

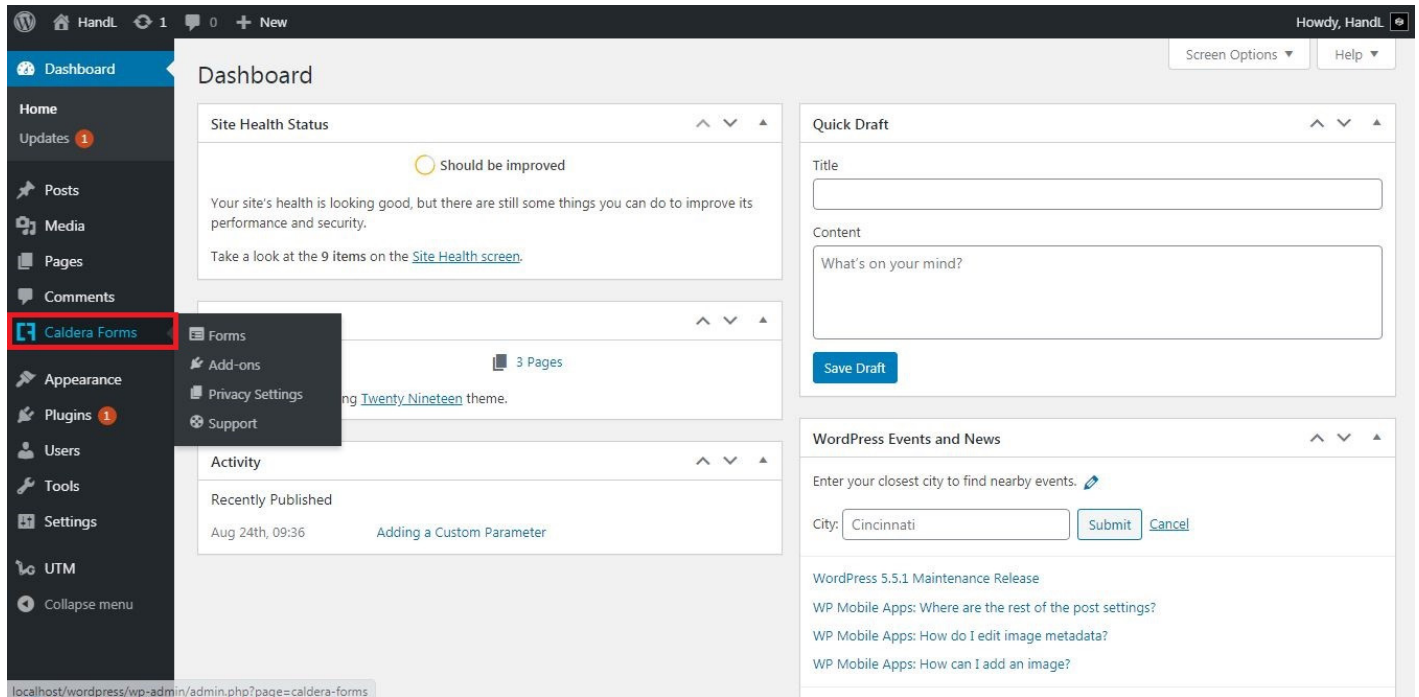
Caldera Forms Integration

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

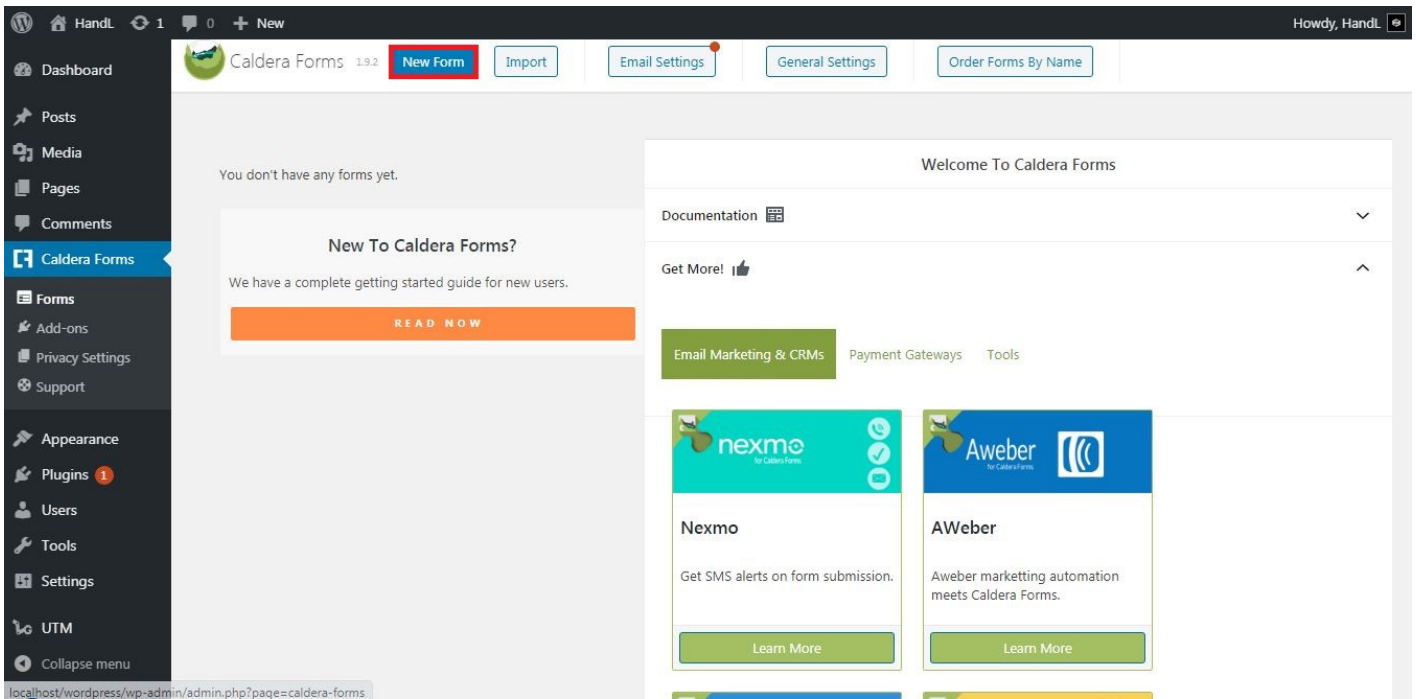
- [Track UTM in Caldera Form](#)
- [Caldera Forms UTM Tracking Video Tutorial](#)

Track UTM in Caldera Form

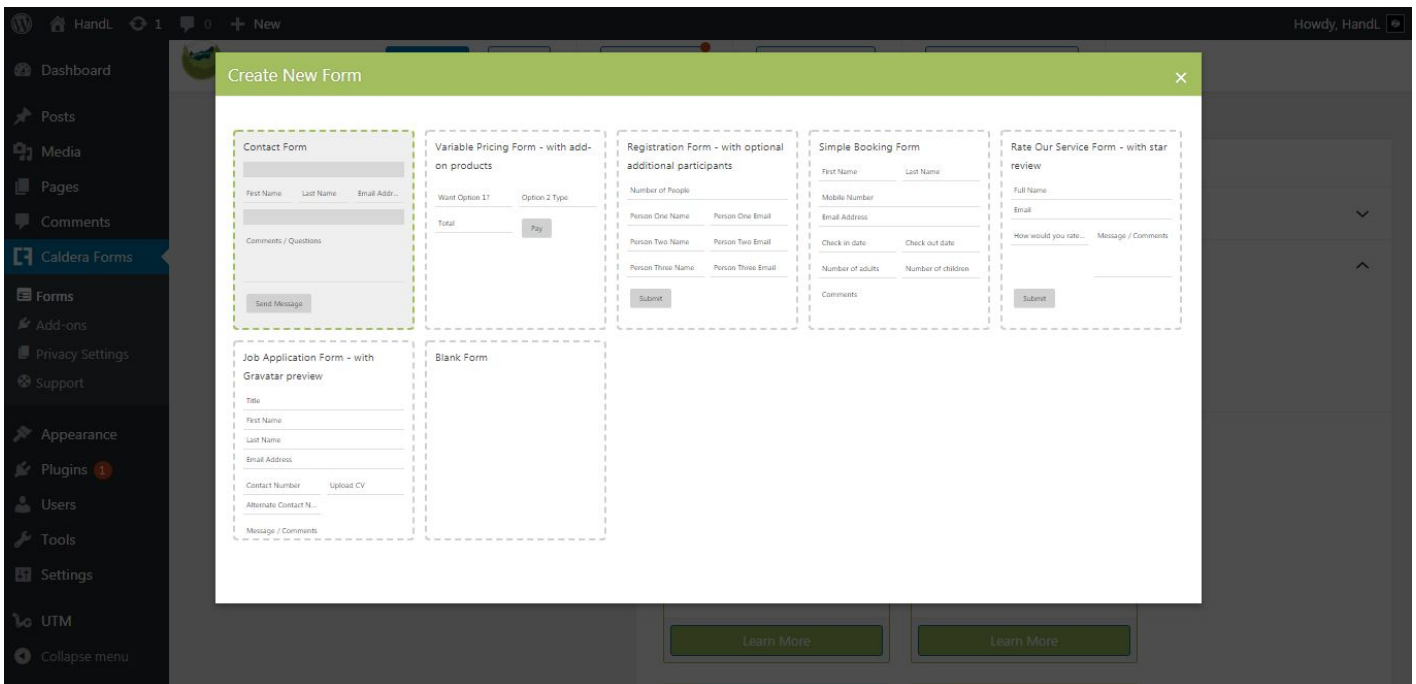
1.Click "Caldera Forms"



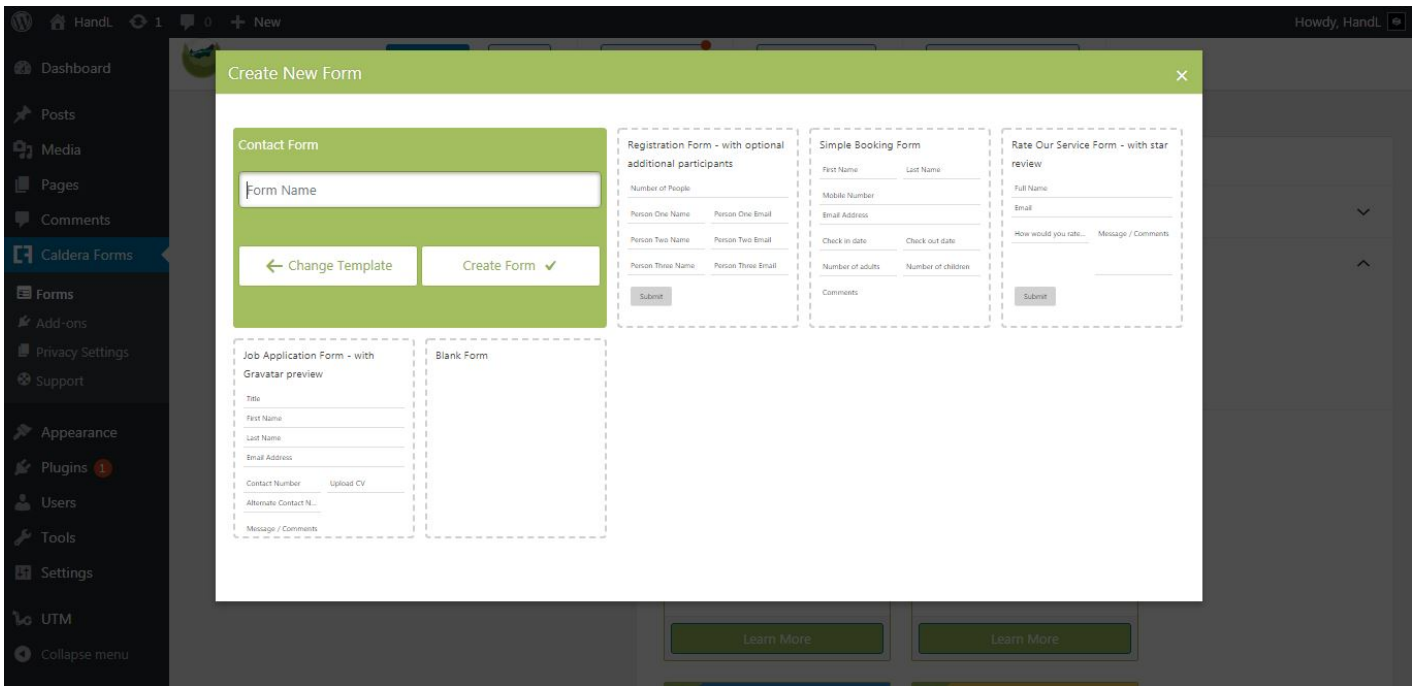
2.Click "New Form"



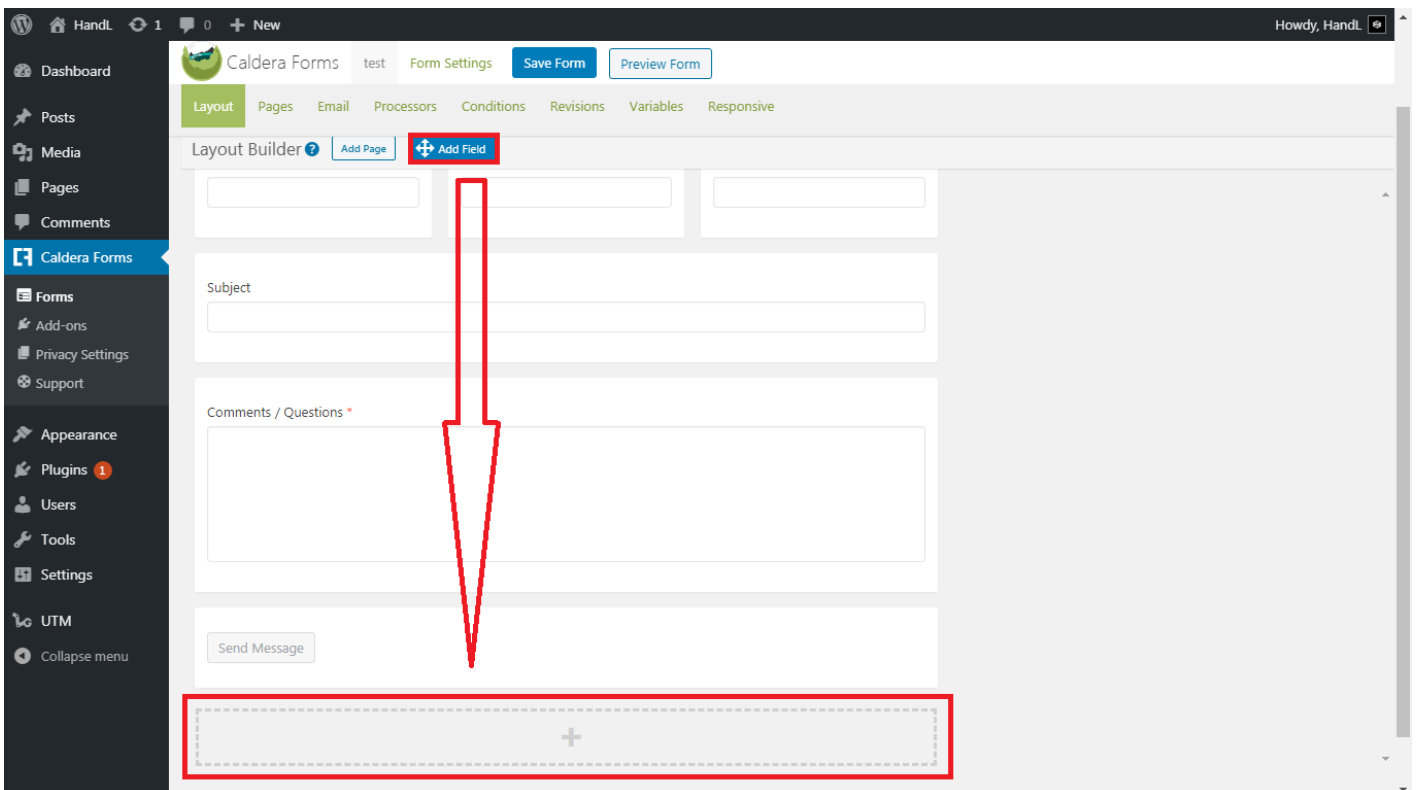
3. Select a form type



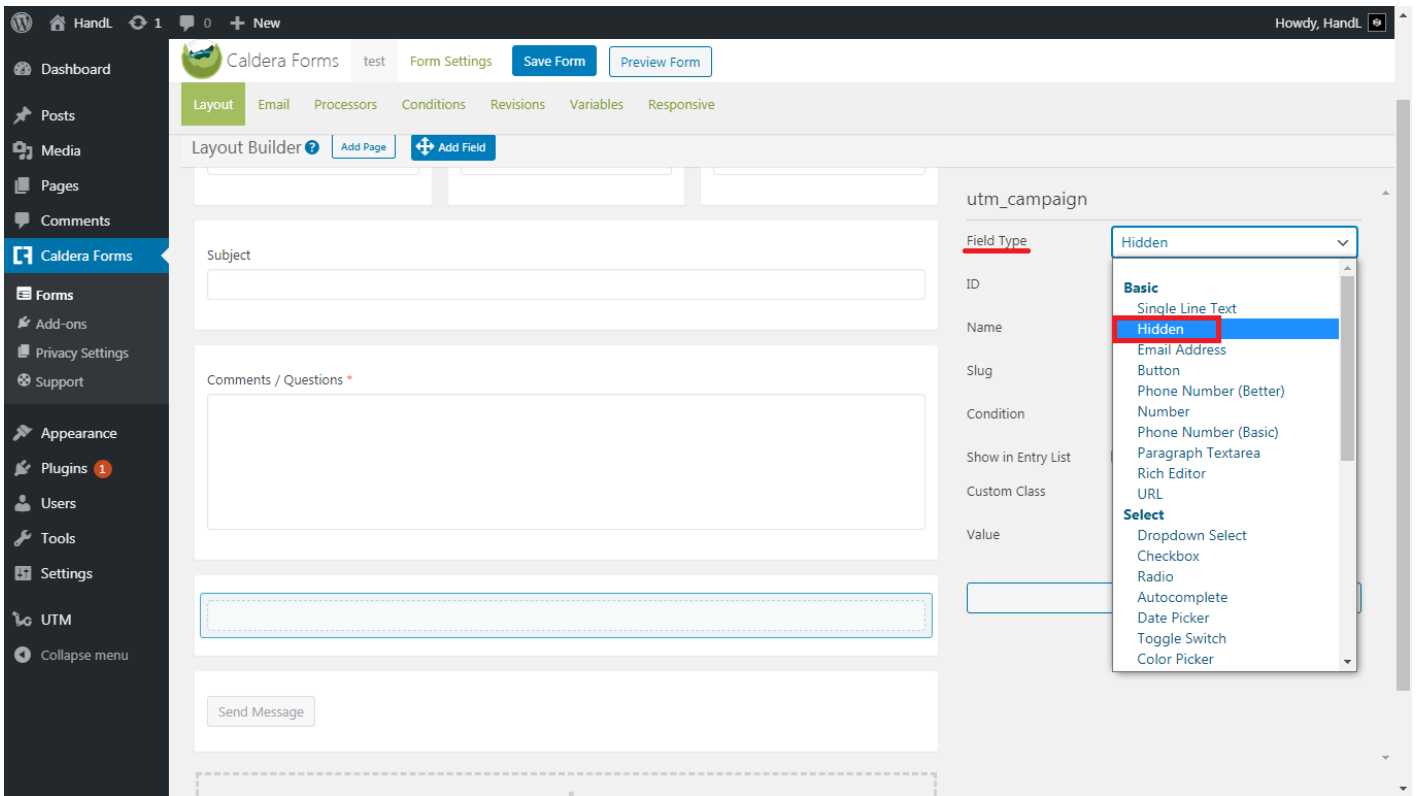
4. Enter a form name and click "Create Form"



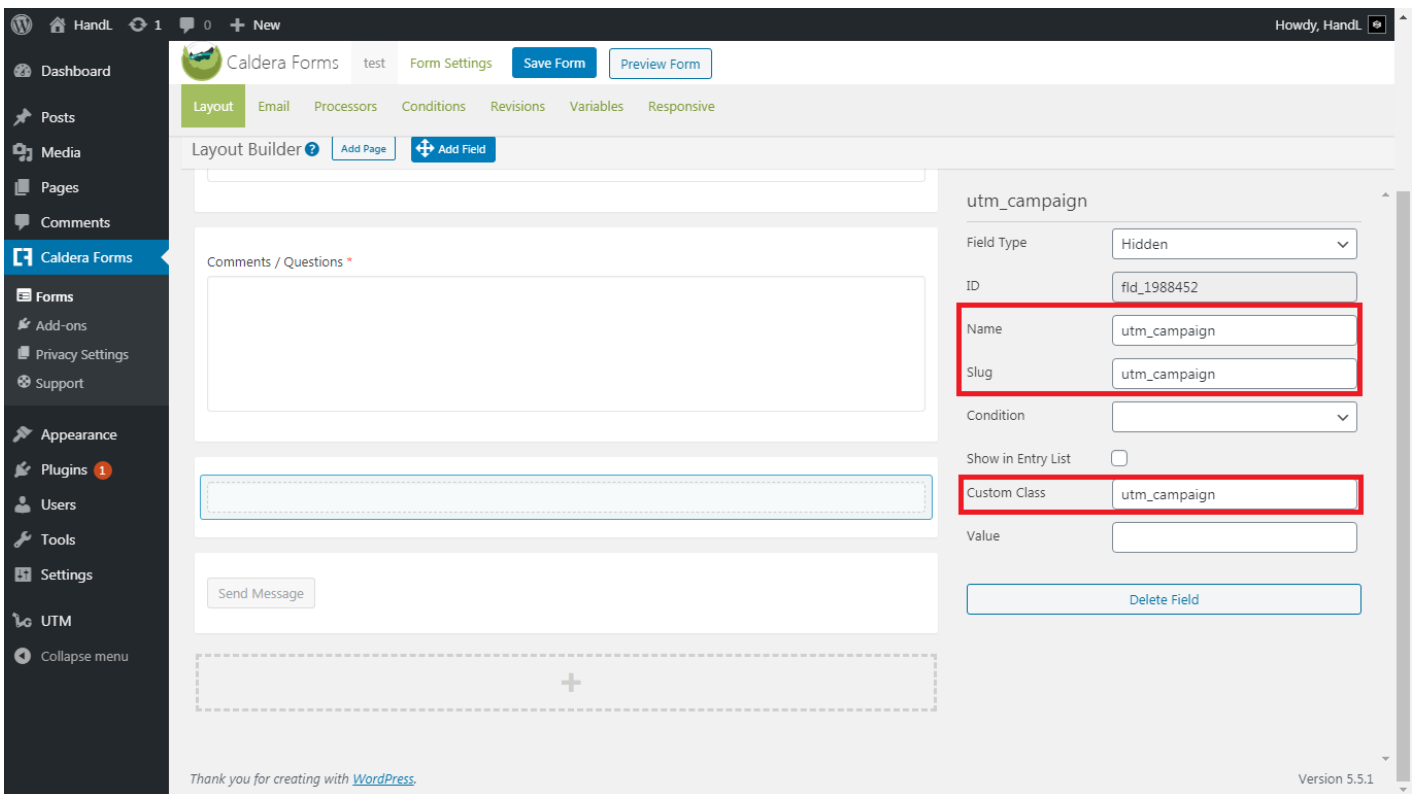
5. Click "+" icon, then drag the "Add Field" button to the empty area



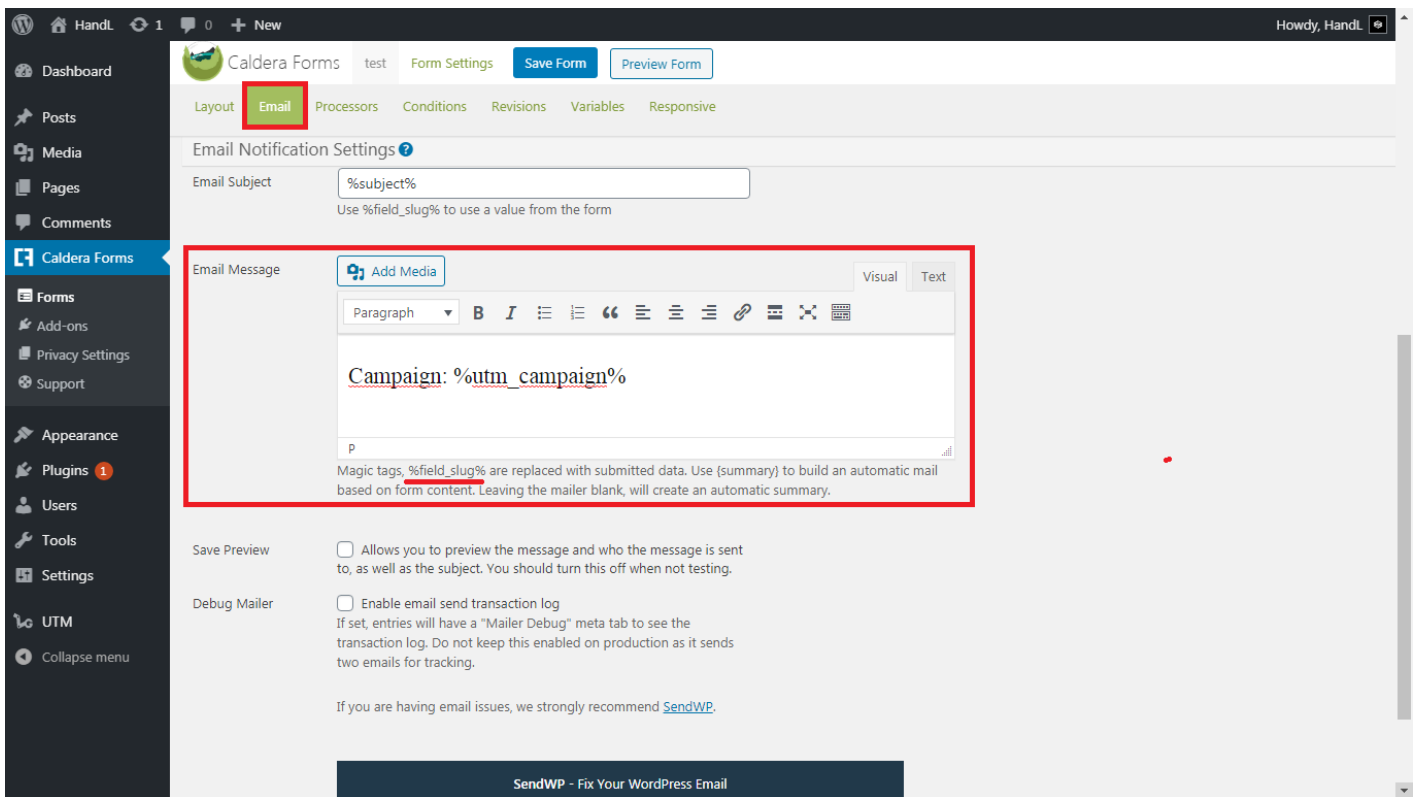
6. Select field type as "Hidden"



7.Fill the necessary areas



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



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

Paragraph B I [List Icons] [Quote Icon] [Link Icon] [Image Icon] [Table Icon]

Campaign: %utm_campaign%

Visual Text

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

