

Contact Form 7

Integration

HandL UTM Grabber / Tracker How to collect and track UTM variables via Contact Form 7 step by step

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Contact Form 7 Native Integration for Collecting UTMs

The screenshot shows the 'Form' settings tab in Contact Form 7. At the top, there are tabs for 'Form', 'Mail', 'Messages', and 'Additional Settings'. Below the tabs, the 'Form' section is active. A message states: 'You can edit the form template here. For details, see [Editing form template](#).' Below this message is a grid of form field types: text, email, URL, tel, number, date, text area, drop-down menu, checkboxes, radio buttons, acceptance, quiz, file, submit, utm_source, and utm_medium. The 'utm_source' and 'utm_medium' buttons are circled in red. Below the grid are more options: utm_term, utm_content, utm_campaign, fbclid, msckid, gclid, handl_original_ref, handl_landing_page, handl_ip, handl_ref, handl_url, email, username, gaclientid, organic_source, organic_source_str, and user_agent. Below the options is a text area containing the form template code:

```
<label> Your Name (required)
  [text* your-name] </label>

<label> Your Email (required)
  [email* your-email] </label>

<label> Subject
  [text your-subject] </label>

<label> Your Message
  [textarea your-message] </label>

[utm_campaign_cf7 utm_campaign_cf7-625]
[utm_source_cf7 utm_source_cf7-995]
[handl_url_cf7 handl_url_cf7-459]
[handl_ref_cf7 handl_ref_cf7-56]
[user_agent_cf7 user_agent_cf7-835]
[fbp_i]<input type="hidden" name="fbp" value="%s" />[/fbp_i]

[submit "Send"]
```

At the bottom left, there is a 'Save' button.

Contact Form 7 UTM Tracking

Overview

HandL UTM Grabber provides seamless integration with Contact Form 7 to capture UTM parameters and other tracking data from your form submissions. This integration allows you to automatically capture UTM parameters, GCLID, and other tracking data when users submit your forms.

Features

- Automatically capture UTM parameters (utm_source, utm_medium, utm_term, utm_content, utm_campaign)
- Capture Google Ads GCLID
- Easy one-click insertion of tracking fields
- Support for email notifications with UTM data
- Zapier integration for advanced automation

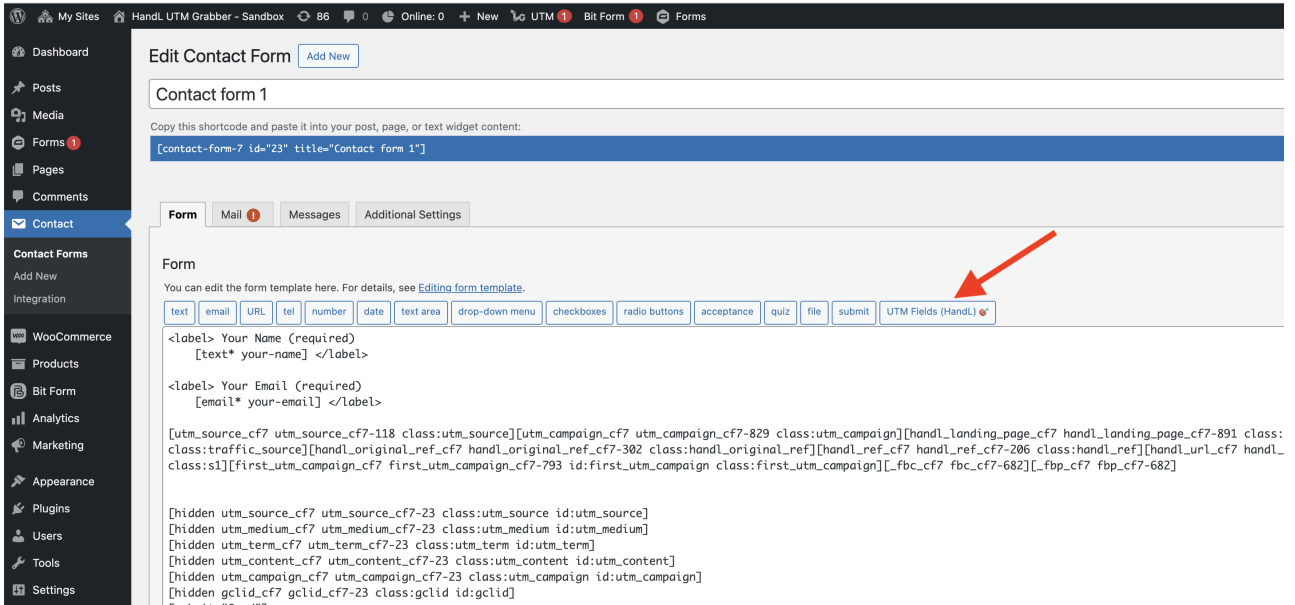
Setup Instructions

1. Adding UTM Fields to Your Form

There are two ways to add UTM tracking fields to your Contact Form 7 form:

Method 1: Using the Tag Generator (Recommended)

1. Edit your Contact Form 7 form
2. Click the "UTM Fields (HandL)" button in the form editor



The screenshot shows the WordPress dashboard with the Contact Form 7 editor open. The left sidebar contains navigation menus for Dashboard, Posts, Media, Forms, Pages, Comments, Contact, Contact Forms, WooCommerce, Products, Bit Form, Analytics, Marketing, Appearance, Plugins, Users, Tools, and Settings. The main content area is titled "Edit Contact Form" and shows the form editor for "Contact form 1". A shortcode is displayed: `[contact-form-7 id="23" title="Contact form 1"]`. Below the shortcode, there are tabs for "Form", "Mail", "Messages", and "Additional Settings". The "Form" tab is active, showing a toolbar with various field types: text, email, URL, tel, number, date, text area, drop-down menu, checkboxes, radio buttons, acceptance, quiz, file, submit, and "UTM Fields (HandL)". A red arrow points to the "UTM Fields (HandL)" button. Below the toolbar, the form template code is visible, including labels for "Your Name (required)" and "Your Email (required)", and a large block of hidden UTM tracking code.

3. Click "Insert UTM Fields" to automatically add all tracking fields

acceptance

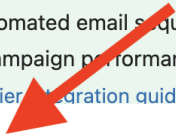
Form-tag Generator: UTM Fields (HandL) ✕


Reminder: To receive UTM values in your email notifications, you must also add the corresponding mail tags (e.g., `[utm_source_cf7]`, `[utm_medium_cf7]`, etc.) in the **Mail** tab. If you do not add these tags to your email template, the UTM values will not appear in the emails you receive.

Tip: You can also use our [Zapier integration](#) to automatically send UTM and form data from this form to Zapier, and from there to your CRM, Google Sheets, or hundreds of other apps.

- Send new leads with UTM data directly to your CRM (e.g., HubSpot, Salesforce, Zoho)
- Log every form submission with UTM info into a Google Sheet for easy reporting
- Trigger automated email sequences based on campaign source
- Track ad campaign performance by connecting to analytics or reporting tools

Check the [Zapier integration guide](#) for setup instructions and more ideas.





4. The following hidden fields will be added to your form:

The screenshot shows the WordPress dashboard with the 'Edit Contact Form' page open. The 'Mail' tab is active, and the form template is shown in a code editor. A red arrow points to the hidden UTM tracking fields in the code.

```

<label> Your Name (required)
  [text* your-name] </label>

<label> Your Email (required)
  [email* your-email] </label>

[hidden utm_source_cf7 utm_source_cf7-23 class:utm_source id:utm_source]
[hidden utm_medium_cf7 utm_medium_cf7-23 class:utm_medium id:utm_medium]
[hidden utm_term_cf7 utm_term_cf7-23 class:utm_term id:utm_term]
[hidden utm_content_cf7 utm_content_cf7-23 class:utm_content id:utm_content]
[hidden utm_campaign_cf7 utm_campaign_cf7-23 class:utm_campaign id:utm_campaign]
[hidden gclid_cf7 gclid_cf7-23 class:gclid id:gclid]
[submit "Send"]
  
```

```

[hidden utm_source_cf7 utm_source_cf7-{formid} class:utm_source id:utm_source][hidden
utm_medium_cf7 utm_medium_cf7-{formid} class:utm_medium id:utm_medium][hidden utm_term_cf7
utm_term_cf7-{formid} class:utm_term id:utm_term][hidden utm_content_cf7 utm_content_cf7-
{formid} class:utm_content id:utm_content][hidden utm_campaign_cf7 utm_campaign_cf7-{formid}
class:utm_campaign id:utm_campaign]
[hidden gclid_cf7 gclid_cf7-{formid} class:gclid id:gclid]
  
```

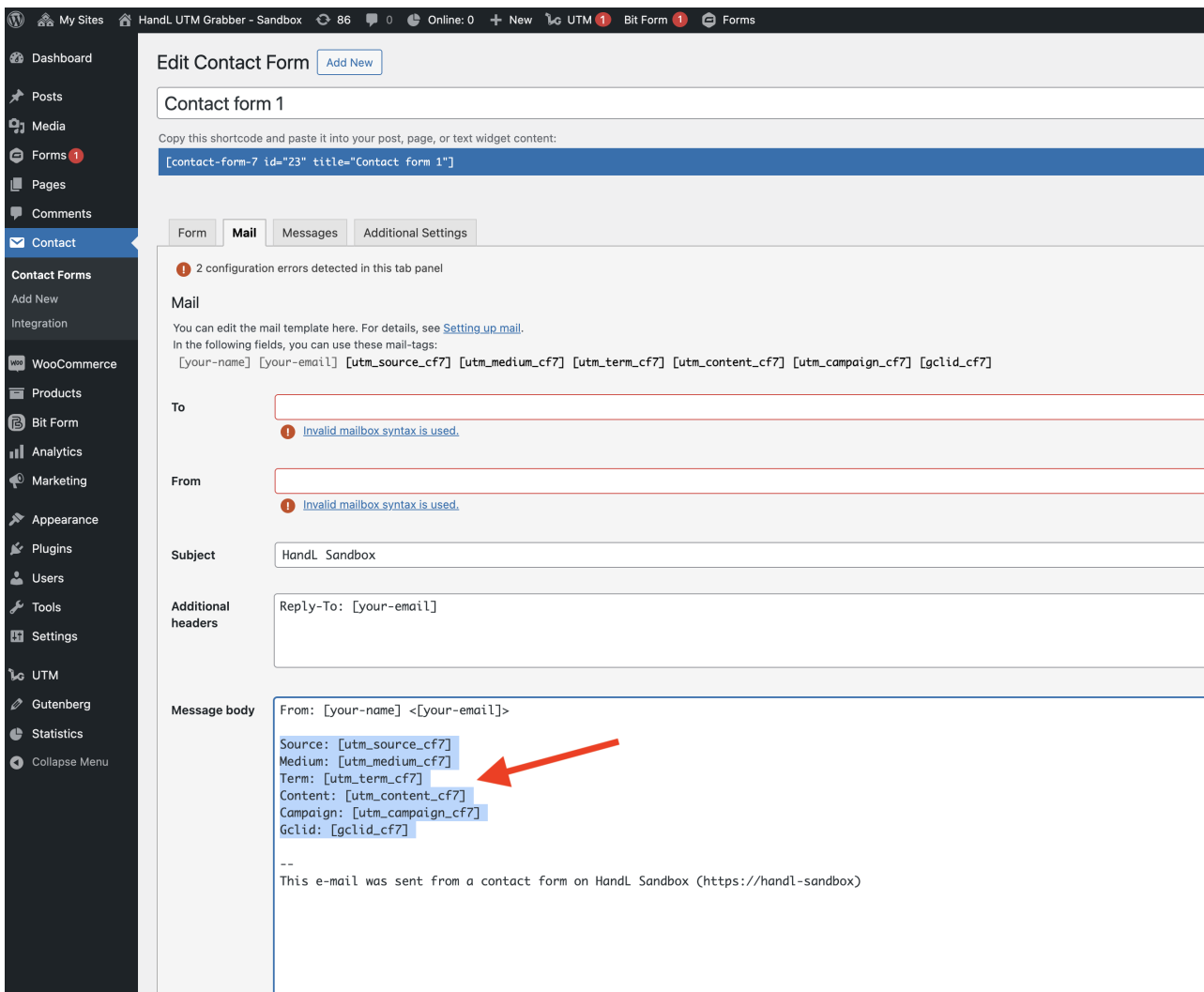
Method 2: Manual Addition

You can manually add the tracking fields to your form by copying and pasting the field tags shown above. Replace {form_id} with your actual form ID.

2. Configuring Email Notifications

To receive UTM data in your email notifications:

1. Go to the "Mail" tab in your Contact Form 7 form settings



2. Add the following mail tags to your email template:

```
Source: [utm_source_cf7]
Medium: [utm_medium_cf7]
Term: [utm_term_cf7]
Content: [utm_content_cf7]
Campaign: [utm_campaign_cf7]
Gclid: [gclid_cf7]
```

3. Advanced Integration with Zapier

For advanced automation and CRM integration:

1. Set up a Zapier account if you haven't already
2. Create a new Zap using Contact Form 7 as the trigger

3. Configure the Zap to send form submissions (including UTM data) to:

- Your CRM (HubSpot, Salesforce, Zoho, etc.)
- Google Sheets for reporting
- Email marketing platforms
- Analytics tools
- Other apps in the Zapier ecosystem

Best Practices

1. Always include UTM fields in email notifications: Make sure to add the UTM mail tags to your email template to receive tracking data.

2. Test your form: After setting up, test your form by:

- Submitting the form with UTM parameters in the URL
- Checking if the UTM data appears in your email notifications
- Verifying the data in your CRM or other integration platforms

1. Use Zapier for advanced tracking: Consider using the Zapier integration for:

- Automated lead scoring based on UTM parameters
- Campaign performance tracking
- Custom reporting in Google Sheets
- Multi-step automation workflows

Troubleshooting

If UTM data is not being captured:

1. Verify that the UTM fields are properly added to your form
2. Check if the mail tags are correctly added to your email template

3. Ensure that UTM parameters are present in the URL when testing
4. Check your site's caching settings, as some caching plugins might strip UTM parameters

Support

For additional help:

- Visit our documentation site
- Check the [Zapier integration guide](#)
- Contact our support team for personalized assistance

Premium Features

Upgrade to HandL UTM Grabber V3 to access additional features:

- Organic traffic tracking
- Google Ads ValueTrack parameters
- Facebook Ads tracking
- First/Last touch attribution
- Custom cookie duration
- GDPR compliance
- And more!

Contact Form 7 to Zapier Video Tutorial

*Please watch the related Video Tutorial
below*

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



Contact Form 7 UTM Tracking Video Tutorial

*Please watch the related Video Tutorial
below*

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



--->Code Snippets<---

```
[utm_campaign_i]<input type="hidden" name="utm_campaign" value="%s" />[/utm_campaign_i]  
[utm_source_i]<input type="hidden" name="utm_source" value="%s" />[/utm_source_i]  
[utm_medium_i]<input type="hidden" name="utm_medium" value="%s" />[/utm_medium_i]  
[utm_term_i]<input type="hidden" name="utm_term" value="%s" />[/utm_term_i]
```

```
[utm_content_i]<input type="hidden" name="utm_content" value="%s" />[/utm_content_i]  
[gclid_i]<input type="hidden" name="gclid" value="%s" />[/gclid_i]
```

--->Code Snippets<---

Campaign Name:

```
[utm_campaign]
```

Campaign Source:

```
[utm_source]
```

Campaign Medium:

```
[utm_medium]
```

Campaign Term:

```
[utm_term]
```

Campaign Content:

```
[utm_content]
```

Gclid:

```
[gclid]
```

Contact Form 7 Integromat Integration- Video Tutorial

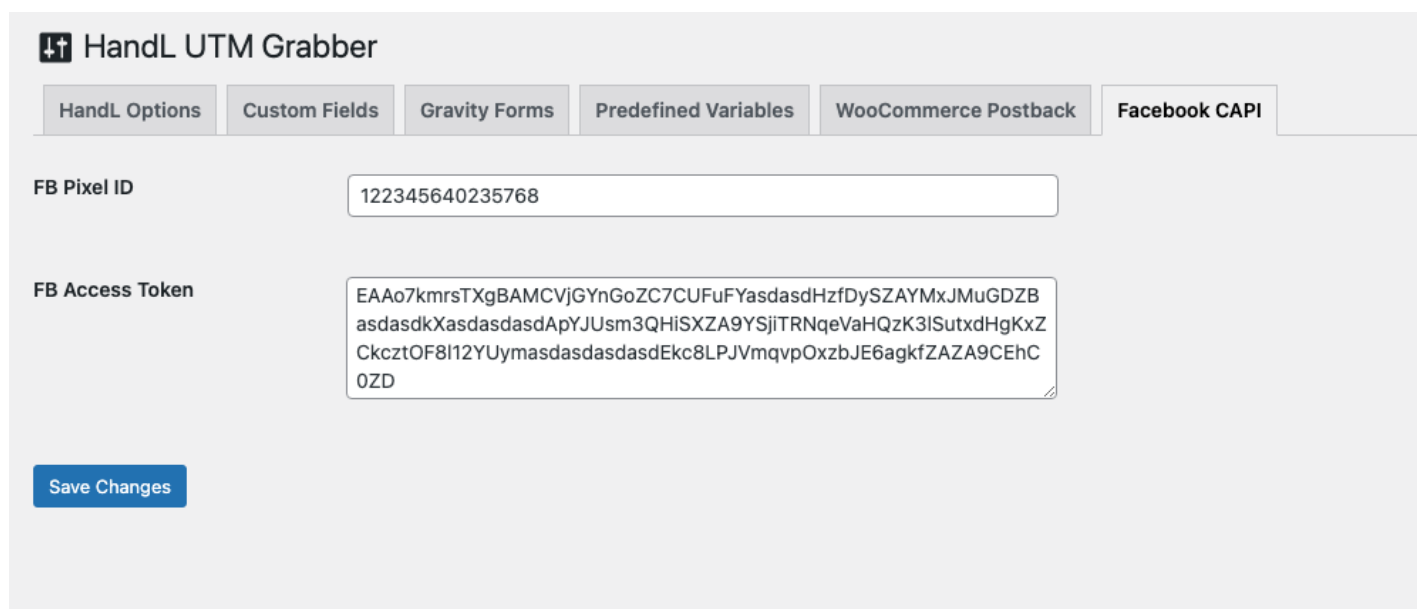
*Please watch the related Video Tutorial
below*

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



Contact Form 7 to Facebook Conversion API (FB CAPI) - v3.1

Click the Facebook CAPI menu in UTM and enter the Facebook pixel ID and access token



The screenshot shows the 'HandL UTM Grabber' interface with the 'Facebook CAPI' tab selected. The 'FB Pixel ID' field contains the value '122345640235768'. The 'FB Access Token' field contains a long alphanumeric string: 'EAAo7kmrsTXgBAMCVjGYnGoZC7CUFuFYasdasdHzfDySZAYMxJMuGDZB asdasdkXasdasdApYJUsm3QHISXZA9YSjiTRNqeVaHQzK3ISutxdHgKxZ CkcztOF8l12YUymasdasdEkc8LPJVMqvpOxzbJE6agkfZAZA9CEhC 0ZD'. A 'Save Changes' button is visible at the bottom left.

How to generate an Access Token: Go to your pixel, click "Settings," scroll down to the Conversion API section, and click "Generate Access Token."

HandL UTM Grabber Ads Acc's Pixel

Overview Test Events Diagnostics History **Settings**

Use information your customers have provided to your business, like email address or phone number, to match your website's visitors to people on Facebook. This can help you attribute more conversions to your Facebook ads and reach more people through remarketing campaigns. [Learn More](#)

▼ [Show Options](#)

Event Setup

View the events currently setup. To add or edit events directly without changing your website code, use the Event Setup Tool.

[Open Event Setup Tool](#)

Track Events Automatically Without Code

OFF

Your Facebook Pixel can find and report on valuable website events, such as purchases or registrations, based on your site traffic, button text and page metadata. This feature can help you set up events without having to install code. You can choose to turn this functionality on or off. [Learn More](#).

Conversions API

Send web events directly from your server. [Learn More](#)

Set up manually

You can set up the Conversions API by following our step-by-step guide.

[Get Started](#)

[Generate access token](#)

Set up through a partner integration

Easily connect your web activity through a partner integration - no coding required. Choose from Wordpress, Tealium, Segment and more.

[Choose a Partner](#)

Traffic Permissions




Use a block list or an allow list to control if domains are allowed to send Facebook events through your pixel. We suggest using an allow list because it helps ensure that your pixel isn't used to send events through domains you haven't authorized. [Learn More](#)

Allow list: Only domains added to the allow list can send events to Facebook through this pixel. Domains not on the allow list will be blocked from sending events.

Block list: Only domains added to the block list will be blocked from sending events to Facebook through this pixel. Domains not on the block list will be allowed to send events.

Once you have set everything up, keep monitoring your events and watch your event match

increases to the high 8-9s.

 Lead ● Active	Browser • Server	8.0/10	13.3K Last received 42 minutes ago
 Initiate Checkout ● Active	Browser • Server	8.5/10	1.7K Last received 56 minutes ago
 Purchase ● Active	Browser • Server	9.0/10	1K Last received 1 hour ago

When you are ready, enable the feature by checking the "Enable Facebook Conversion API (CAPI)" functionality.

HandL UTM Grabber

- HandL Options
- Custom Fields
- GDPR
- Gravity Forms
- Predefined Variables
- WooCommerce Postback
- Facebook CAPI**

Support Coverage/Disclaimer

Currently only WooCommerce is supported for FB CAPI. [Check here](#) for details

Enable Facebook CAPI Enable Facebook Conversion API (CAPI) functionality

FB Pixel ID

FB Access Token

After that, as soon as one of your forms is submitted, the Lead event will be sent to Facebook as well.

You can check the events in the Facebook Conversion API Logs after they are sent. If there is any failure, it will be reported there, detailing what went wrong.

HandL UTM Grabber

- HandL Options
- Custom Fields
- GDPR
- Gravity Forms
- Predefined Variables
- WooCommerce Postback
- Facebook CAPI**

Support Coverage/Disclaimer

Currently only WooCommerce is supported for FB CAPI. [Check here](#) for details

Enable Facebook CAPI

Enable Facebook Conversion API (CAPI) functionality

FB Pixel ID

3934216015206782

FB Access Token

EAA80sT881z8B05knMZAW3K4IXNBqVQ49EDA0LzB9C0DmZCGZA8qkzD0V0R94ZBEh7JwQib2chjUeSKDI0ldzv2AK95B6QJrJKZ84Qe9HMJUH96bhrRef7w07ypAdvUgeasYVvG167Mfm3B03wWjcwZDZD

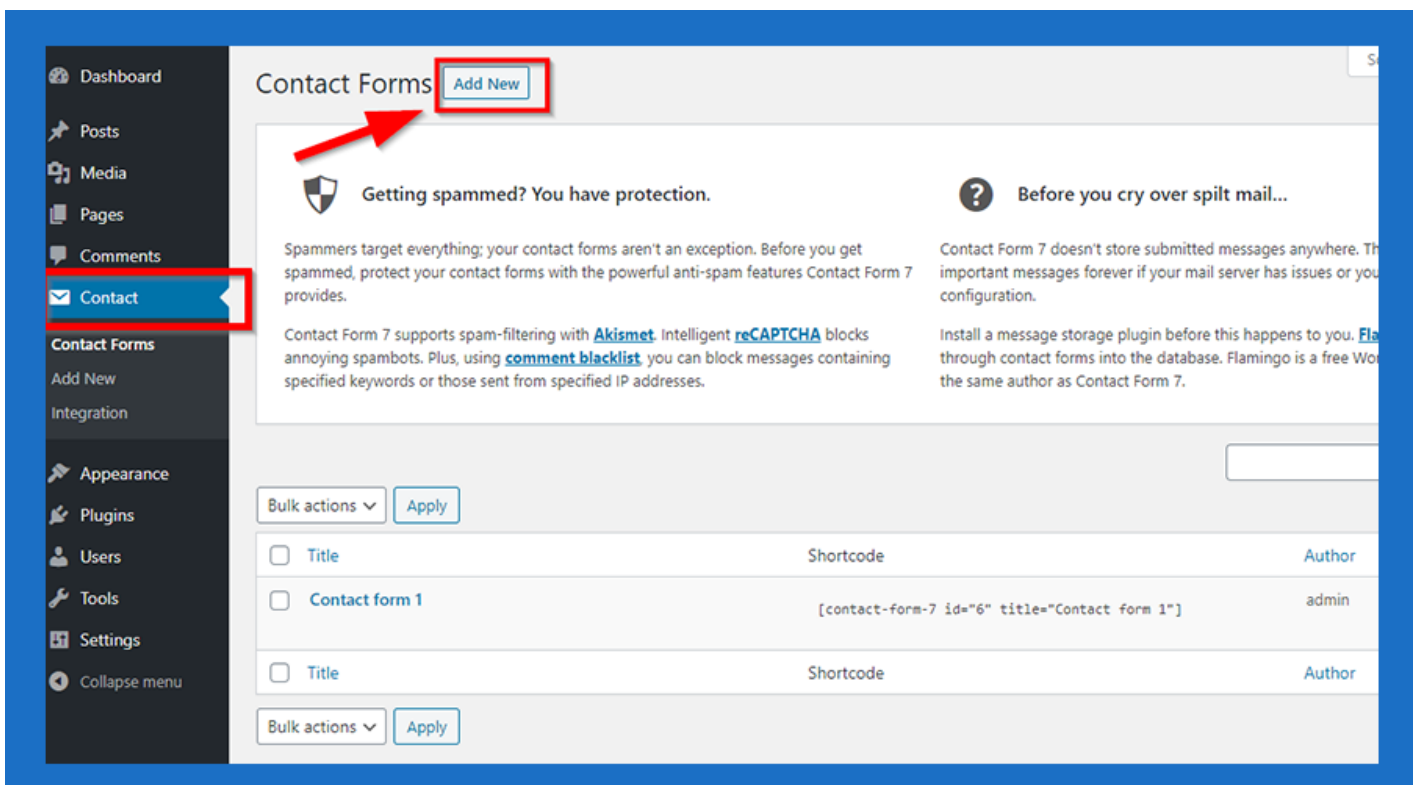
Save Changes

Facebook Conversion API Logs (Last 100)

Timestamp	Event Name	Status	Error	Details
2024-09-16 02:37:37	Lead	✓ Success	N/A	Hide Details Payload: <pre>{ "event_name": "Lead", "user_data": { "em": ["sidsa@ssdad.com"], "pb": [], "ep": "ssad", "tp": "" }, "fbct": "fb.1.1723844686636_fb.1.1554763741285_AbCtEFGHJKlMnOpQrStUvWxYz1234567890", "fbgr": "fb.1.1721637964771.1218381298", "client_ip_address": "121", "client_user_agent": "Mozilla/5.0 (Macintosh; Intel Mac OS X 10_15_7) AppleWebKit/537.36 (KHTML, like Gecko)"}</pre>
2024-09-16 02:36:09	Lead	✗ Failed	Invalid parameter (The browser ID (_fbp) parameter is not formatted correctly. See the browser ID parameter field for guidelines on formatting this parameter.)	Show Details
2024-09-16 02:34:21	Lead	✓ Success	N/A	Show Details
2024-09-16 02:18:34	Lead	✓ Success	N/A	Show Details
2024-09-16 00:42:05	Lead	✓ Success	N/A	Show Details
2024-09-16 00:40:28	Lead	✓ Success	N/A	Show Details

Contact Form 7 UTM Tracking (Legacy)

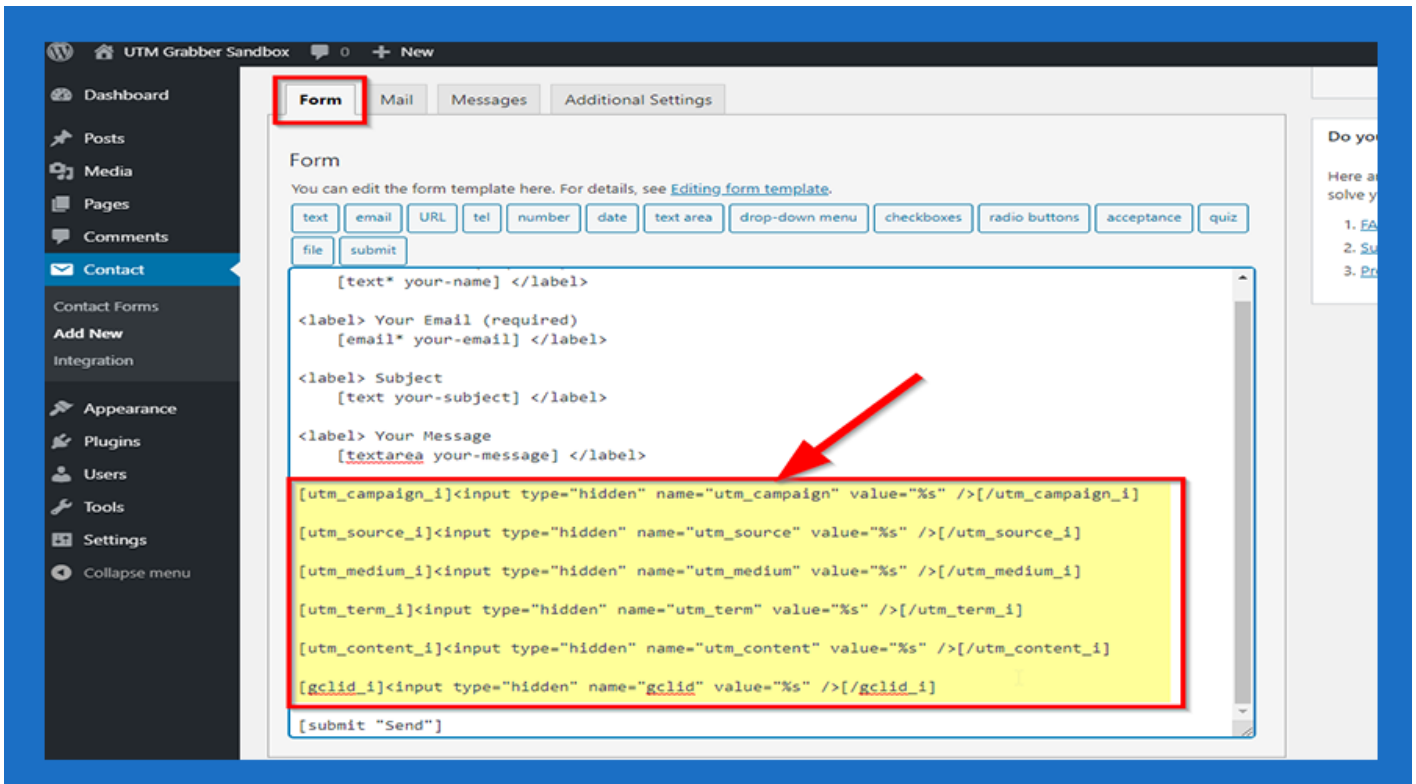
1. Click Contact And Add New



The screenshot shows the WordPress admin dashboard for the Contact Form 7 plugin. The left sidebar contains a menu with 'Contact' highlighted. The main content area is titled 'Contact Forms' and features an 'Add New' button. Below this, there are two informational sections: 'Getting spammed? You have protection.' and 'Before you cry over spilt mail...'. At the bottom, there is a table listing existing contact forms.

<input type="checkbox"/>	Title	Shortcode	Author
<input type="checkbox"/>	Contact form 1	[contact-form-7 id="6" title="Contact form 1"]	admin
<input type="checkbox"/>	Title	Shortcode	Author

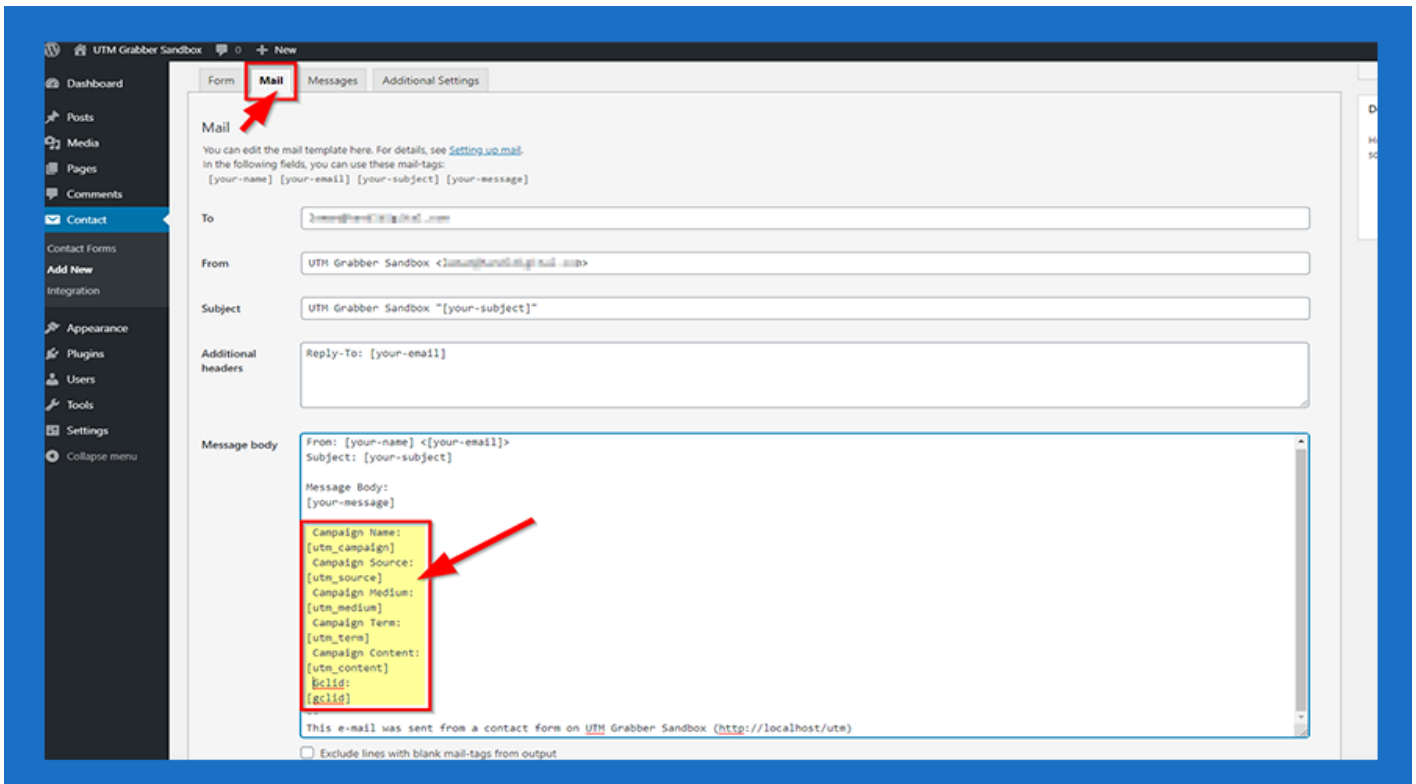
2. Paste The Code Shown Below to the Form Section Like that



--->Code Snippets<---

```
[utm_campaign_i]<input type="hidden" name="utm_campaign" value="%s" />[/utm_campaign_i]
[utm_source_i]<input type="hidden" name="utm_source" value="%s" />[/utm_source_i]
[utm_medium_i]<input type="hidden" name="utm_medium" value="%s" />[/utm_medium_i]
[utm_term_i]<input type="hidden" name="utm_term" value="%s" />[/utm_term_i]
[utm_content_i]<input type="hidden" name="utm_content" value="%s" />[/utm_content_i]
[gclid_i]<input type="hidden" name="gclid" value="%s" />[/gclid_i]
```

3. Paste The Code Shown Below to the Mail Section Like that



--->Code Snippets<---

Campaign Name:
[utm_campaign]

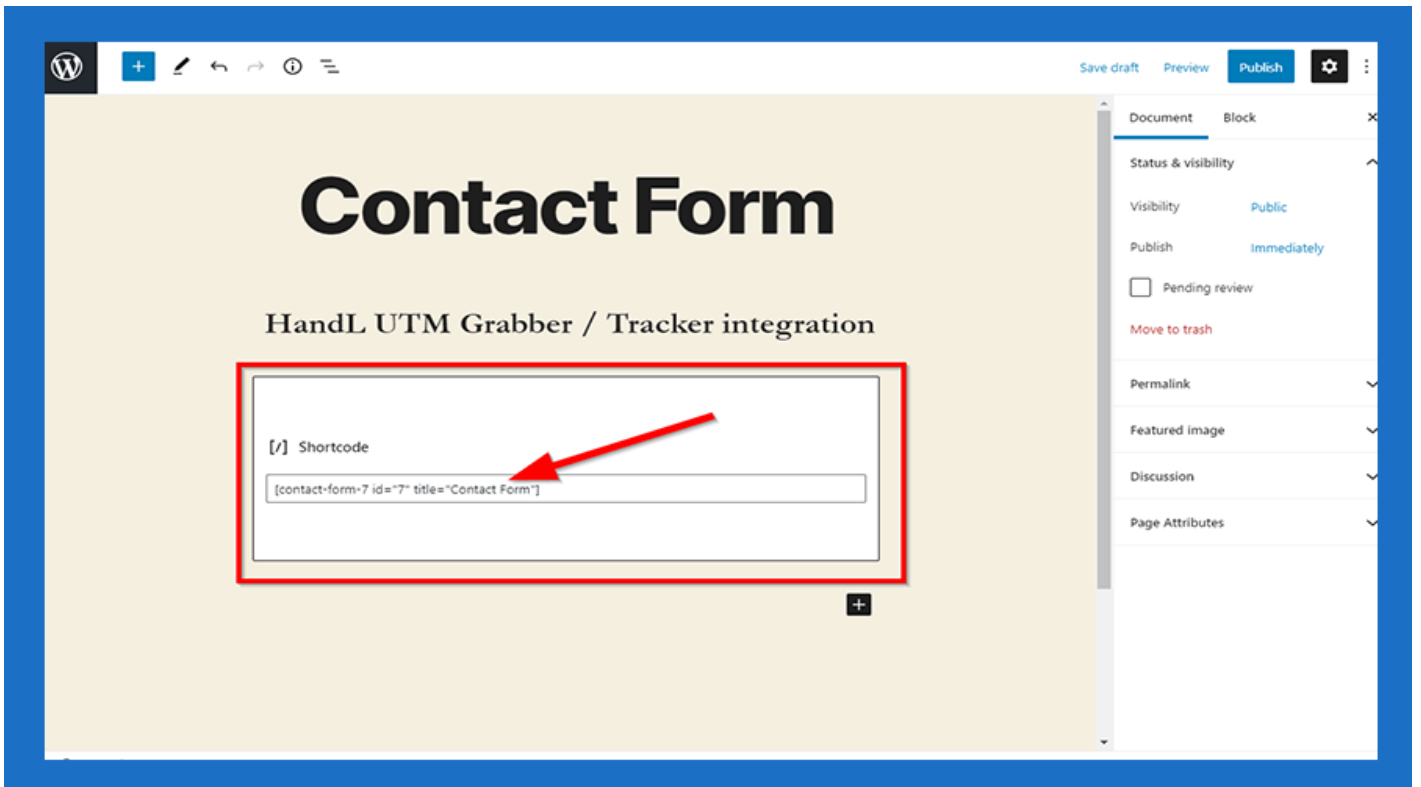
Campaign Source:
[utm_source]

Campaign Medium:
[utm_medium]

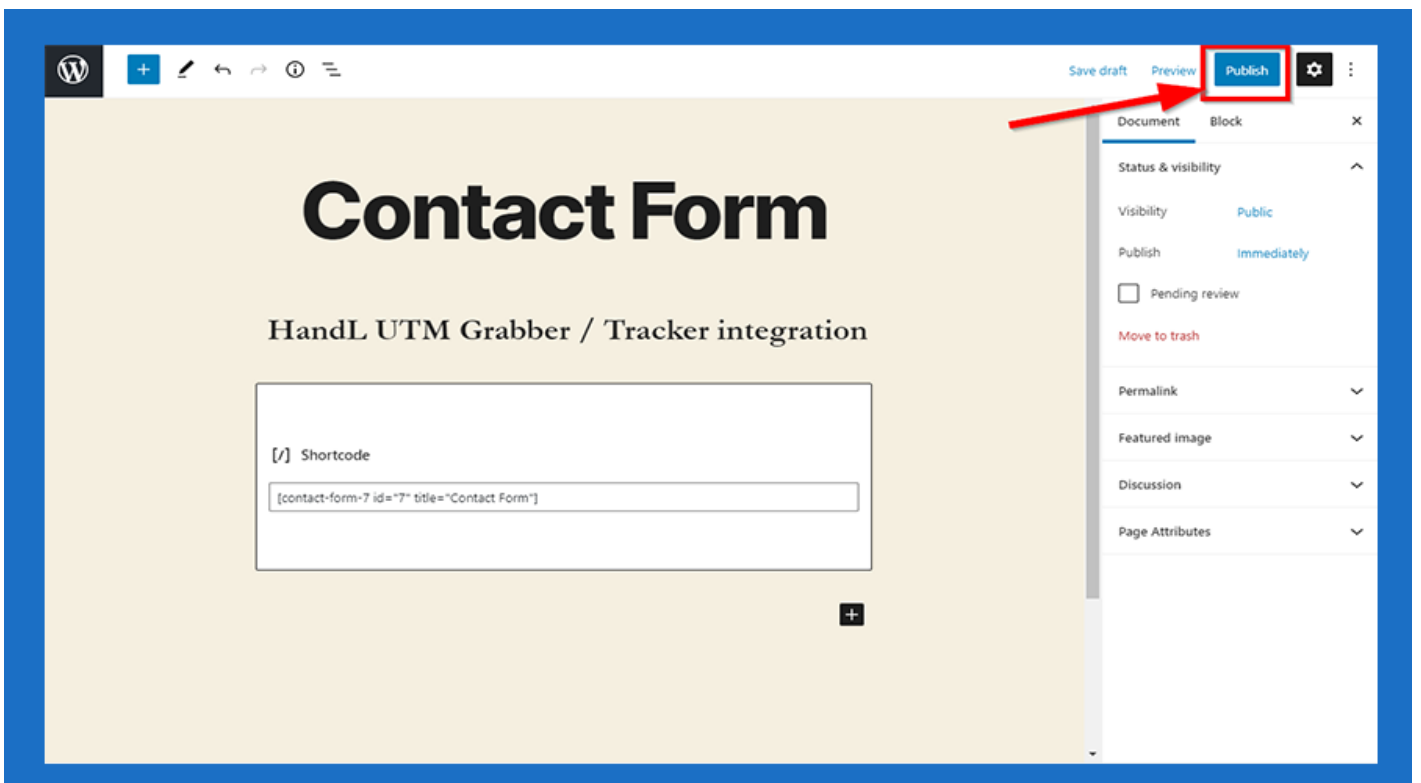
Campaign Term:
[utm_term]

Campaign Content:
[utm_content]

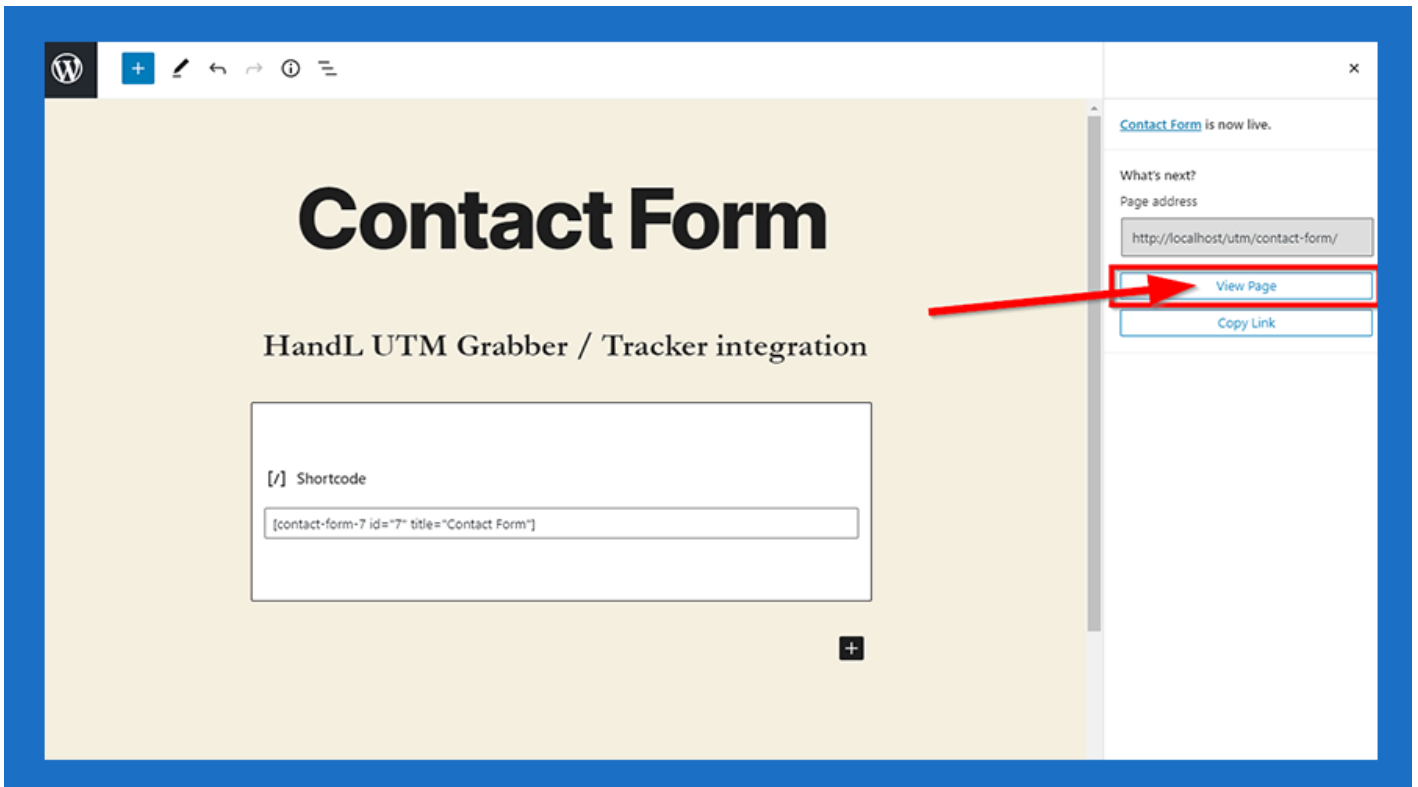
Gclid:
[gclid]



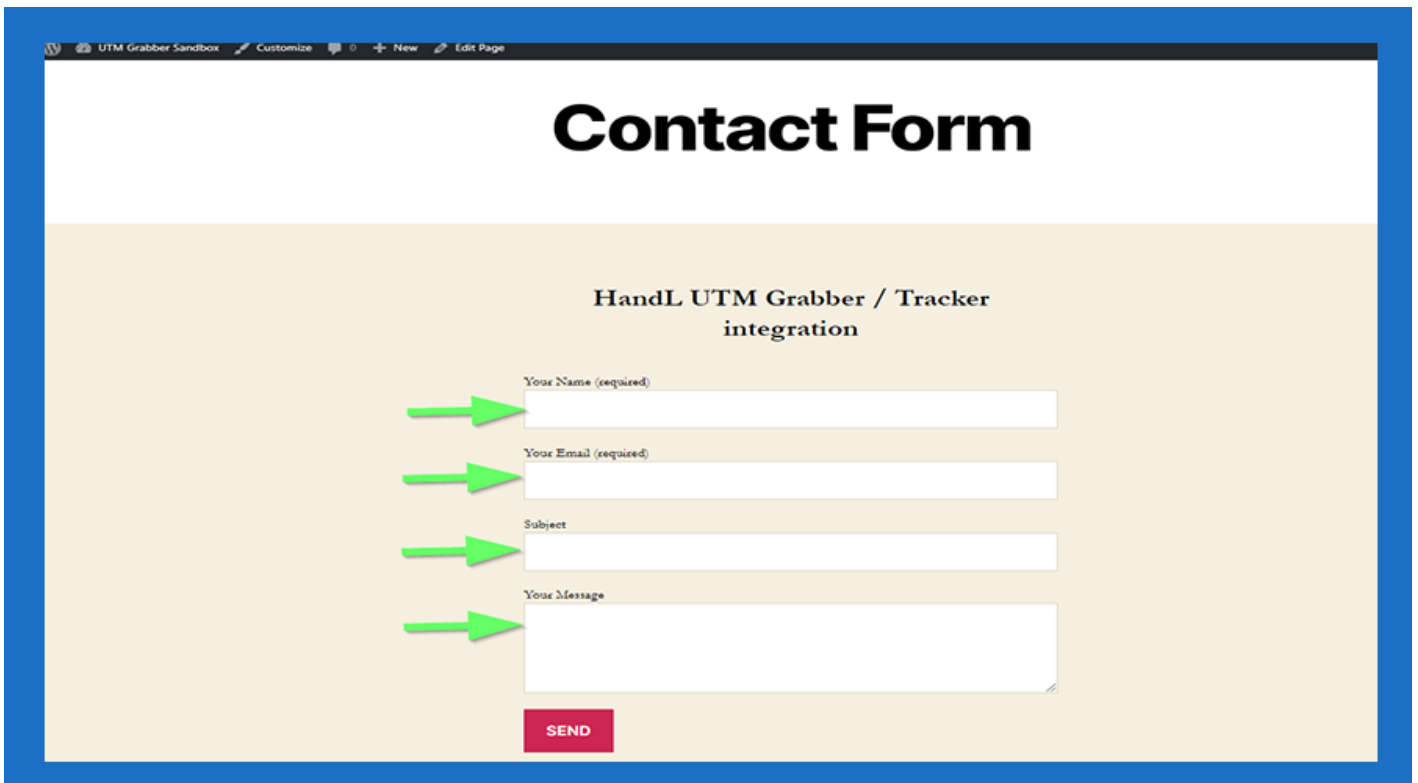
8. Click the 'Publish' Button



9. Click 'View Page' Button



10. Now You are Ready to roll





The image shows a screenshot of the HandL UTM Grabber software interface. At the top left, there is a small window titled "Contact Form 7" showing a landscape with a pyramid. Below it, the main interface features a red banner with the text "HandL UTM Grabber" in white. Underneath the banner, there is a description: "The easiest (yet smart) way to capture UTM on your (yep!) forms". To the right of the description is a button labeled "Download version 2.0". At the bottom left of the interface, there is a navigation menu with links: "Description", "Installation", "FAQ", "Screenshots", "Changelog", "Support", "Reviews", "Screenshots", and "Downloads".

HS

HOW TO COLLECT **UTM** VARIABLES IN YOUR FORMS?