

# Contact Form 7

# Integration

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

- [Contact Form 7 Native Integration for Collecting UTMs](#)
- [Contact Form 7 UTM Tracking](#)
- [Contact Form 7 to Zapier Video Tutorial](#)
- [Contact Form 7 UTM Tracking Video Tutorial](#)
- [Contact Form 7 Integromat Integration- Video Tutorial](#)
- [Contact Form 7 to Facebook Conversion API \(FB CAPI\) - v3.1](#)

# Contact Form 7 Native Integration for Collecting UTM's

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. It contains 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 this grid, there are more options: utm\_term, utm\_content, utm\_campaign, fbclid, msclickid, gclid, handl\_original\_ref, handl\_landing\_page, handl\_ip, handl\_ref, handl\_url, email, username, gaclientid, organic\_source, organic\_source\_str, and user\_agent. The main area contains HTML code for the form fields: 

```
<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>

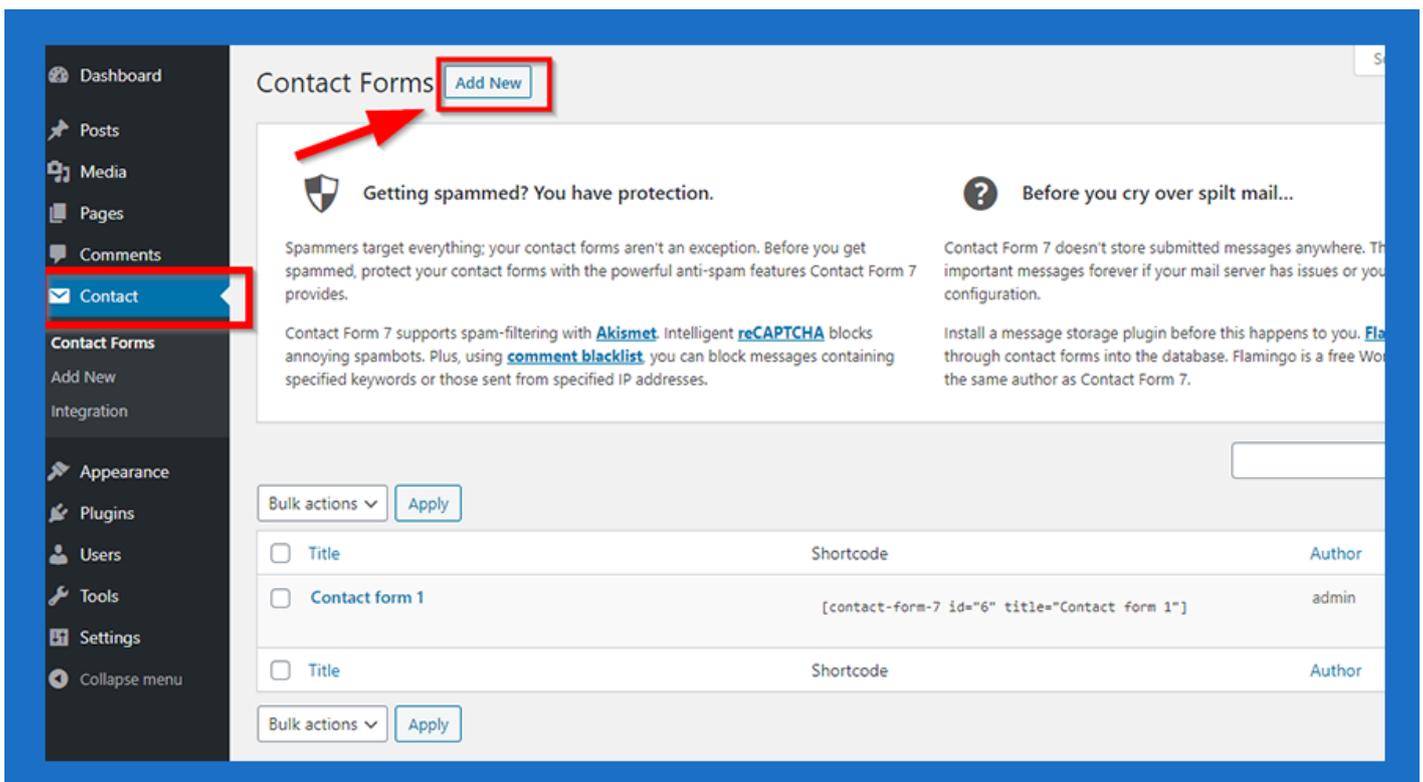
[utm_campaign_cf7 utm_campaign_cf7-625]
[utm_source_cf7 utm_source_cf7-995]
[handl_url_cf7 handl_url_cf7-459]
[handl_ref_cf7 handl_ref_cf7-56]
[user_agent_cf7 user_agent_cf7-835]
[fbp_i]<input type="hidden" name="fbp" value="%s" />[/fbp_i]

[submit "Send"]
```

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

# Contact Form 7 UTM Tracking

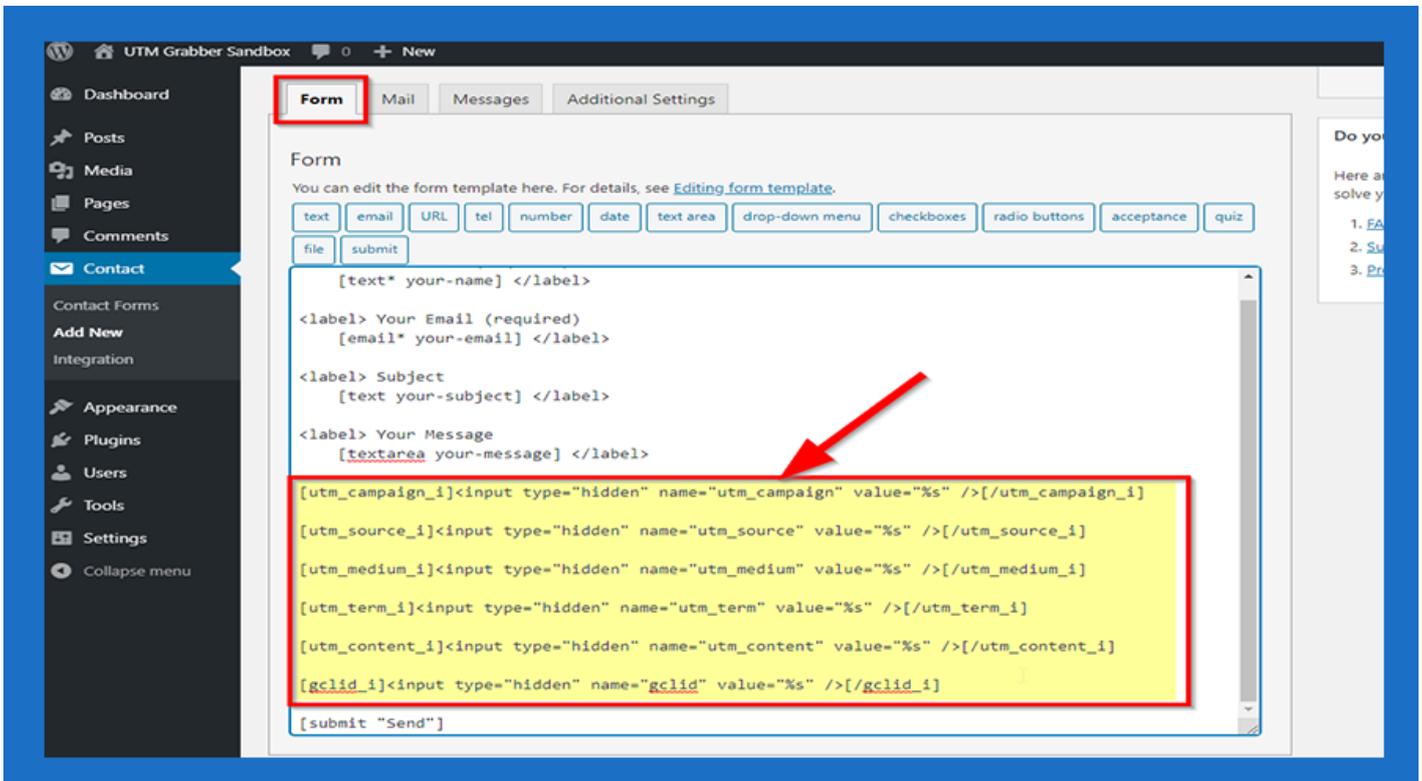
## 1. Click Contact And Add New



The screenshot shows the WordPress dashboard for the Contact Form 7 plugin. The left sidebar contains a menu with 'Contact' highlighted in blue and a red box. The main content area is titled 'Contact Forms' and has an 'Add New' button highlighted with a red box and a red arrow pointing to it. Below the header, there are two informational panels: 'Getting spammed? You have protection.' and 'Before you cry over spilt mail...'. At the bottom, there is a table with columns for 'Title', 'Shortcode', and 'Author'. The table contains one row with the title 'Contact form 1' and the shortcode '[contact-form-7 id="6" title="Contact form 1"]'.

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

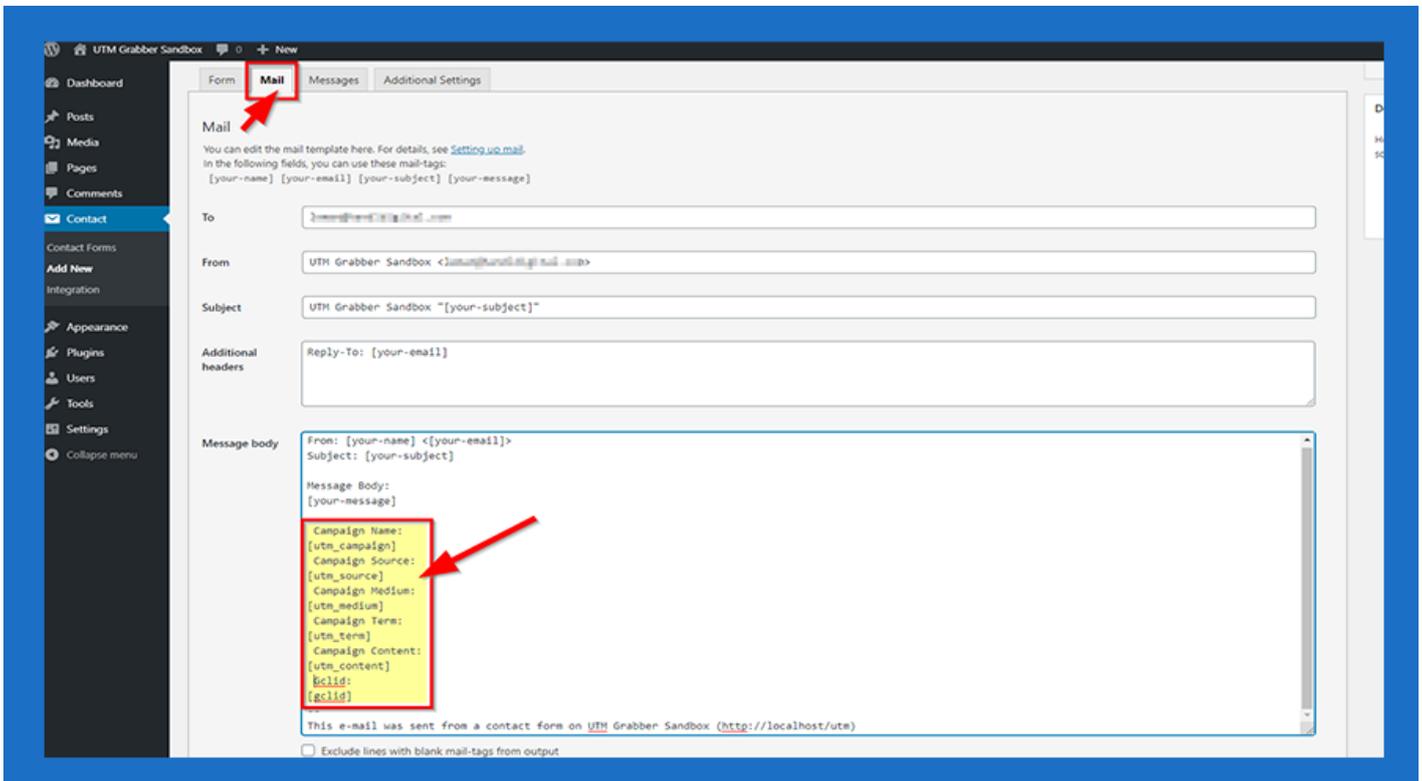
## 2. Paste The Code Shown Below to the Form Section Like that



## --->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]

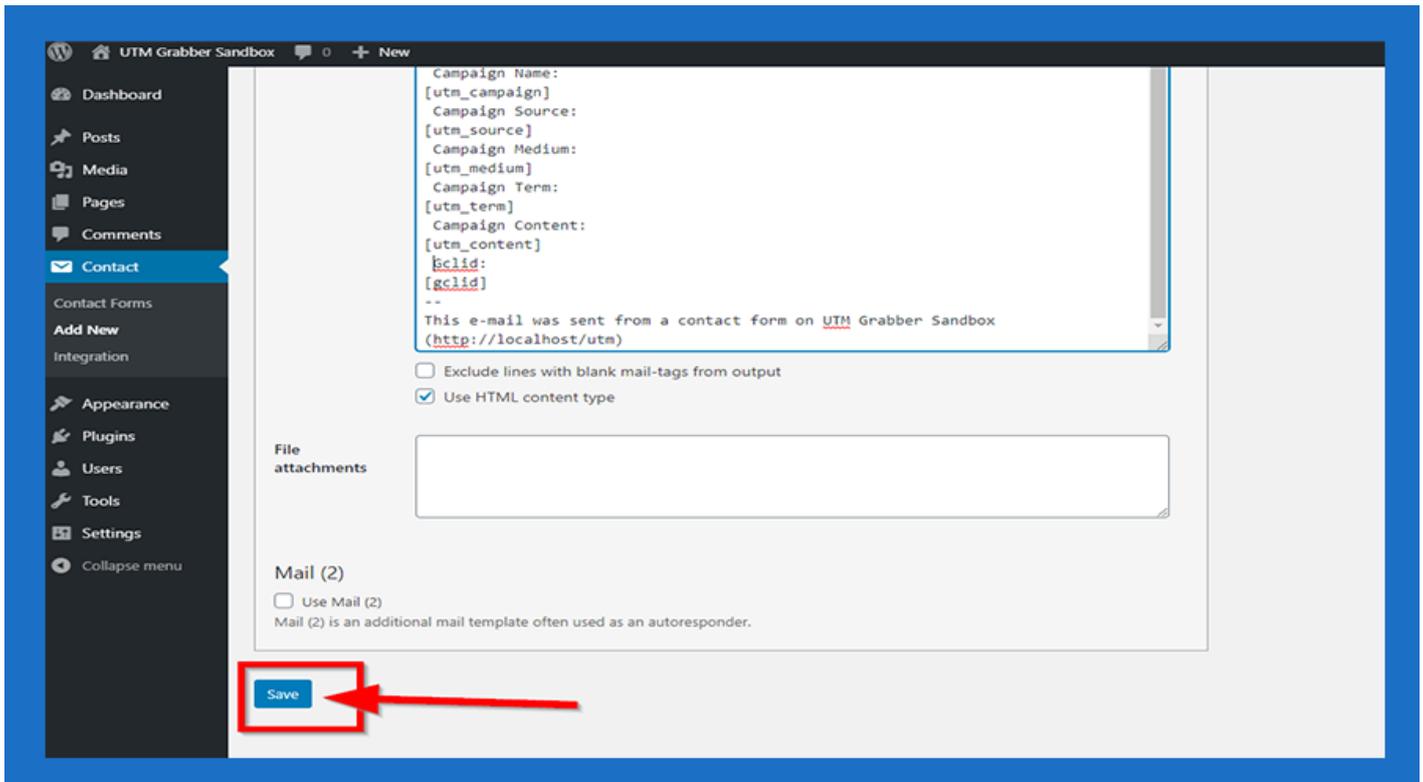
Campaign Medium:  
[utm\_medium]

Campaign Term:  
[utm\_term]

Campaign Content:  
[utm\_content]

Gclid:  
[gclid]

## 4. Click the 'Save' Button



The screenshot shows the WordPress Contact Form 7 editor interface. The left sidebar contains a navigation menu with options like Dashboard, Posts, Media, Pages, Comments, Contact, Contact Forms, Add New, Integration, Appearance, Plugins, Users, Tools, Settings, and Collapse menu. The main content area displays the configuration for a contact form, including a preview of the email content and various settings. The email content includes UTM tracking parameters and a placeholder for the contact form URL. The 'Save' button is located at the bottom left of the editor and is highlighted with a red box and a red arrow pointing to it.

```
Campaign Name:
[utm_campaign]
Campaign Source:
[utm_source]
Campaign Medium:
[utm_medium]
Campaign Term:
[utm_term]
Campaign Content:
[utm_content]
&clid:
[clid]
--
This e-mail was sent from a contact form on UTM Grabber Sandbox
(http://localhost/utm)
```

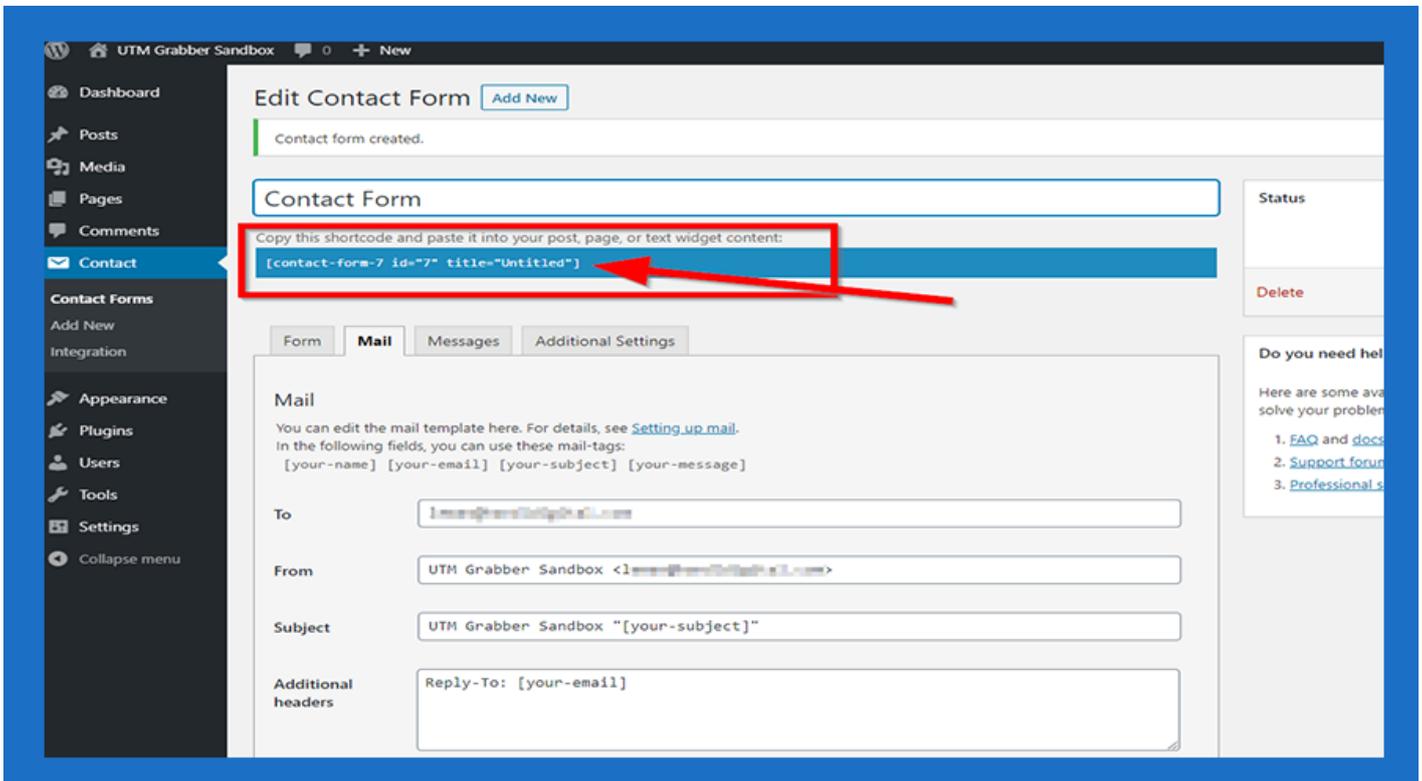
Exclude lines with blank mail-tags from output  
 Use HTML content type

File attachments

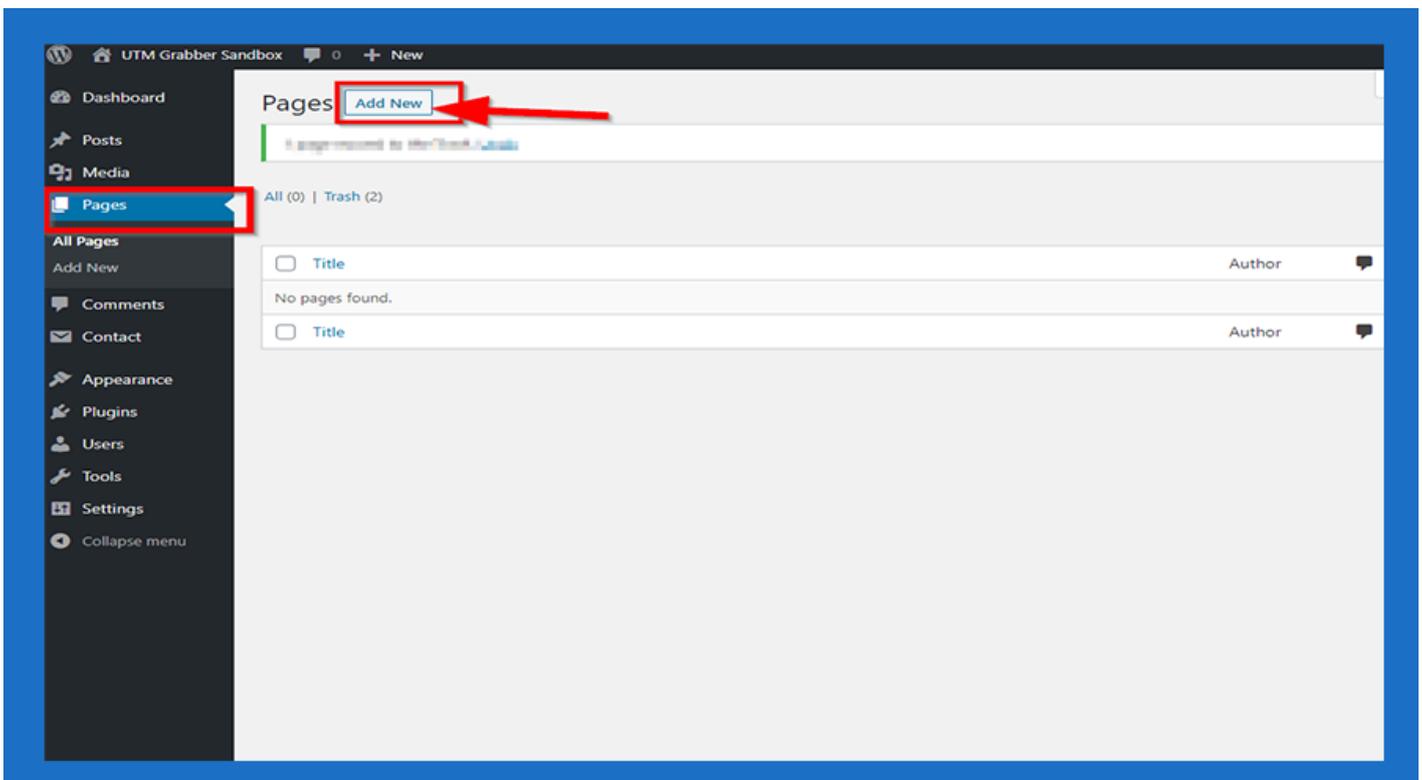
Mail (2)  
 Use Mail (2)  
Mail (2) is an additional mail template often used as an autoresponder.

Save

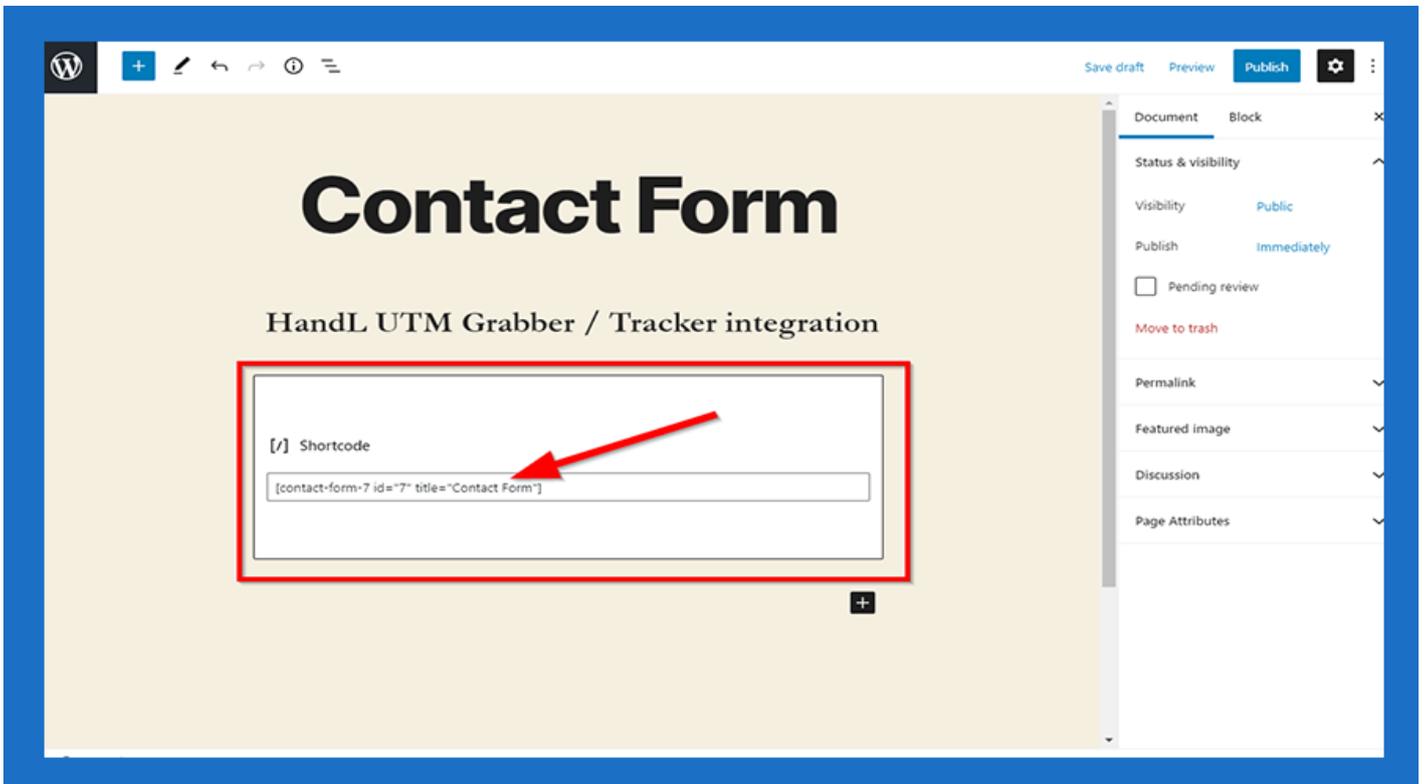
## 5. Copy the Shortcode



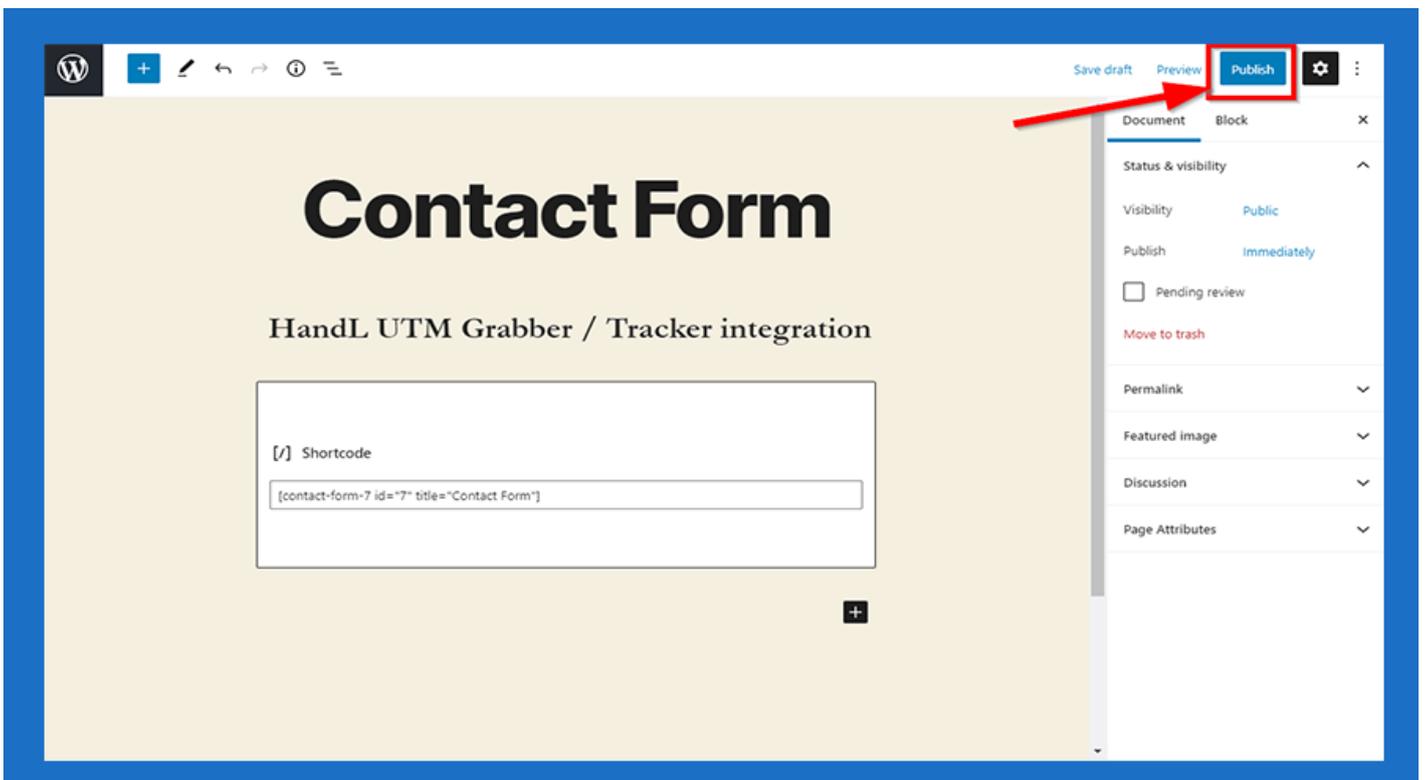
**6. Click 'Pages' and then click the 'Add New' button**



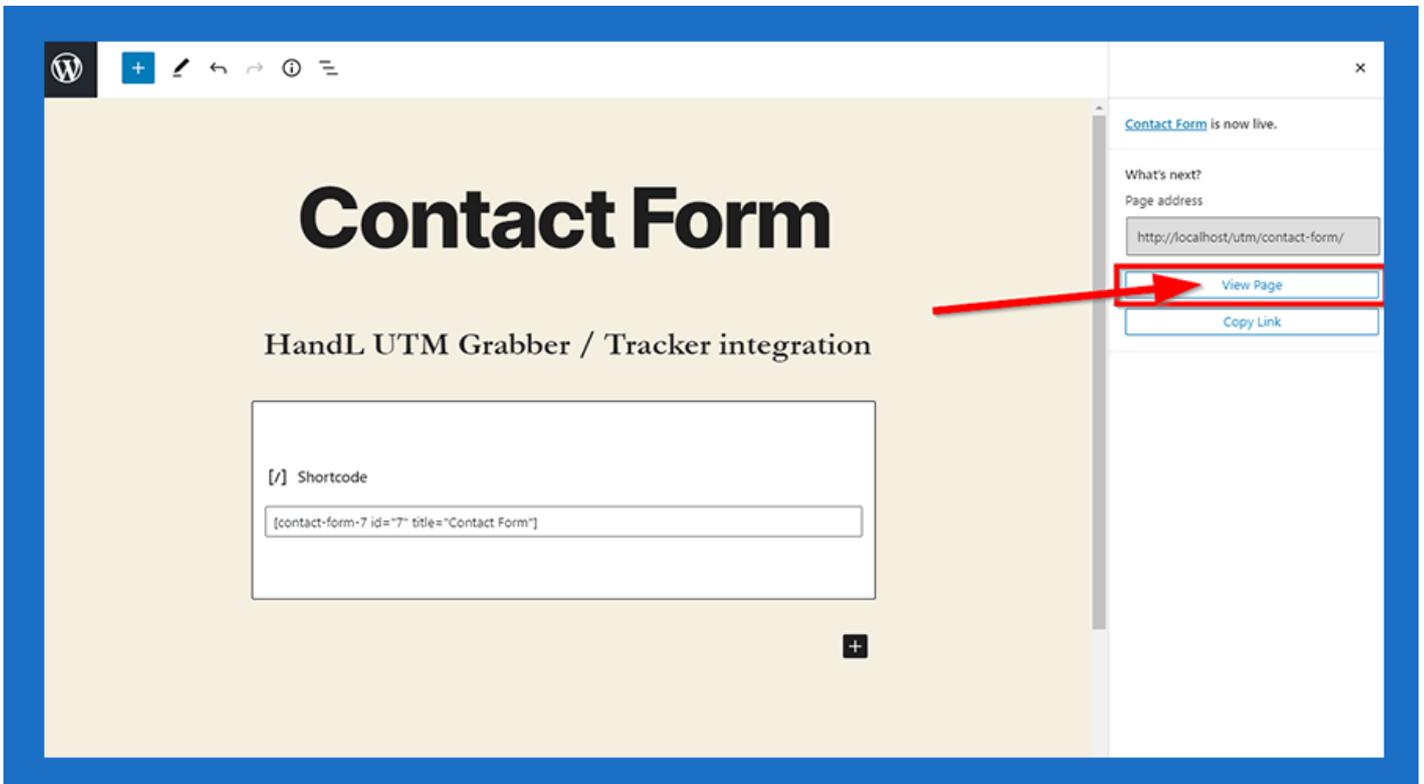
**7. Paste the code you copied**



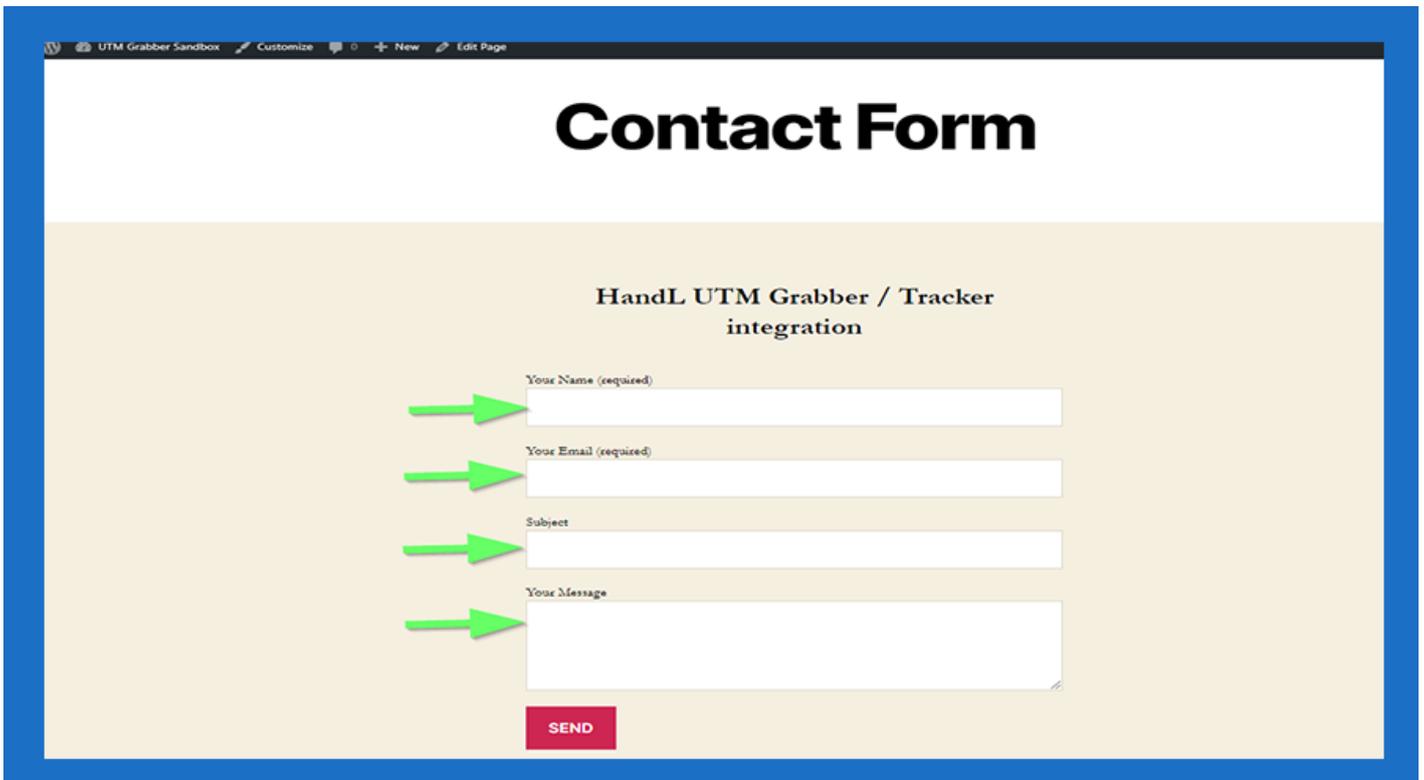
## 8. Click the 'Publish' Button



## 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?

# 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

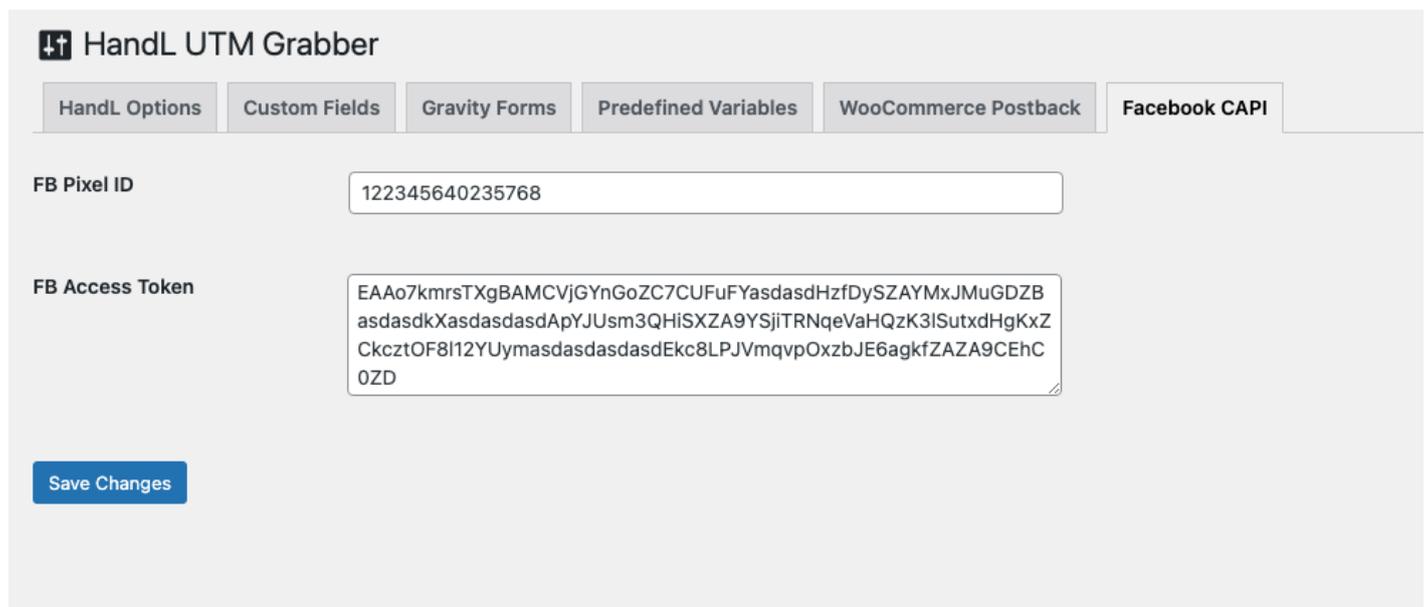
*Please watch the related Video Tutorial  
below*

*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. It features two input fields: 'FB Pixel ID' containing '122345640235768' and 'FB Access Token' containing a long alphanumeric string. A 'Save Changes' button is located at the bottom left.

**HandL UTM Grabber**

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

FB Pixel ID

FB Access Token

[Save Changes](#)

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.

 <b>Lead</b> ● Active	Browser • Server	8.0/10	13.3K Last received 42 minutes ago
 <b>Initiate Checkout</b> ● Active	Browser • Server	8.5/10	1.7K Last received 56 minutes ago
 <b>Purchase</b> ● 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

EAAB0sT881z8B05knMZAW3K4IXNBqVQ49EDA0LzB9C0DmZCGZA8qkzD0v0R94ZBEh7JwQib2chjUeSKDI0ldzv2AK95B6QJrJKZ84Qe9HMJUH96bhrRef7w07ypAdvUgeasYVvG167Mfm3B03wWjcwZDZD

Save Changes

### Facebook Conversion API Logs (Last 100)

Timestamp	Event Name	Status	Error	Details
2024-09-16 02:37:37	Lead	✓ Success	N/A	<a href="#">Hide Details</a>  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": "123",  "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.)	<a href="#">Show Details</a>
2024-09-16 02:34:21	Lead	✓ Success	N/A	<a href="#">Show Details</a>
2024-09-16 02:18:34	Lead	✓ Success	N/A	<a href="#">Show Details</a>
2024-09-16 00:42:05	Lead	✓ Success	N/A	<a href="#">Show Details</a>
2024-09-16 00:40:28	Lead	✓ Success	N/A	<a href="#">Show Details</a>