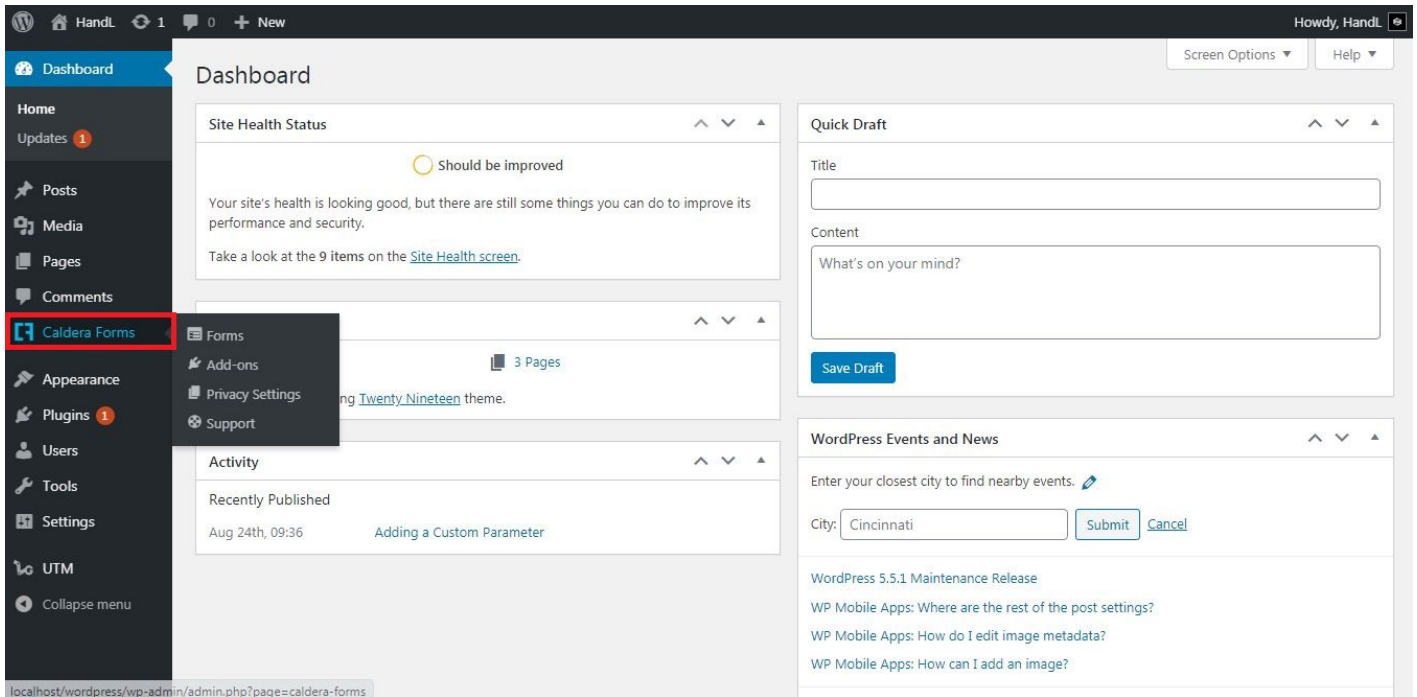
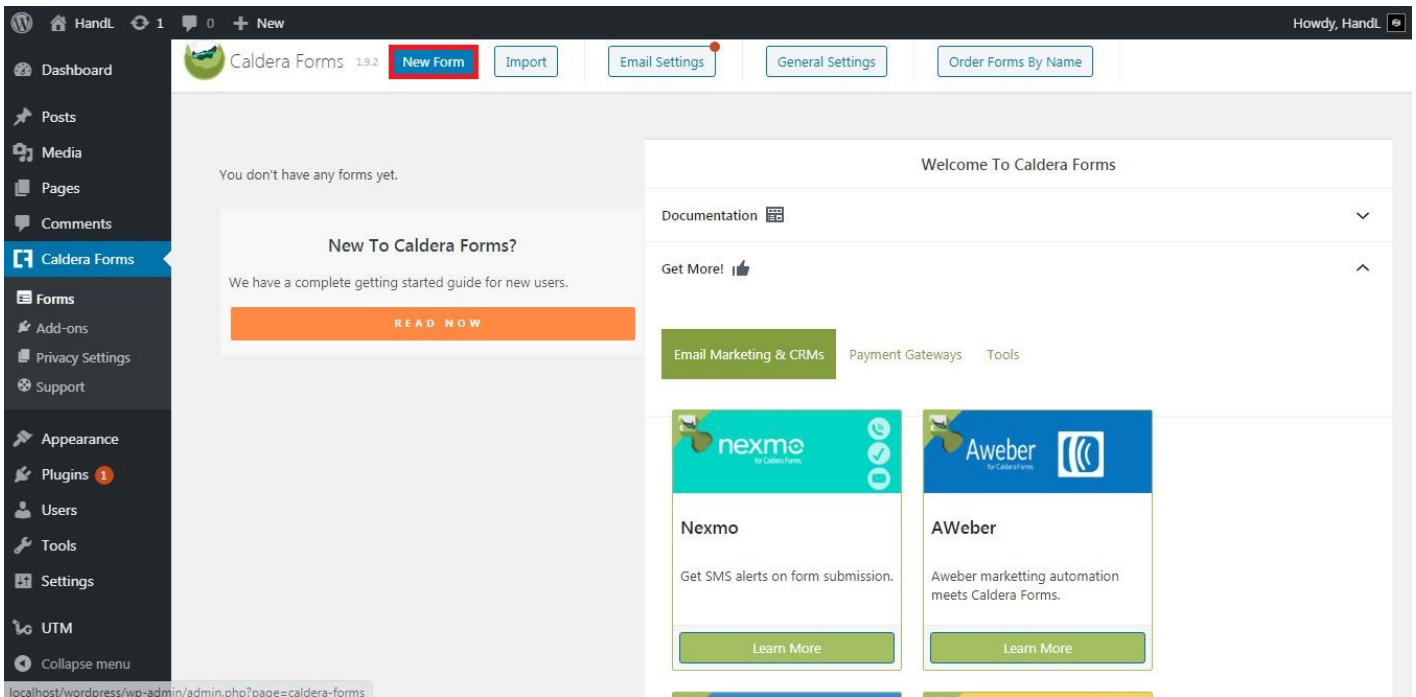


# Track UTM in Caldera Form

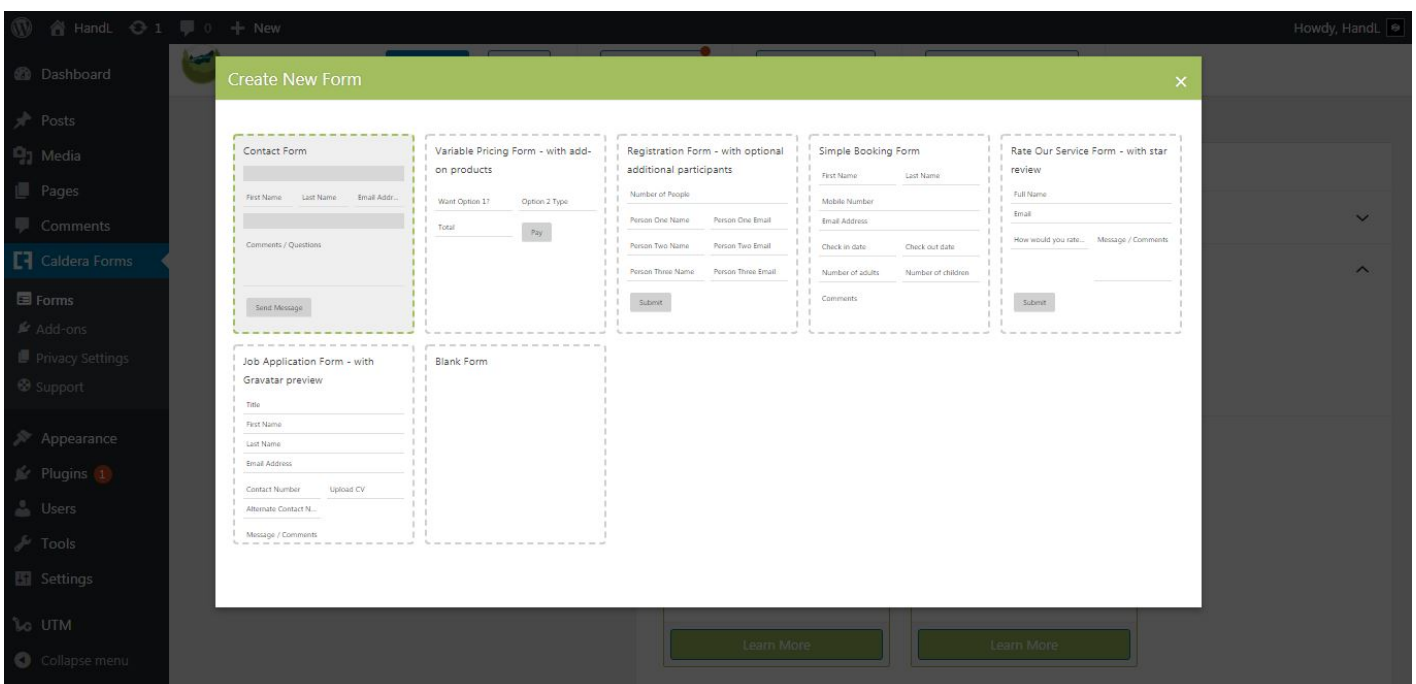
## 1.Click "Caldera Forms"



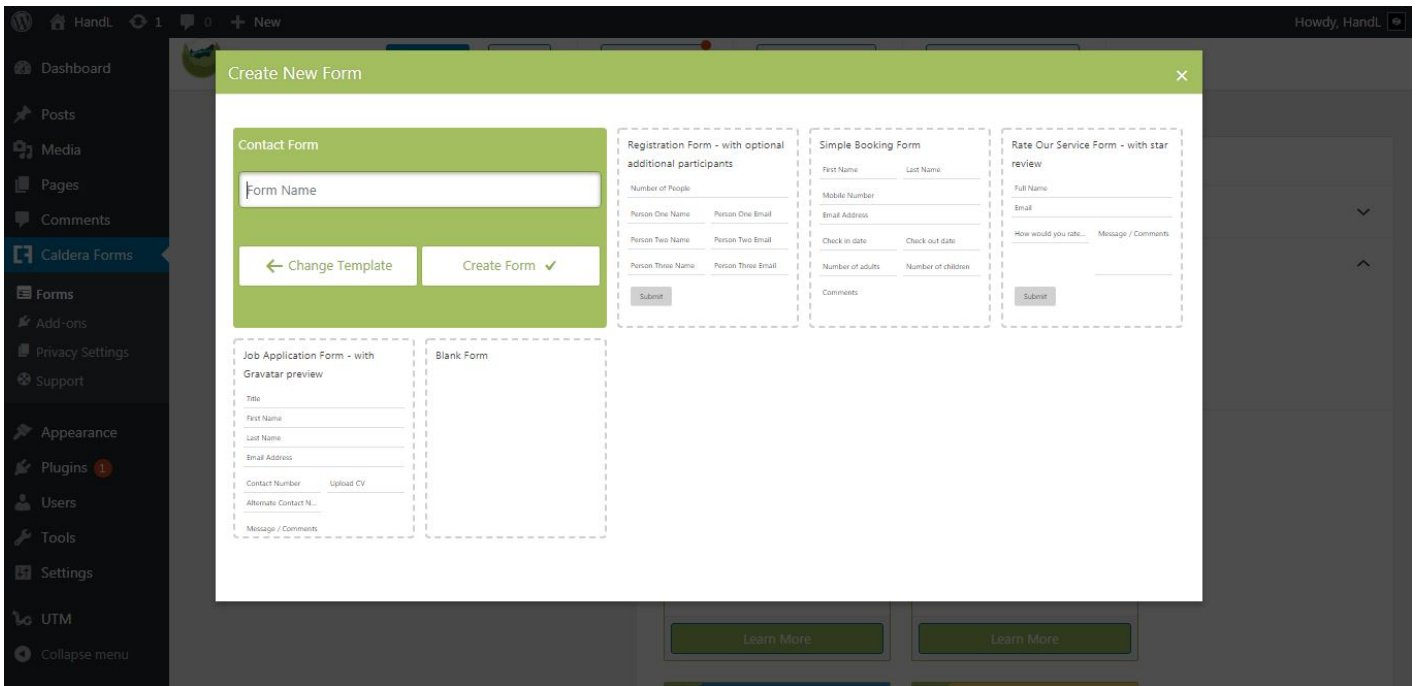
## 2.Click "New Form"



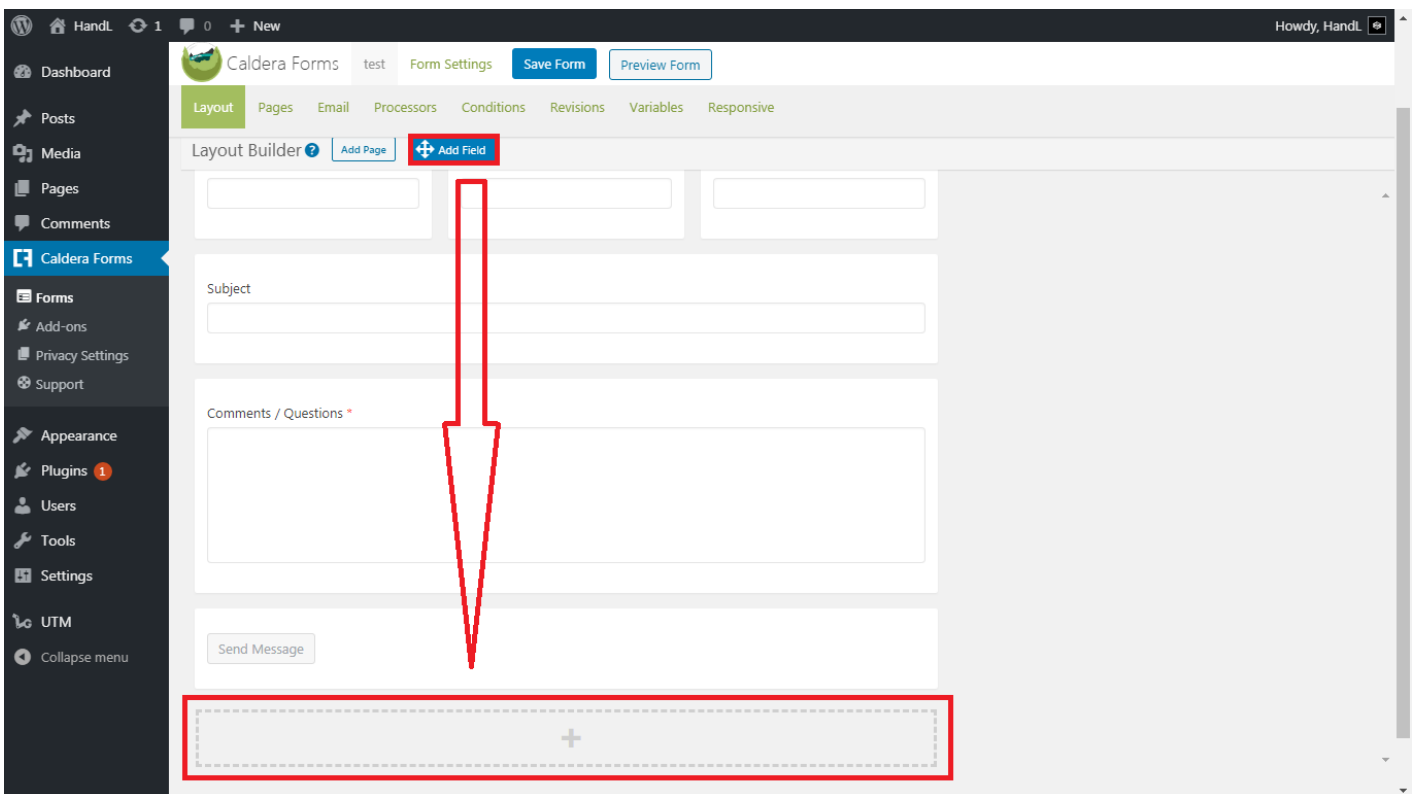
### 3. Select a form type



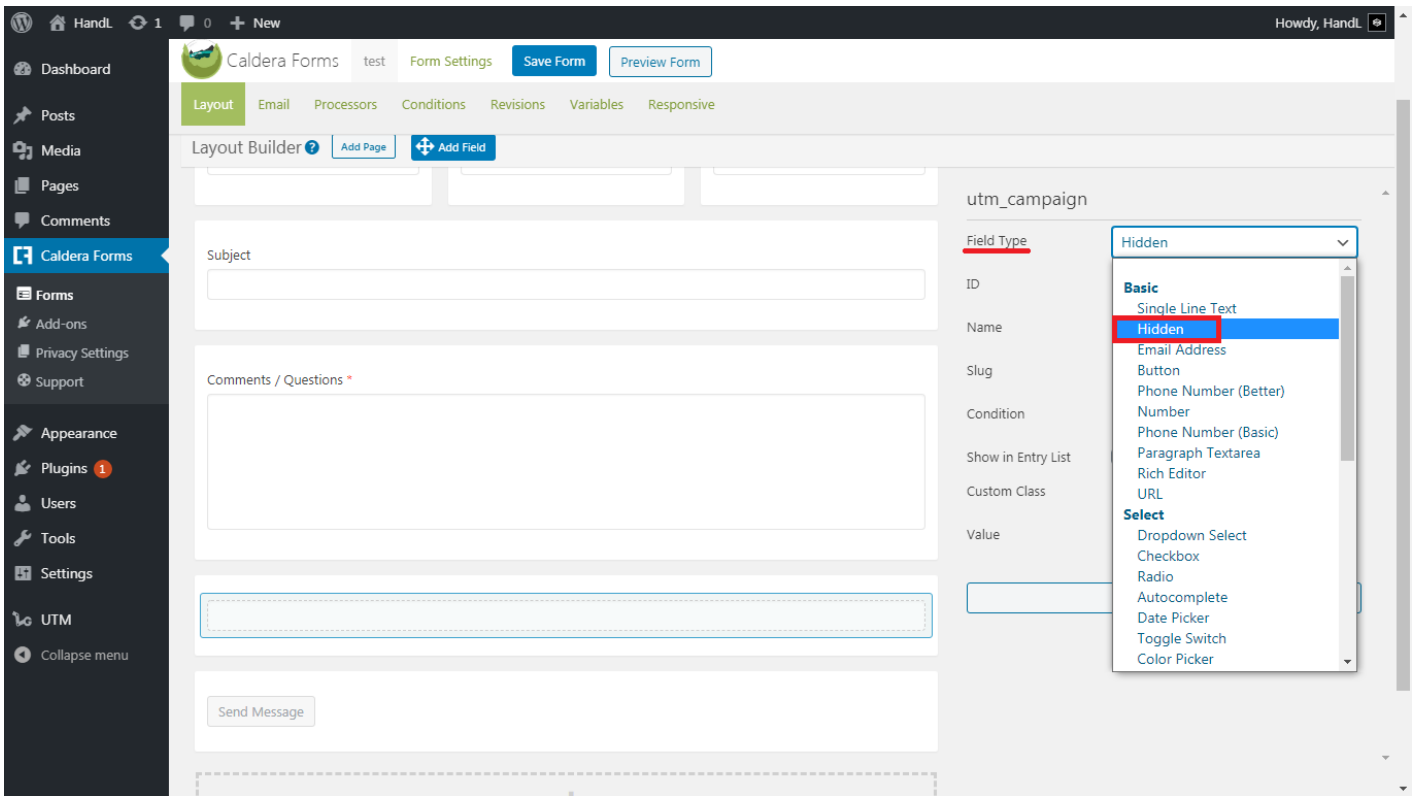
### 4. Enter a form name and click "Create Form"



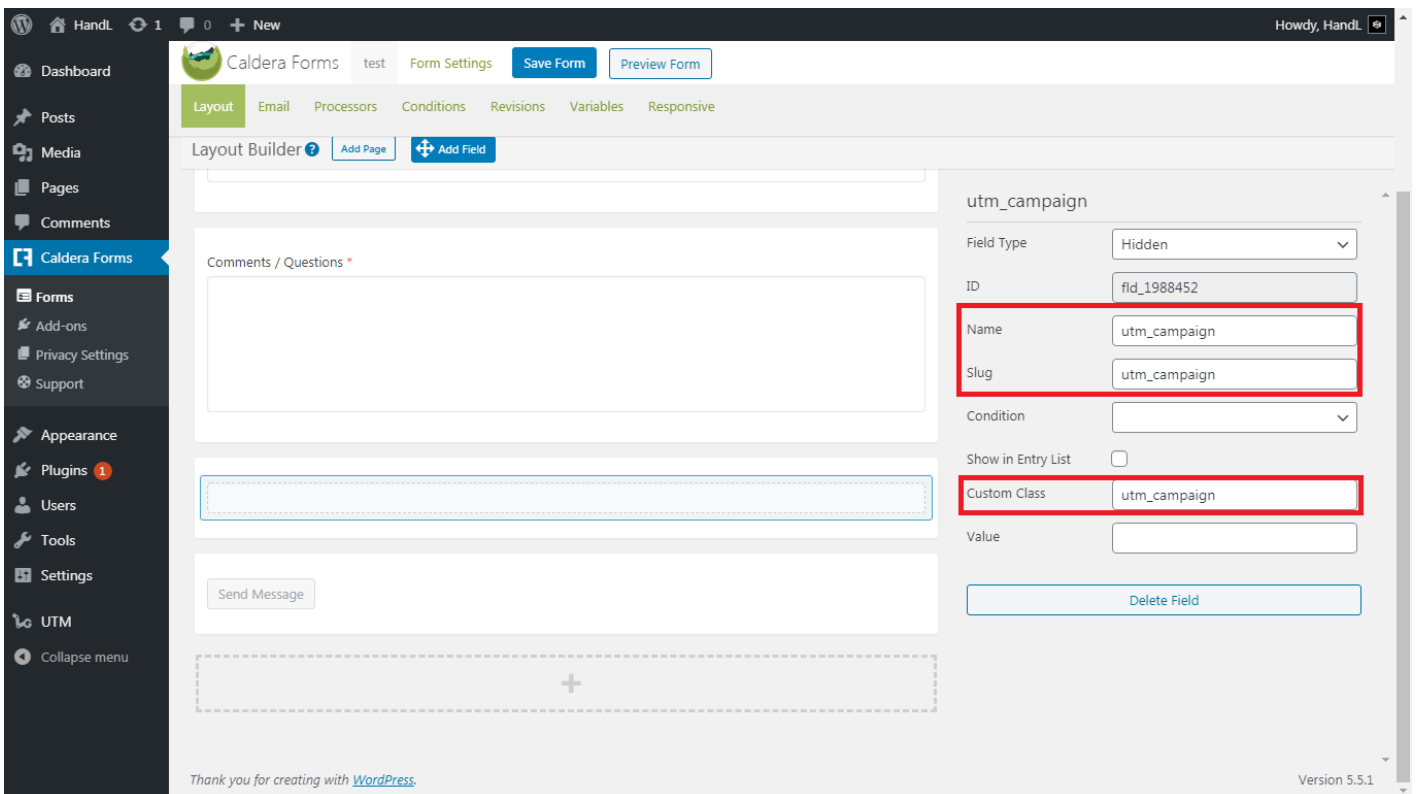
**5. Click "+" icon, then drag the "Add Field" button to the empty area**



**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%

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

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

20

Revision #7

Created Tue, Sep 15, 2020 9:12 AM

Updated Tue, Sep 15, 2020 8:53 PM