click right to the video and open link in new tab*

