

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 UTM

Form

Mail

Messages

Additional Settings

Form

You can edit the form template here. For details, see [Editing form template.](#)

text

email

url

tel

number

date

text area

drop-down menu

checkboxes

radio buttons

acceptance

quiz

file

submit

utm_source

utm_medium

utm_term

utm_content

utm_campaign

fbclid

msclkid

gclid

handl_original_ref

handl_landing_page

handl_ip

handl_ref

handl_url

email

username

gaclidid

organic_source

organic_source_str

user_agent

<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"]

Save

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

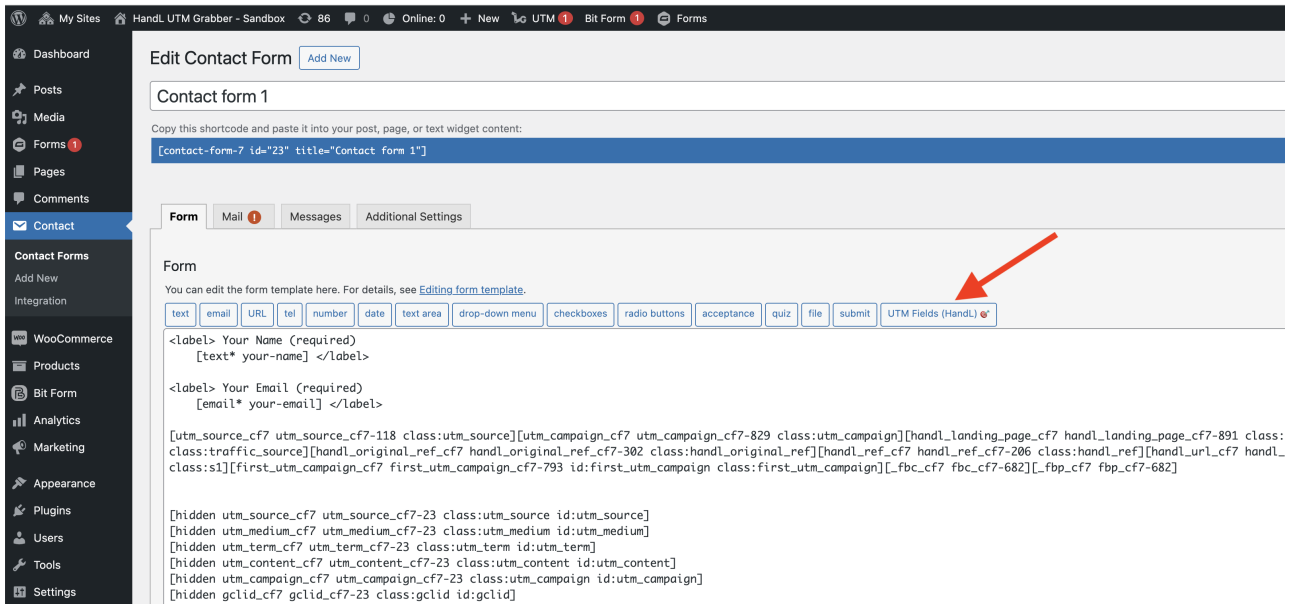
Setup Instructions

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 Contact Form 7 editor interface. The left sidebar contains a navigation menu with options like Dashboard, Posts, Media, Forms, Pages, Comments, and Contact. The main area is titled 'Edit Contact Form' and shows the form template for 'Contact form 1'. The 'Form' tab is selected, and the 'UTM Fields (HandL)' button is highlighted with a red arrow. The form template includes fields for 'Your Name (required)' and 'Your Email (required)', and a large block of hidden UTM tracking code.

UTM Fields (HandL)

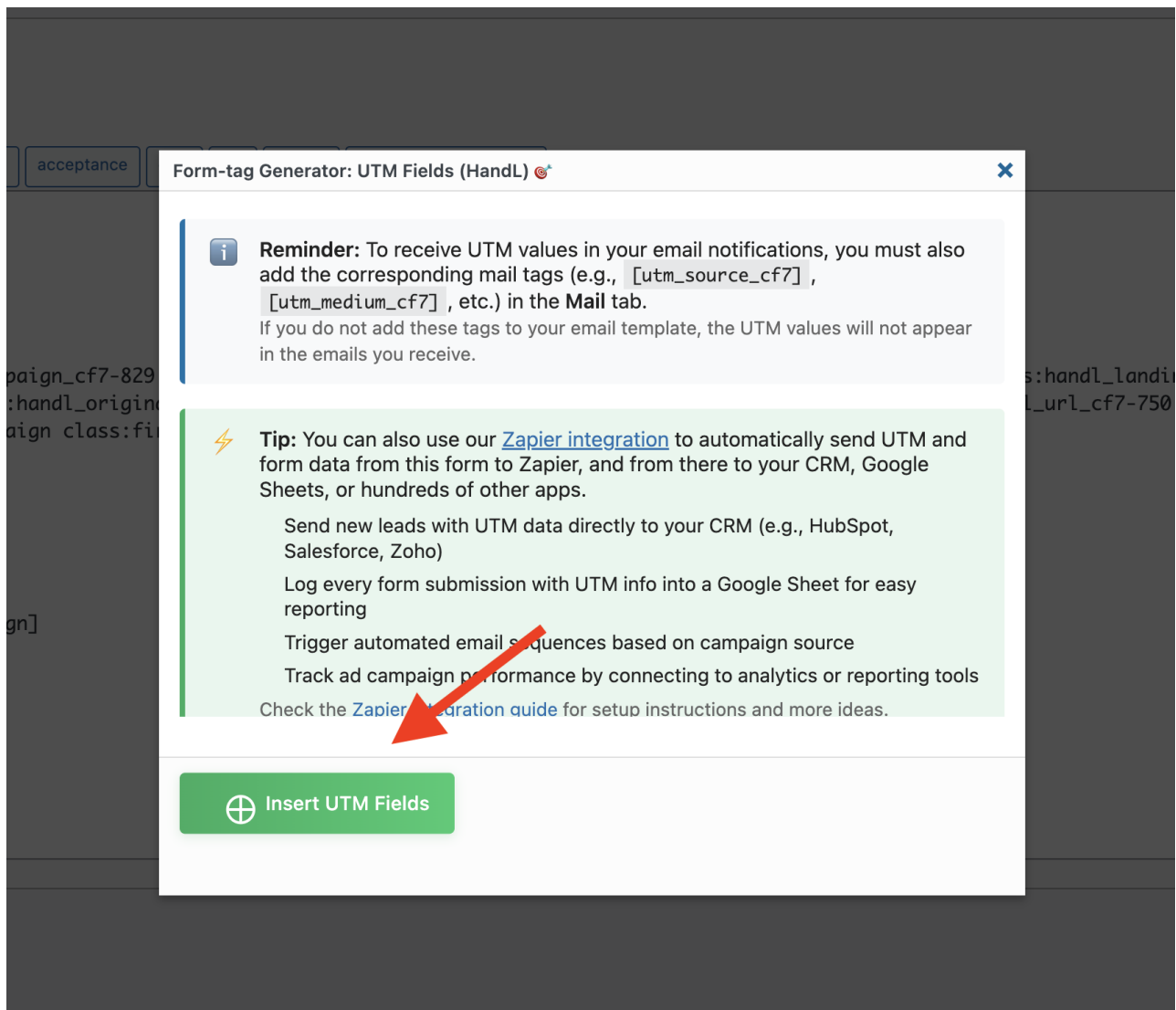
```
<label> Your Name (required)
[text* your-name] </label>

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

[utm_source_cf7 utm_source_cf7-118 class:utm_source][utm_campaign_cf7 utm_campaign_cf7-829 class:utm_campaign][handl_landing_page_cf7 handl_landing_page_cf7-891 class:
class:traffic_source][handl_original_ref_cf7 handl_original_ref_cf7-302 class:handl_original_ref][handl_ref_cf7 handl_ref_cf7-206 class:handl_ref][handl_url_cf7 handl_
class:s1][first_utm_campaign_cf7 first_utm_campaign_cf7-793 id:first_utm_campaign class:first_utm_campaign][_fbcf_cf7 fbcbcf7-682][_fbp_cf7 fbpcf7-682]

[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]
```

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



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

Edit Contact Form [Add New](#)

Contact form 1

Copy this shortcode and paste it into your post, page, or text widget content:

```
[contact-form-7 id="23" title="Contact form 1"]
```

Form Mail Messages Additional Settings

Form

You can edit the form template here. For details, see [Editing form template](#).

text email URL tel number date text area drop-down menu checkboxes radio buttons acceptance quiz file submit

```
<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

HandL UTM Grabber - Sandbox

86 Online: 0 + New UTM 1 Bit Form 1 Forms

Dashboard Posts Media Forms 1 Pages Comments Contact

Contact Forms Add New Integration

WooCommerce Products Bit Form Analytics Marketing Appearance Plugins Users Tools Settings UTM Gutenberg Statistics Collapse Menu

Edit Contact Form [Add New](#)

Contact form 1

Copy this shortcode and paste it into your post, page, or text widget content:

```
[contact-form-7 id="23" title="Contact form 1"]
```

Form Mail Messages Additional Settings

2 configuration errors detected in this tab panel

Mail

You can edit the mail template here. For details, see [Setting up mail](#).
In the following fields, you can use these mail-tags:
[your-name] [your-email] [utm_source_cf7] [utm_medium_cf7] [utm_term_cf7] [utm_content_cf7] [utm_campaign_cf7] [gclid_cf7]

To

Invalid mailbox syntax is used.

From

Invalid mailbox syntax is used.

Subject HandL Sandbox

Additional headers Reply-To: [your-email]

Message body

From: [your-name] <[your-email]>

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

--

This e-mail was sent from a contact form on HandL Sandbox (<https://handl-sandbox>)

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

 HandL UTM Grabber

HandL Options

Custom Fields

Gravity Forms

Predefined Variables

WooCommerce Postback

Facebook CAPI

FB Pixel ID

122345640235768

FB Access Token

EAAo7kmrsTXgBAMCVjGYnGoZC7CUFuFYasdasdHzfDySZAYMxJMuGDZB
asdasdkXasdasdasdApYJUsm3QHISXZA9YSjiTRNqeVaHQzK3ISutxdHgKxZ
CkcztOF8l12YUymasdasdasdasdEkc8LPJVMqvpOxzbJE6agkfZAZA9CEhC
0ZD

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.

 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

3934216015206782

FB Access Token

EAAB0sT881z8BO5knhMZAwr3K4IXNBqjVQ49EDAOUbZB9C0DxMZCGZA8qkzD0VoR94ZBEIs7JwQib2cHljUe5KDI0Idzv2AK95B6QJrJKZB4Que9tMJUf9bBhRefTw07ypAdvIUgeasYIVoG167Mfm3BO3wWjcwZDZD

Save Changes

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.

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

EAABoSt881z8B0SknhMZAW3K4dXNBqVQ49EDA0UbZB9C0dMZCGZA8qkzD0VoR94Z8Eik7JwQib2chijJJe6KDl0ldzv2AK9S8B6QJrJKZ84Que9HMJUF96BhRfT7w07ypAdvUgeastYVoG167Mfm3BC3wWjcwZDZD

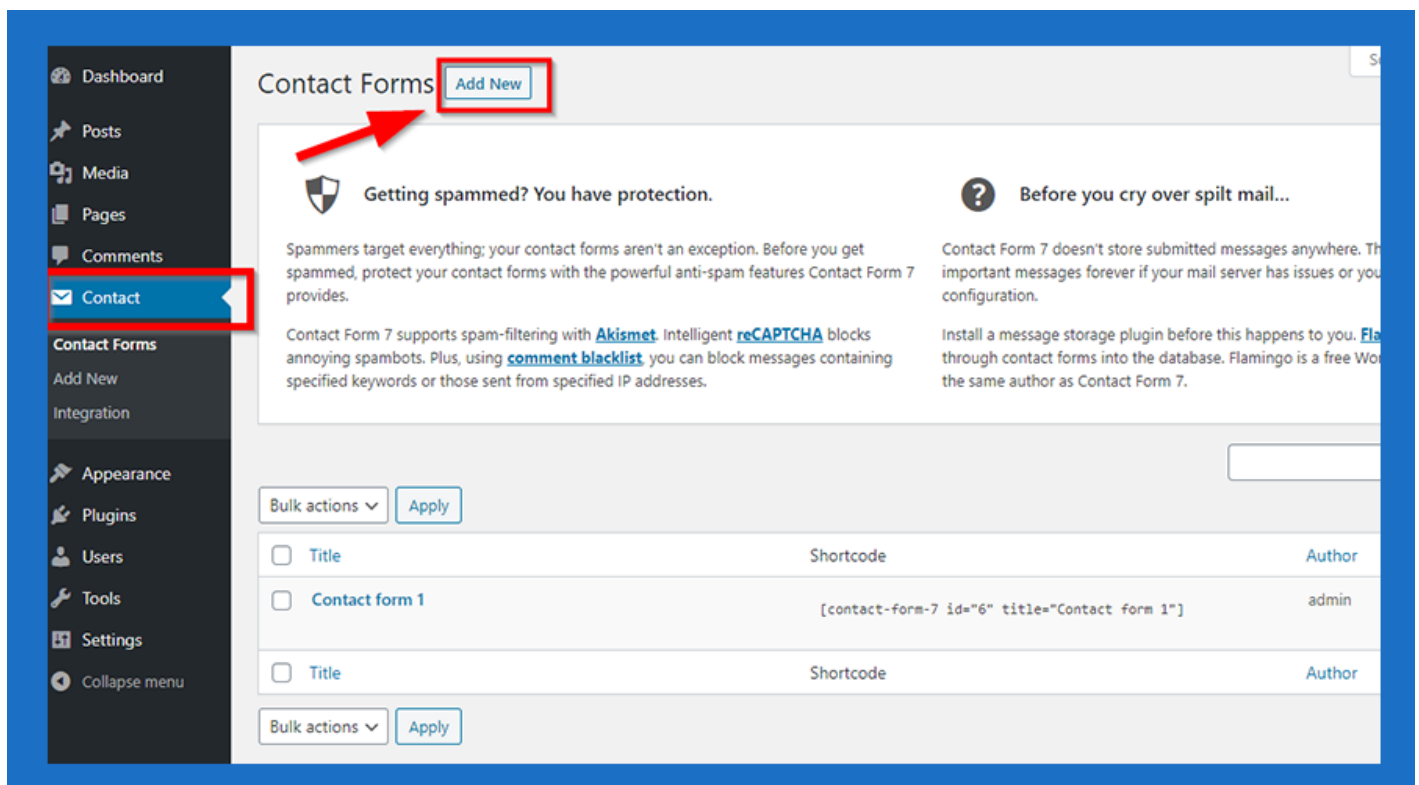
Save Changes

Facebook Conversion API Logs (Last 100)

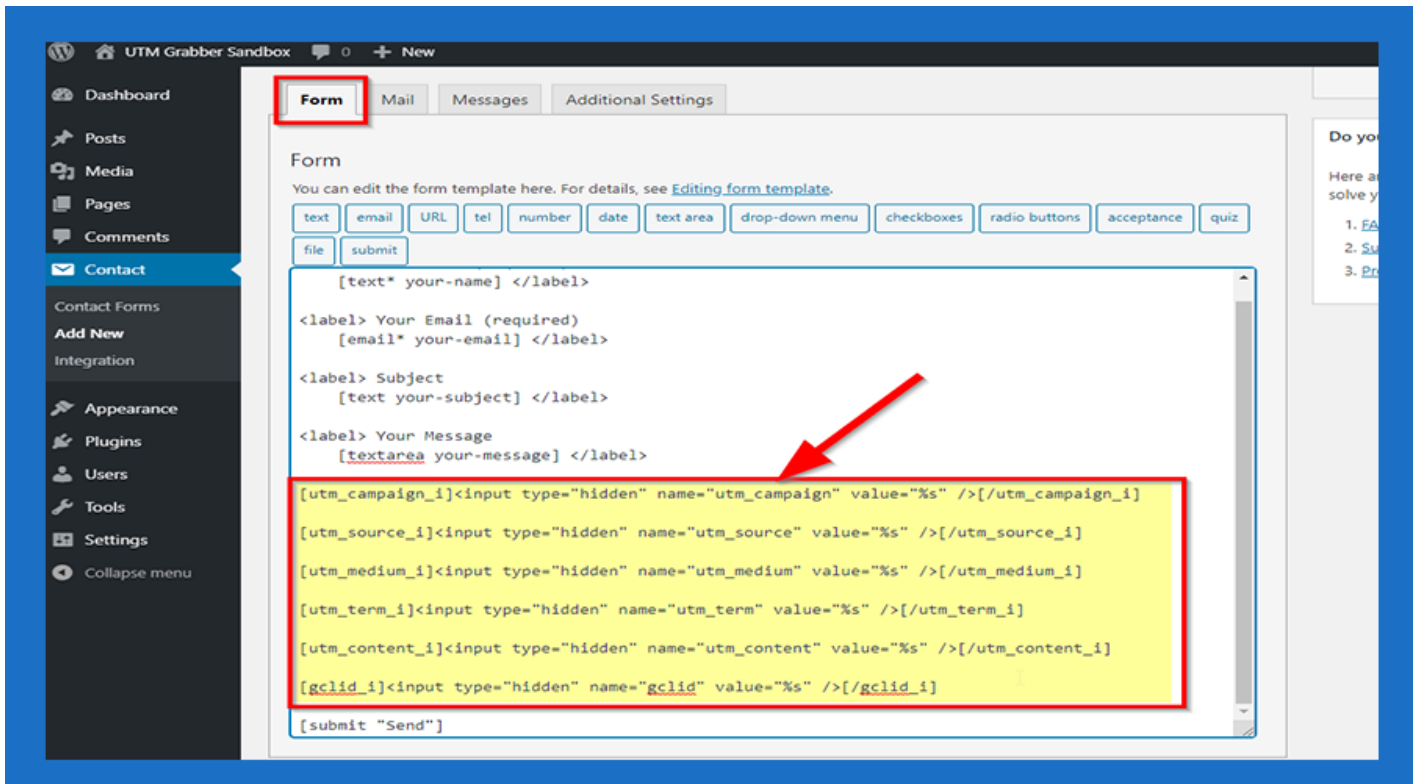
Timestamp	Event Name	Status	Error	Details
2024-09-16 02:37:37	Lead	✓ Success	N/A	<div>Hide Details</div> <div>Payload:<pre>{ "event_name": "Lead", "user_data": { "em": ["asdad@asdad.com"], "ph": [], "fn": "asasd", "ln": "", "fb": "fb.1.1723844688636.fb.1.1554763741285.AbcDEFghIJKlMnopQrStUvWxYz1234567890", "fbp": "fb.1.1711637964771.1218381298", "client_id_address": "123", "client_user_agent": "Mozilla/5.0 (Macintosh; Intel Mac OS X 10_15_7) AppleWebKit/537.36 (KHTML, like Gecko)" }</pre></div>
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.)	<div>Show Details</div>
2024-09-16 02:34:21	Lead	✓ Success	N/A	<div>Show Details</div>
2024-09-16 02:18:34	Lead	✓ Success	N/A	<div>Show Details</div>
2024-09-16 00:42:05	Lead	✓ Success	N/A	<div>Show Details</div>
2024-09-16 00:40:28	Lead	✓ Success	N/A	<div>Show Details</div>

Contact Form 7 UTM Tracking (Legacy)

1. Click Contact And Add New



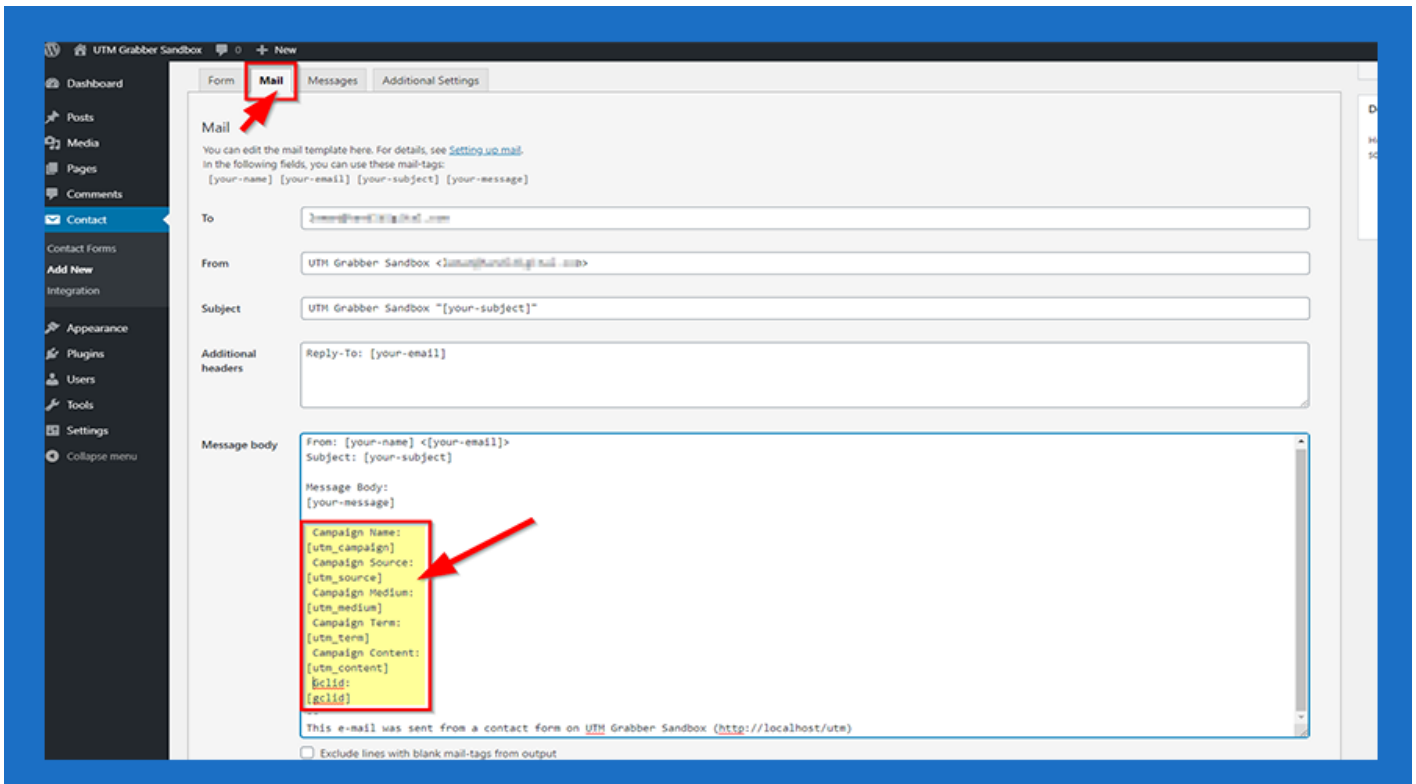
2. Paste The Code Shown Below to the Form Section Like that



--->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]

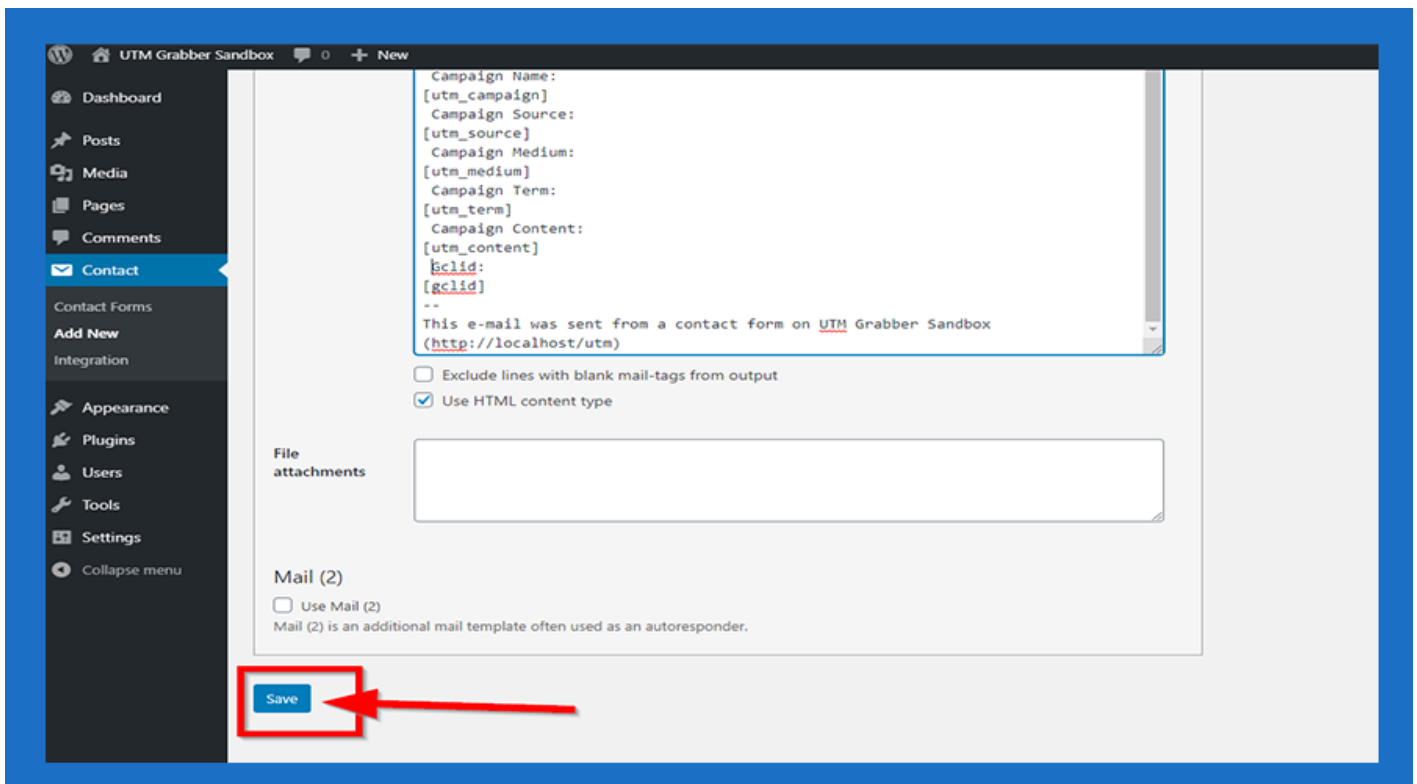
Campaign Medium:
[utm_medium]

Campaign Term:
[utm_term]

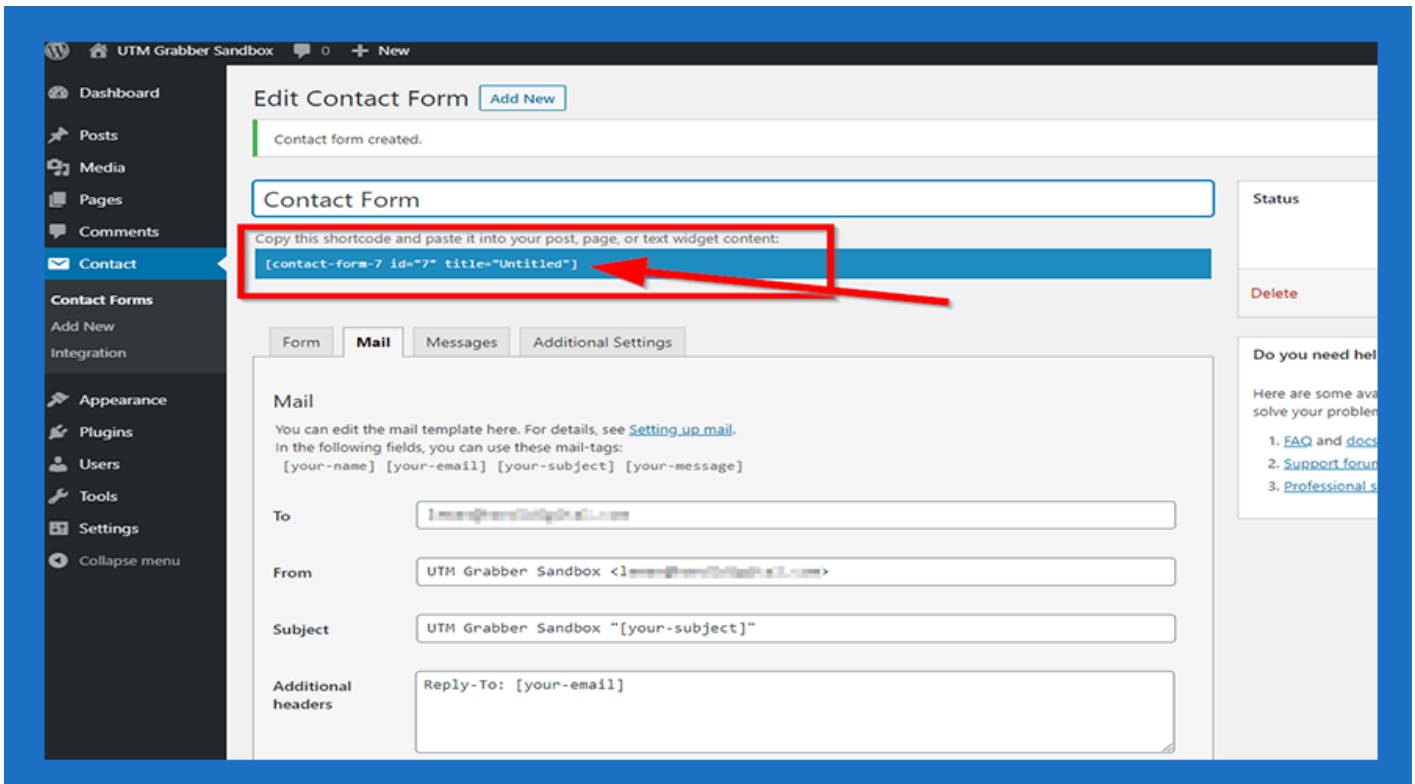
Campaign Content:
[utm_content]

Gclid:
[gclid]

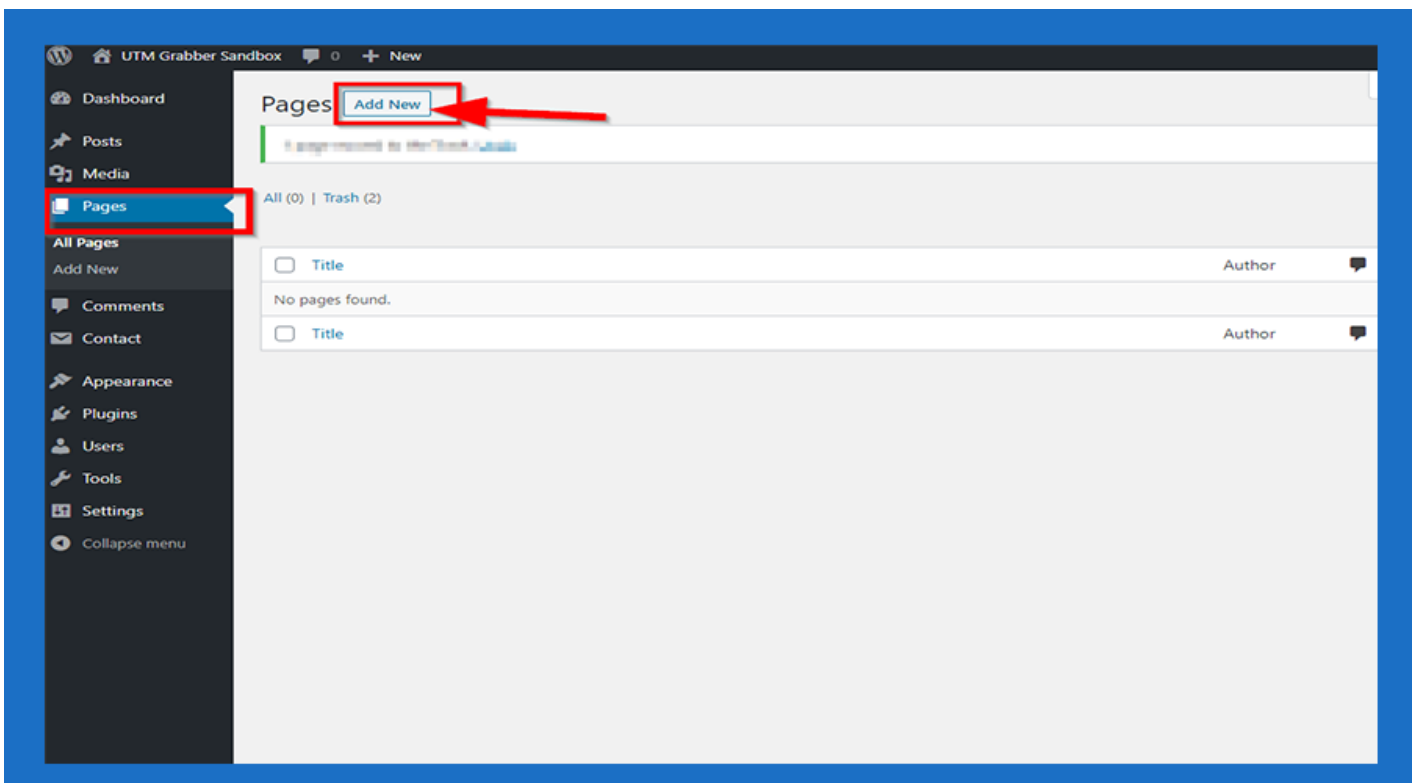
4. Click the 'Save' Button



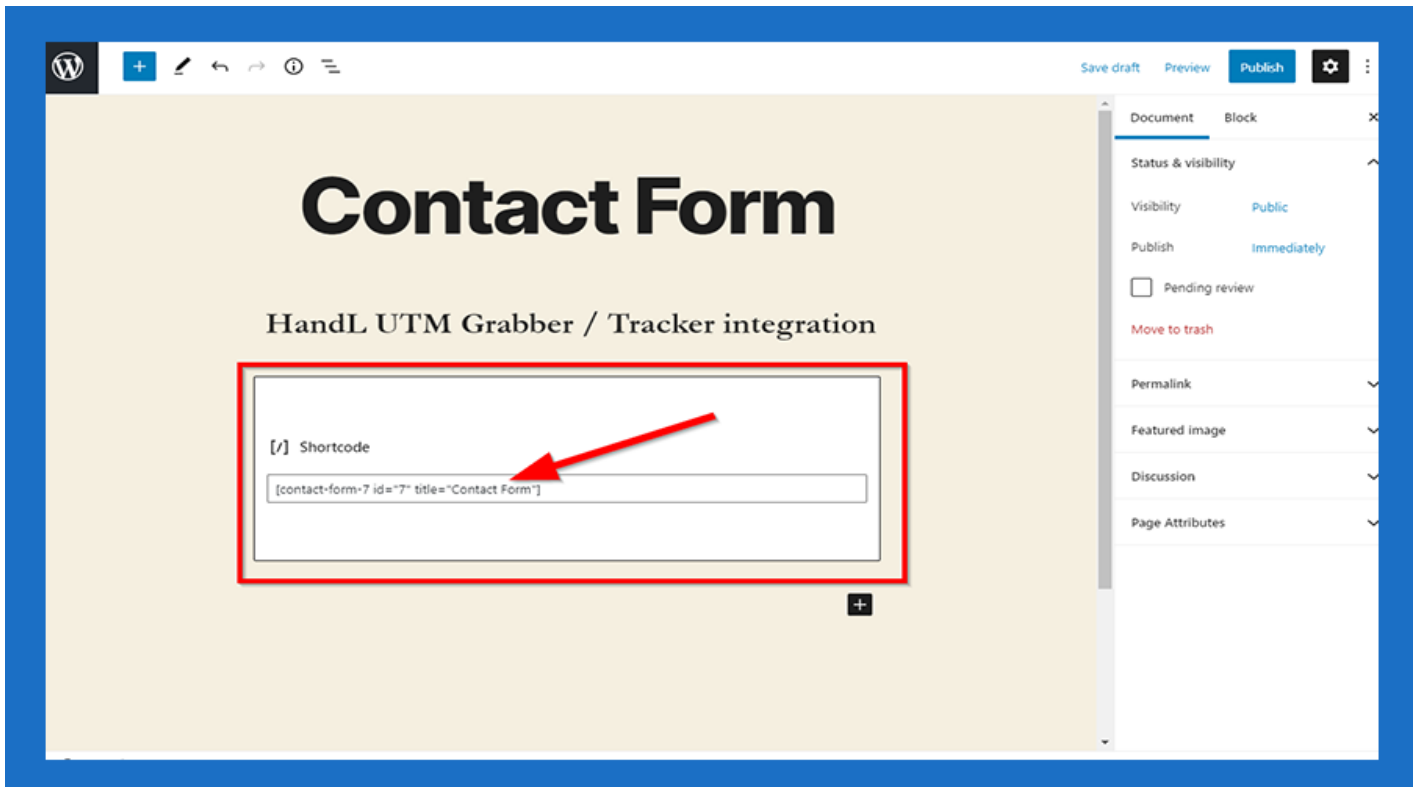
5. Copy the Shortcode



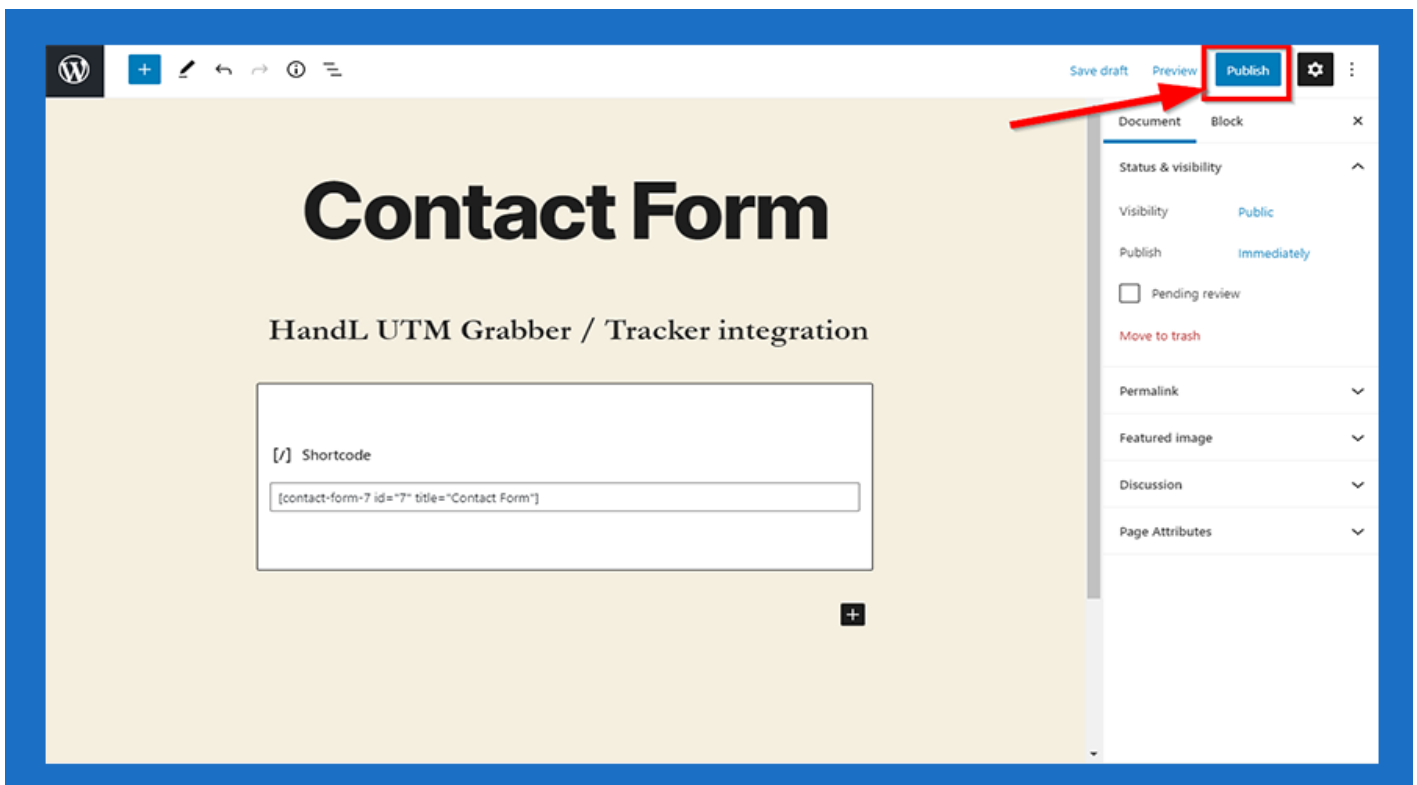
6. Click 'Pages' and then click the 'Add New' button



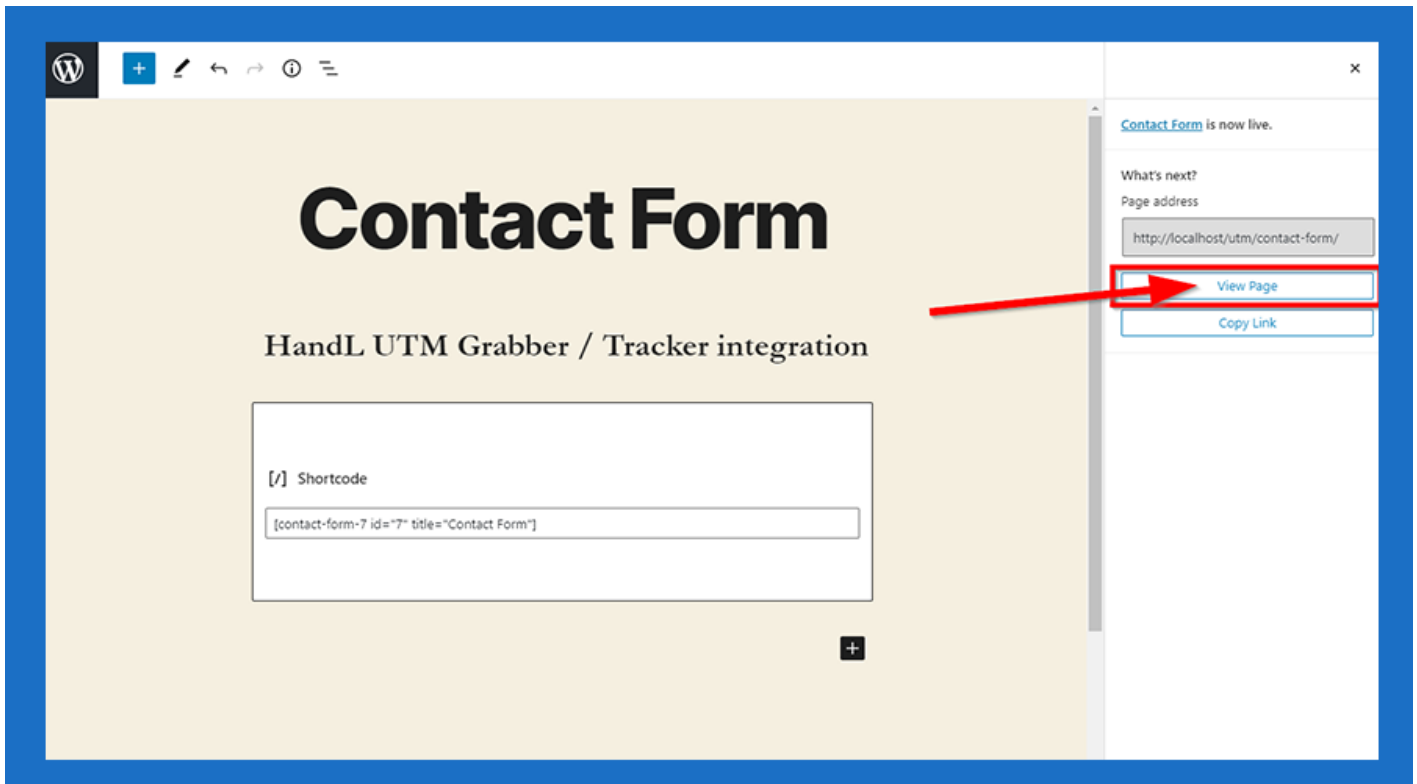
7. Paste the code you copied



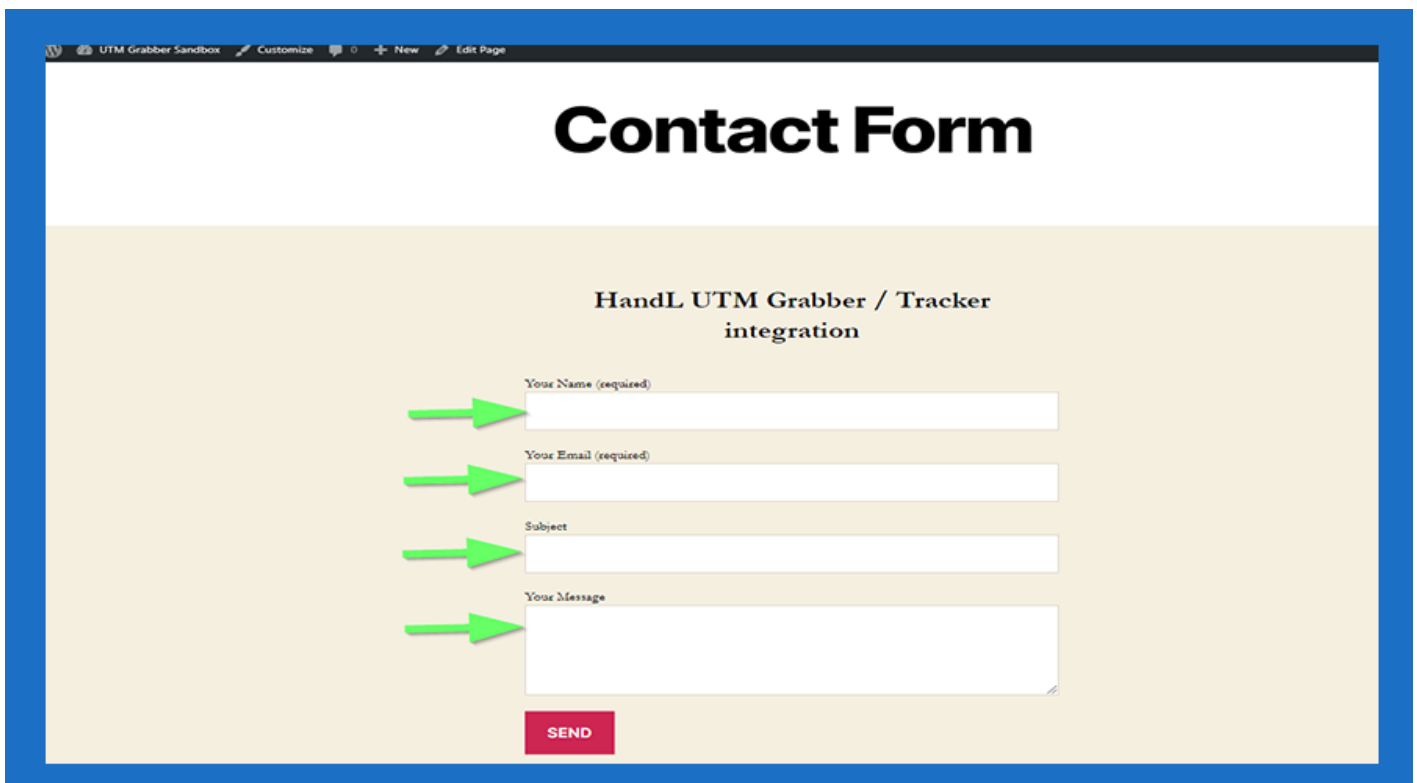
8. Click the 'Publish' Button




9. Click 'View Page' Button




10.Now You are Ready to roll





Contact Form 7



HandL UTM Grabber

The easiest (yet smart) way to capture UTM data on your website

Download version 1.0

HOW TO COLLECT

UTM

VARIABLES

IN YOUR FORMS?

HS