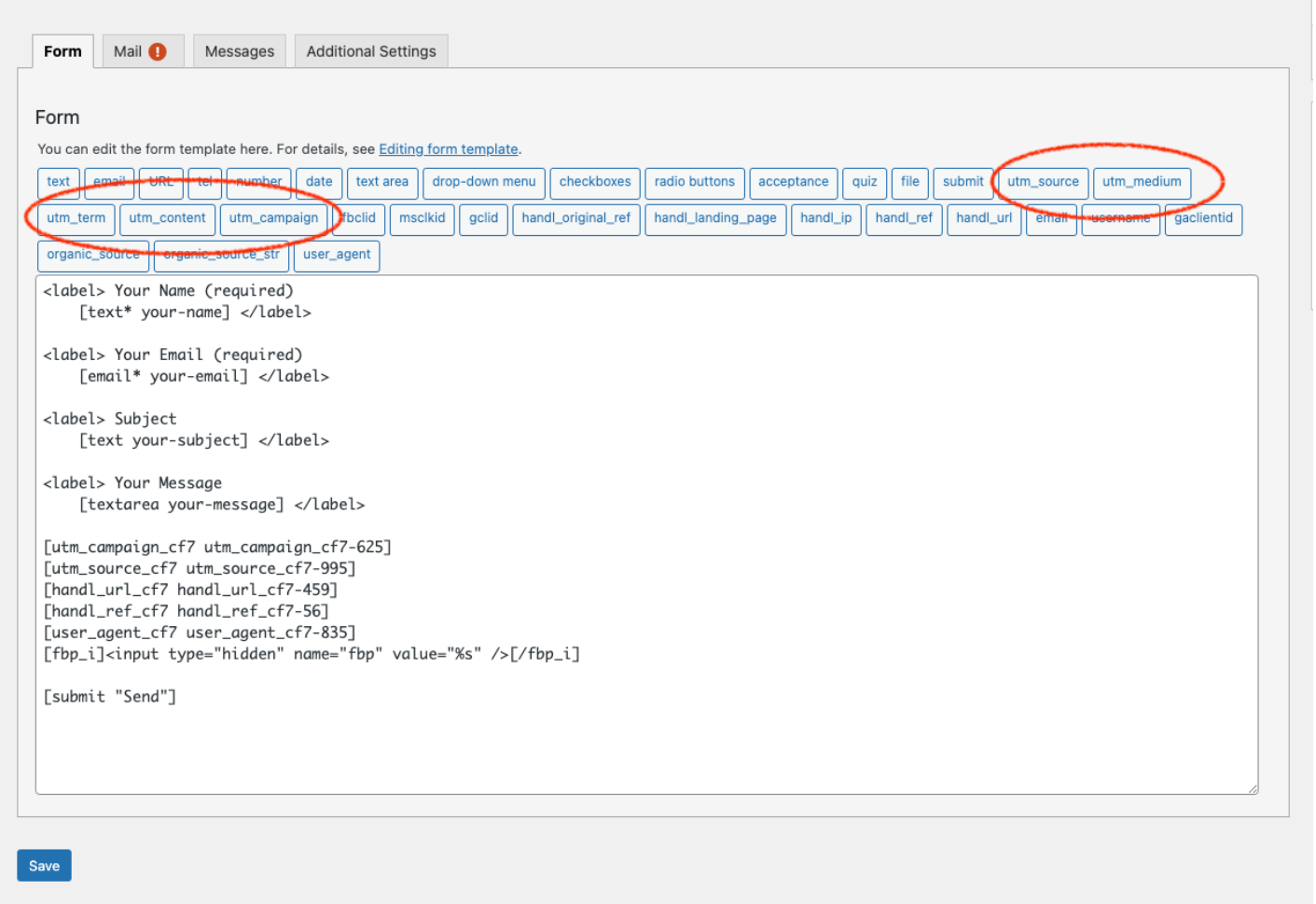
Contact Form 7 Integration

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 UTM Tracking (Legacy)

Contact Form 7 Native Integration for Collecting UTMs



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

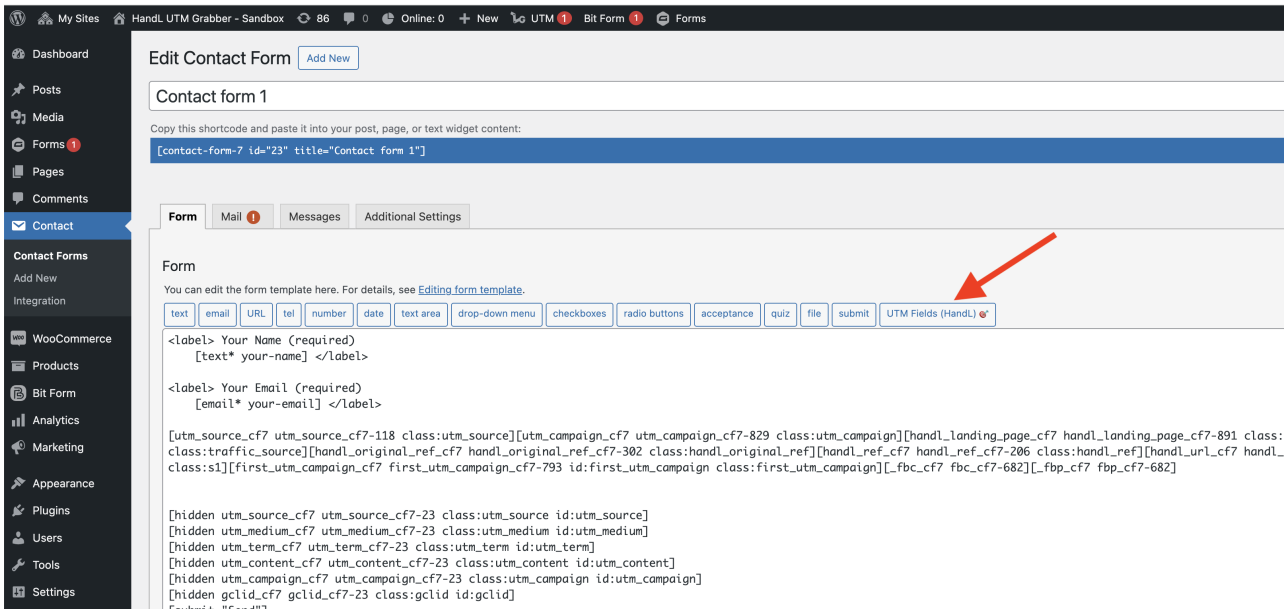
Setup Instructions

1. Adding UTM Fields to Your Form

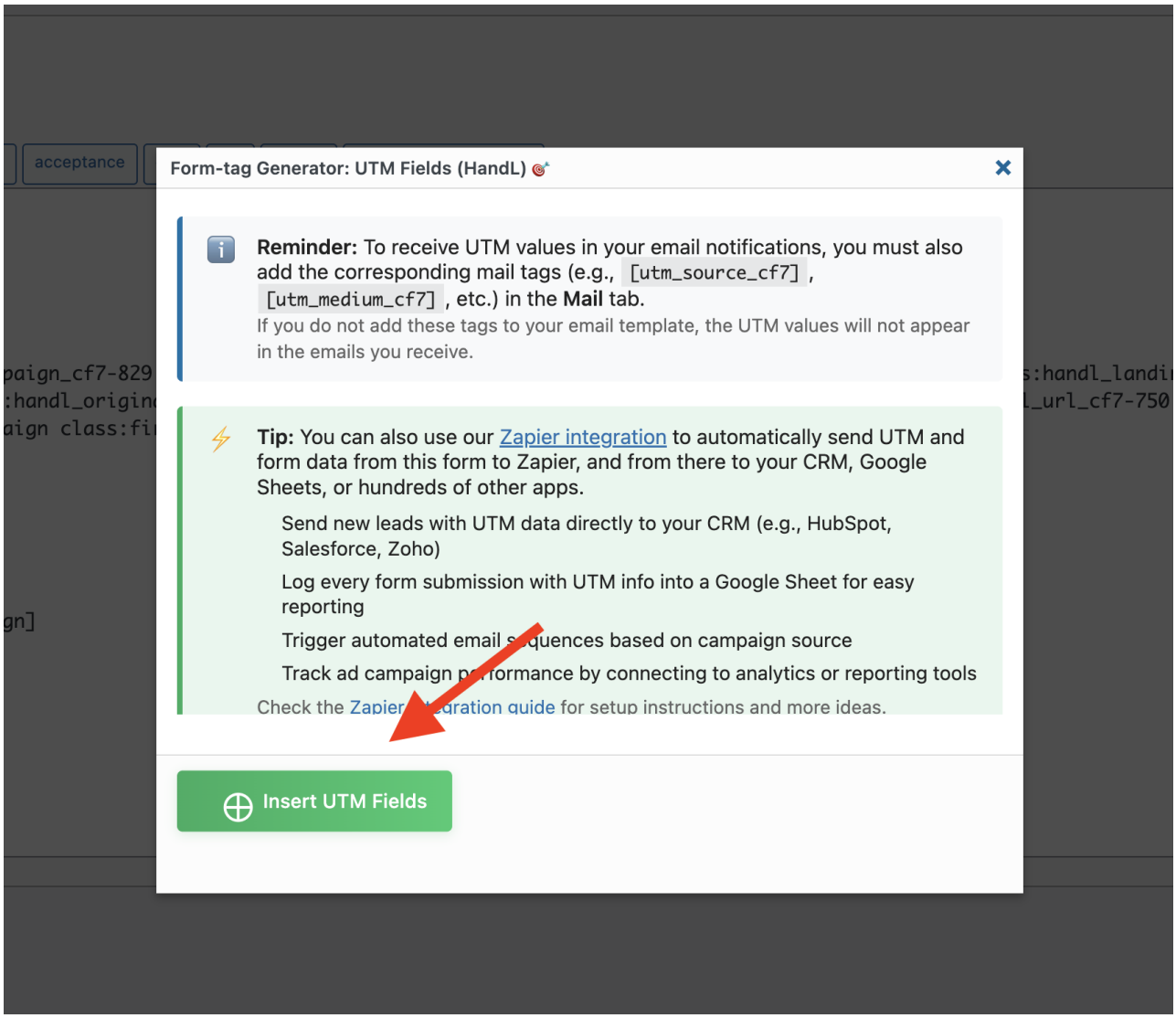
There are two ways to add UTM tracking fields to your Contact Form 7 form:

Method 1: Using the Tag Generator (Recommended)

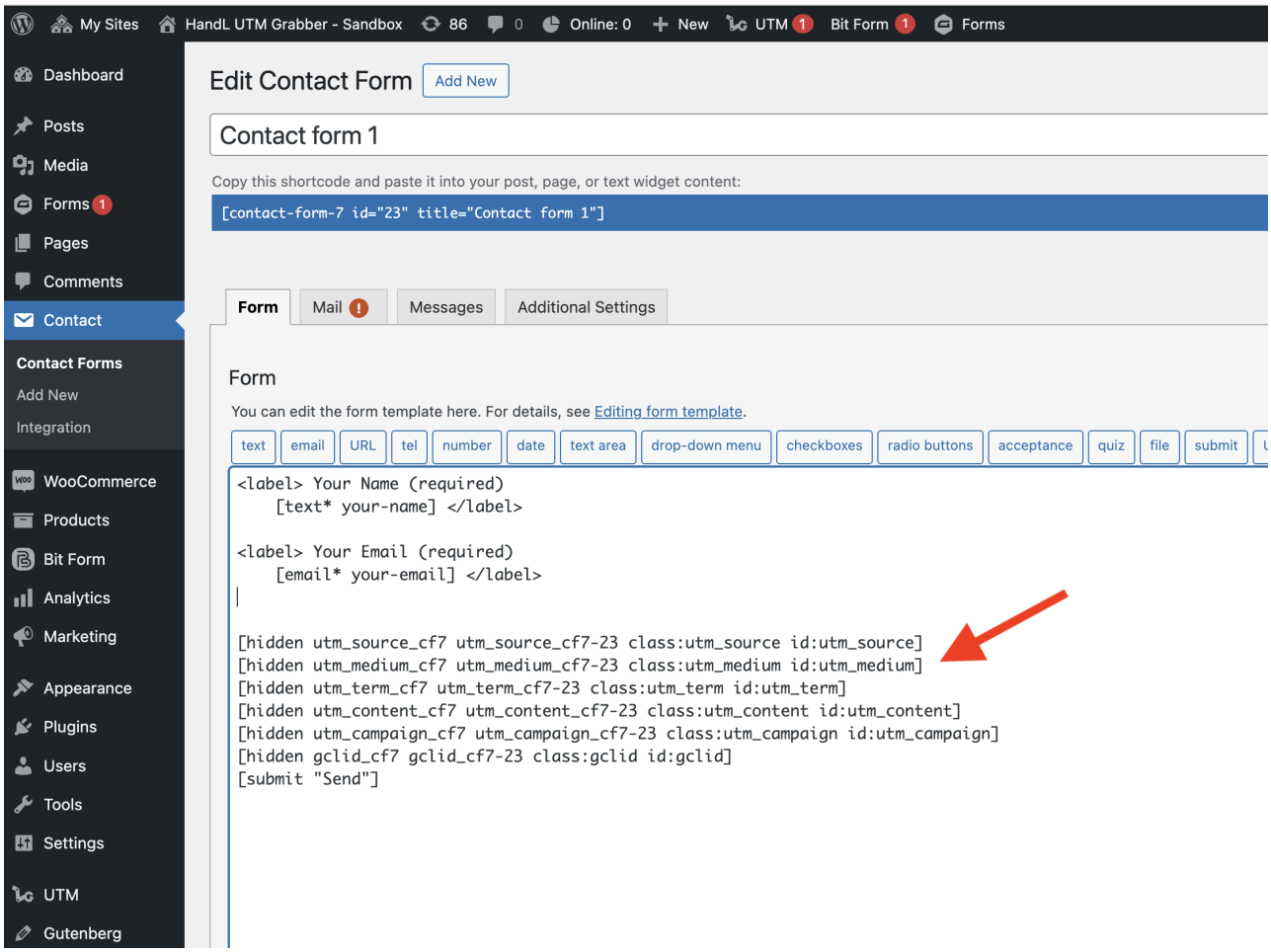
1. Edit your Contact Form 7 form
2. Click the "UTM Fields (HandL) □" button in the form editor



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



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




```
[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]
```

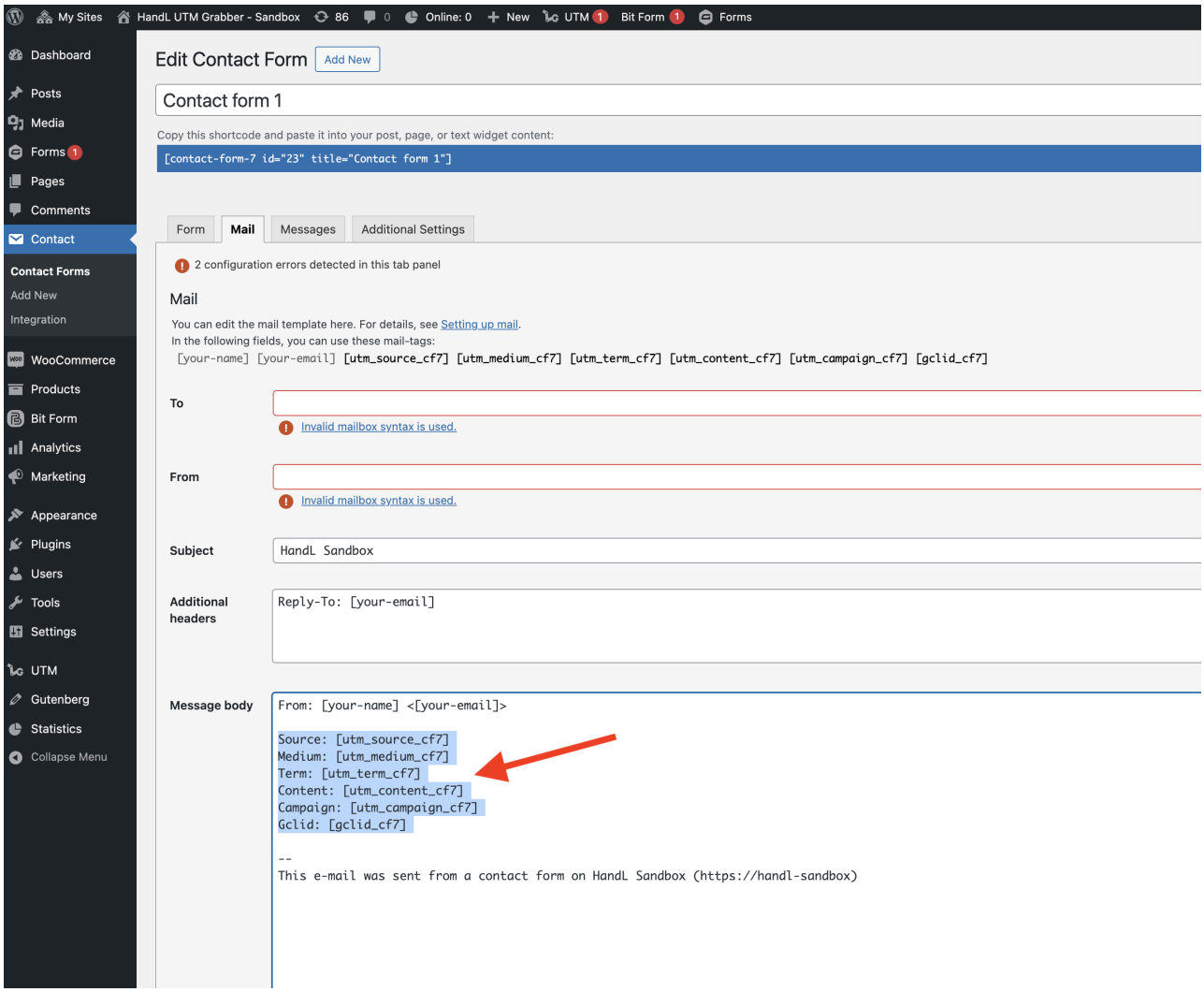
Method 2: Manual Addition

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

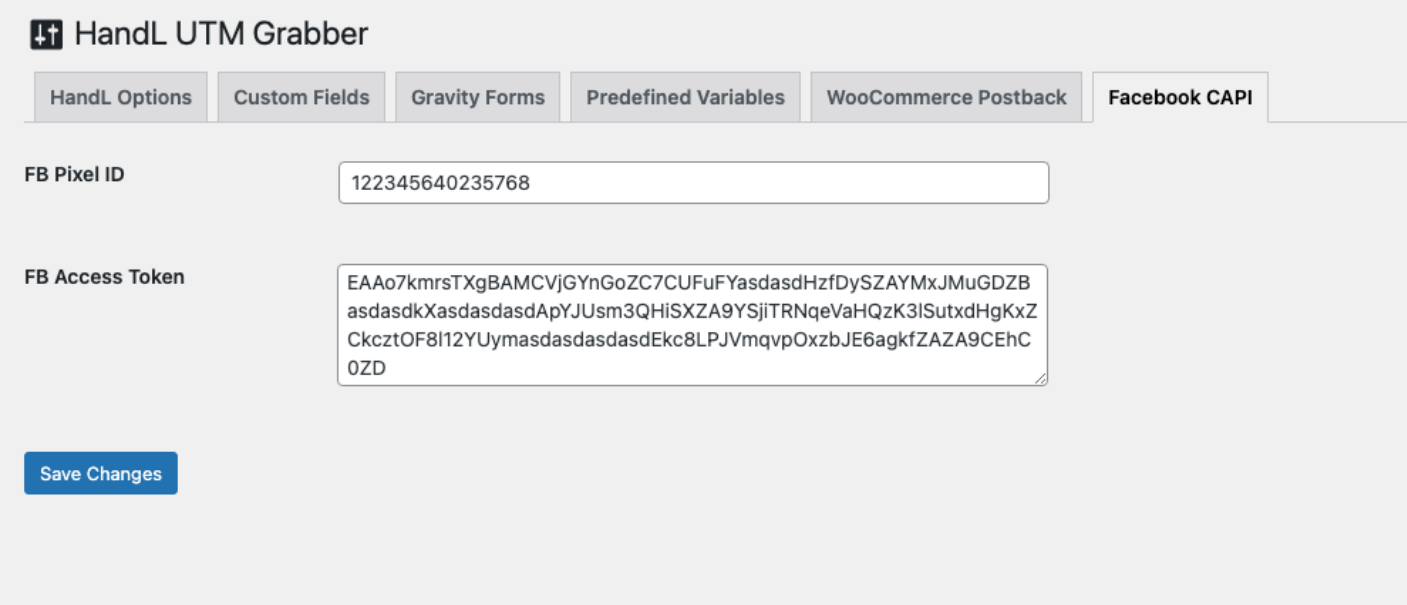
Please watch the related Video Tutorial below

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

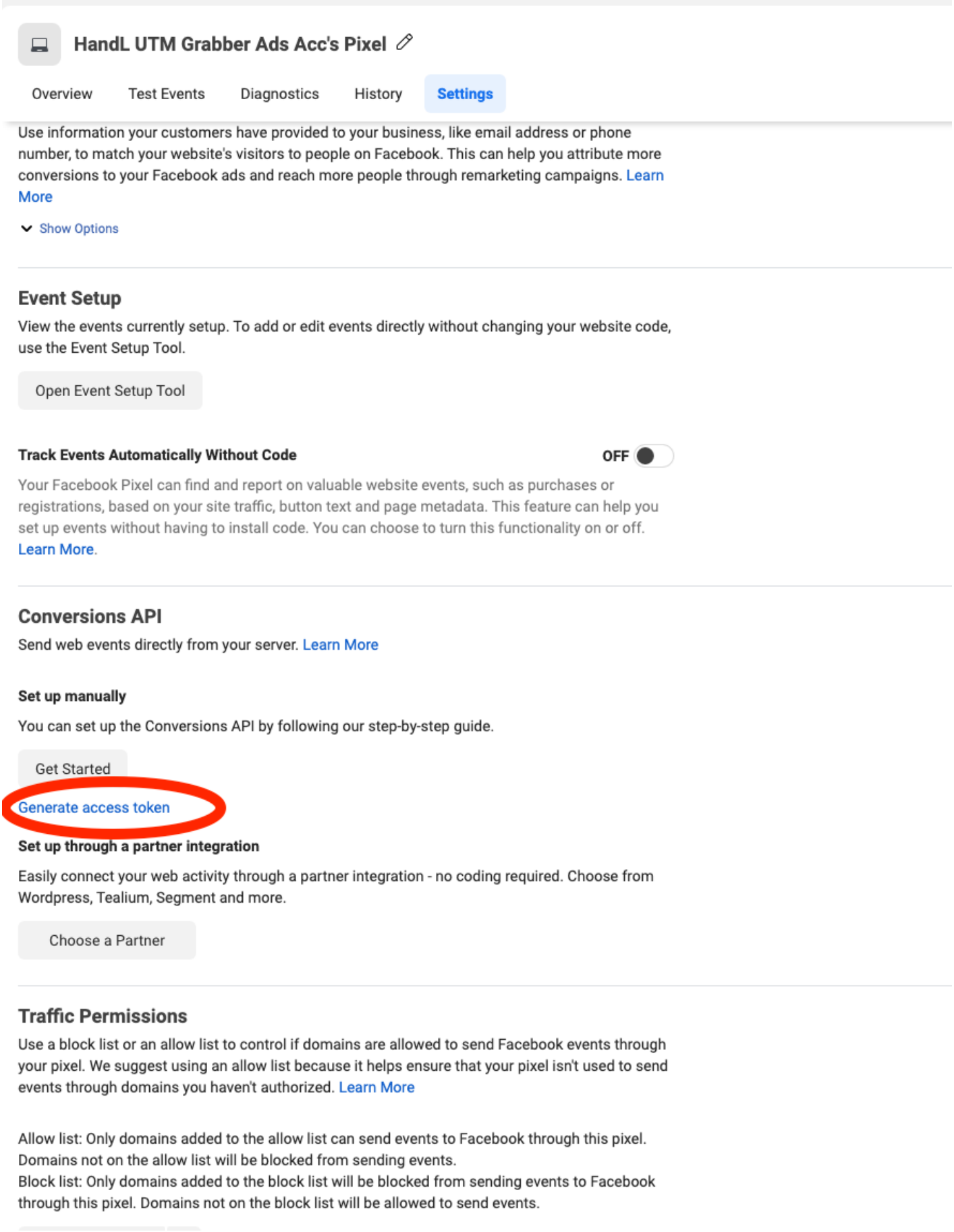


Contact Form 7 to Facebook Conversion API (FB CAPI) - v3.1

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



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

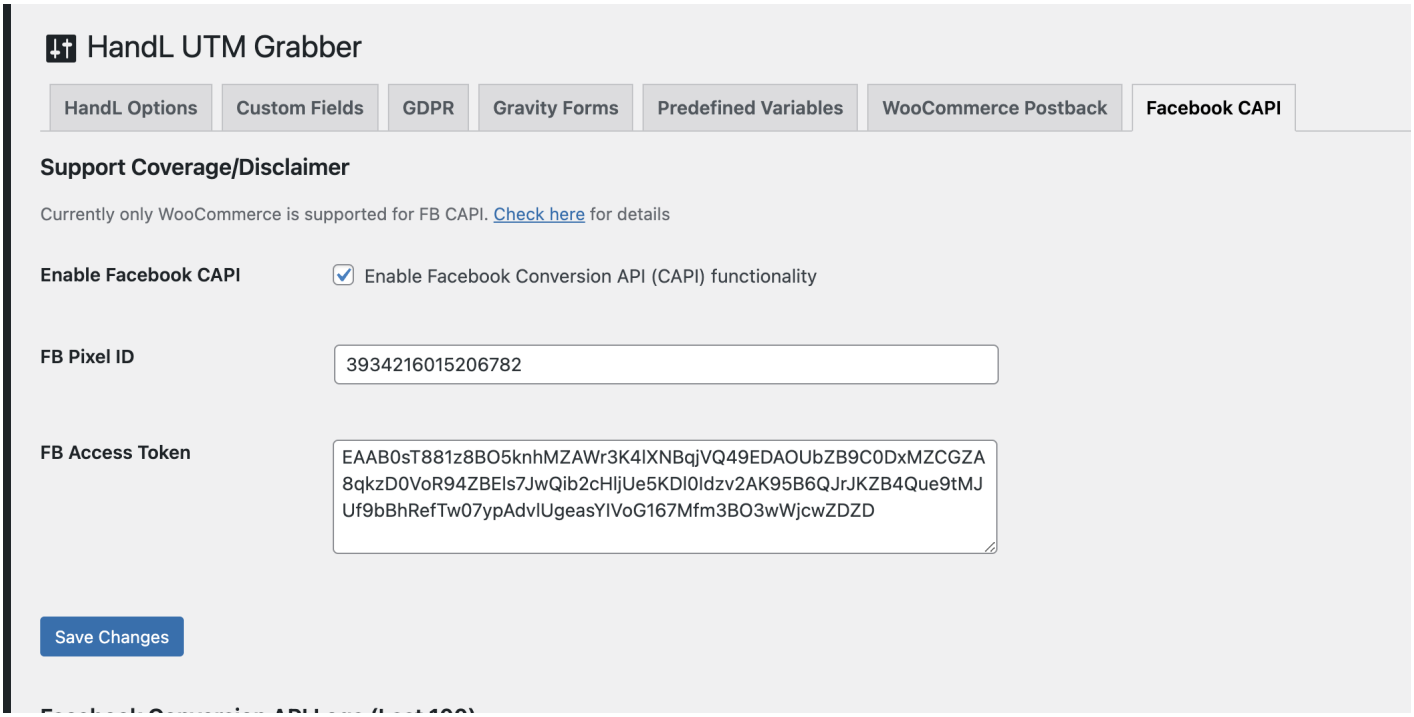


Once you have set everything up, keep monitoring your events and watch your event match

increases to the high 8-9s.

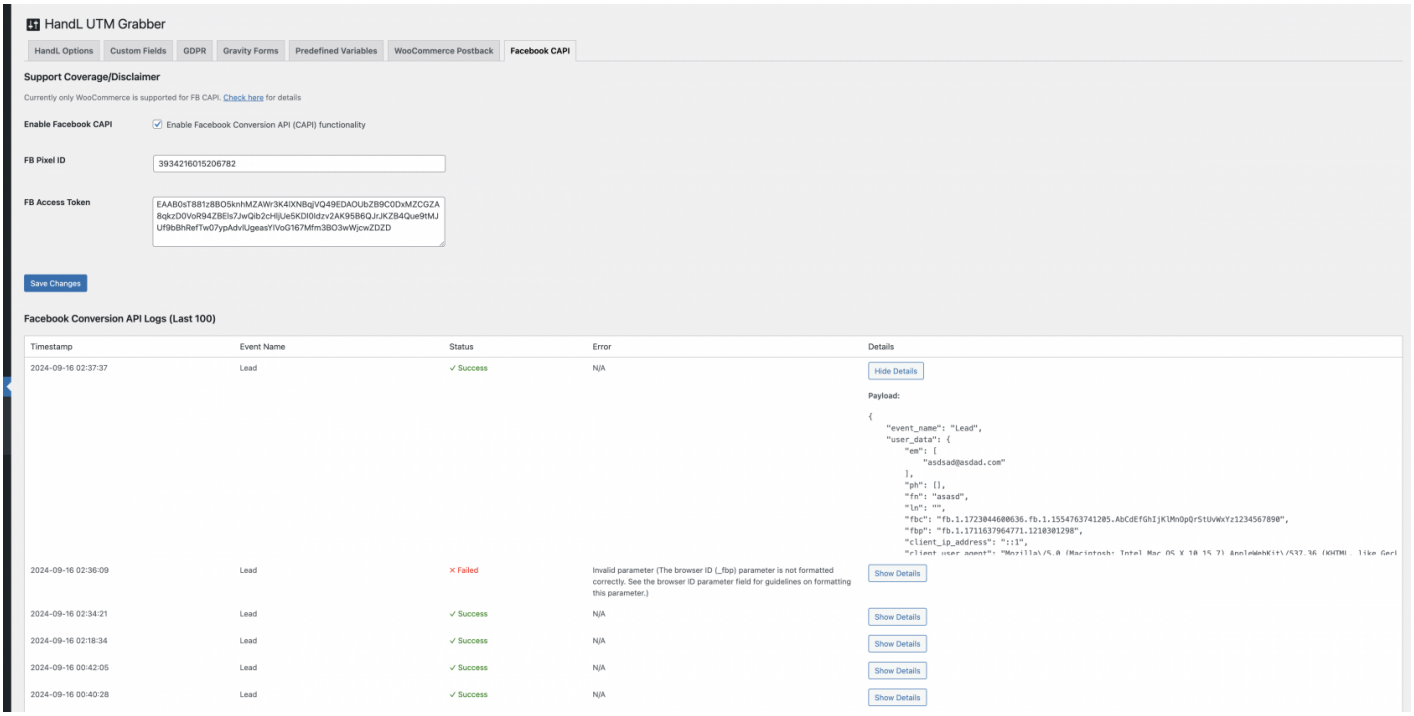


When you are ready, enable the feature by checking the "Enable Facebook Conversion API (CAPI)" functionality.



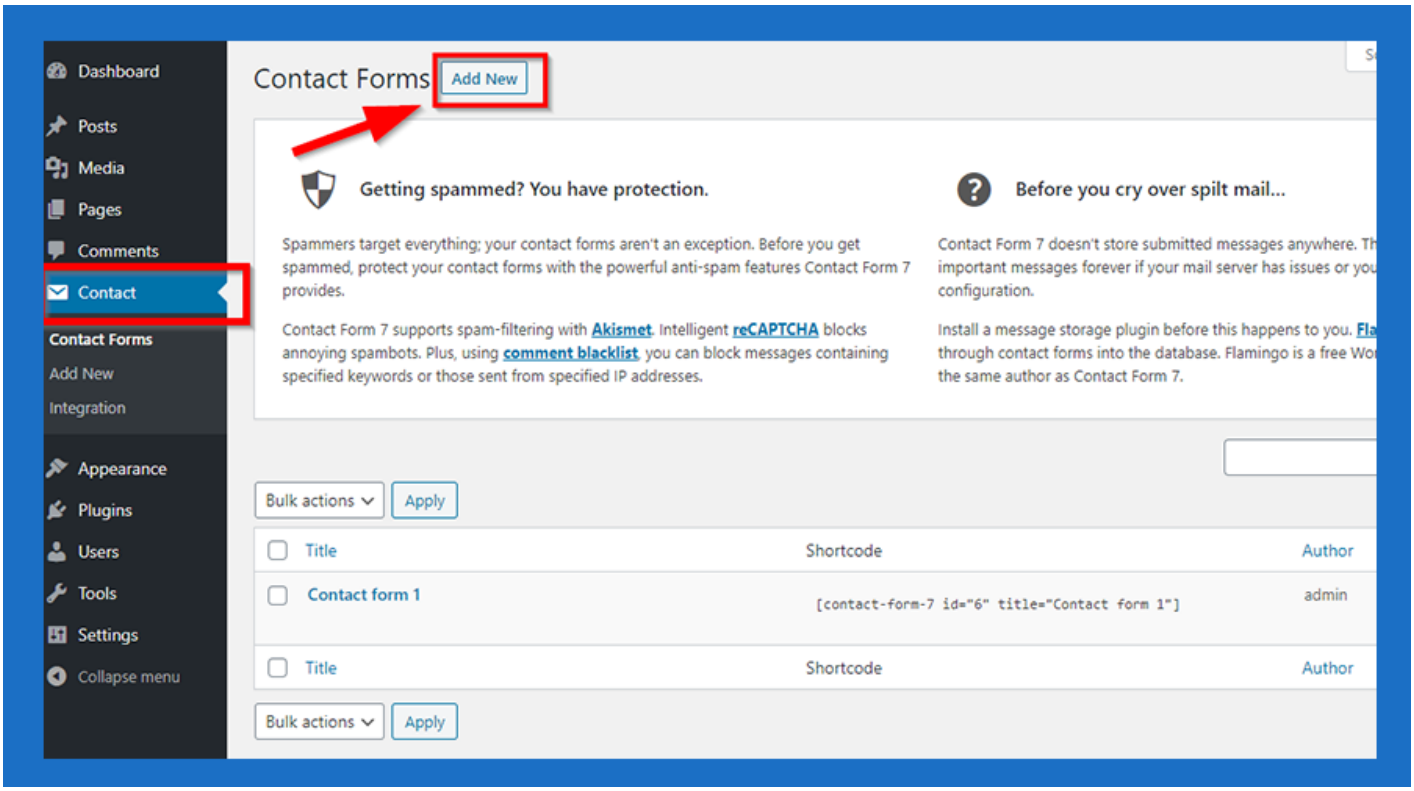
After that, as soon as one of your forms is submitted, the Lead event will be sent to Facebook as well.

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.

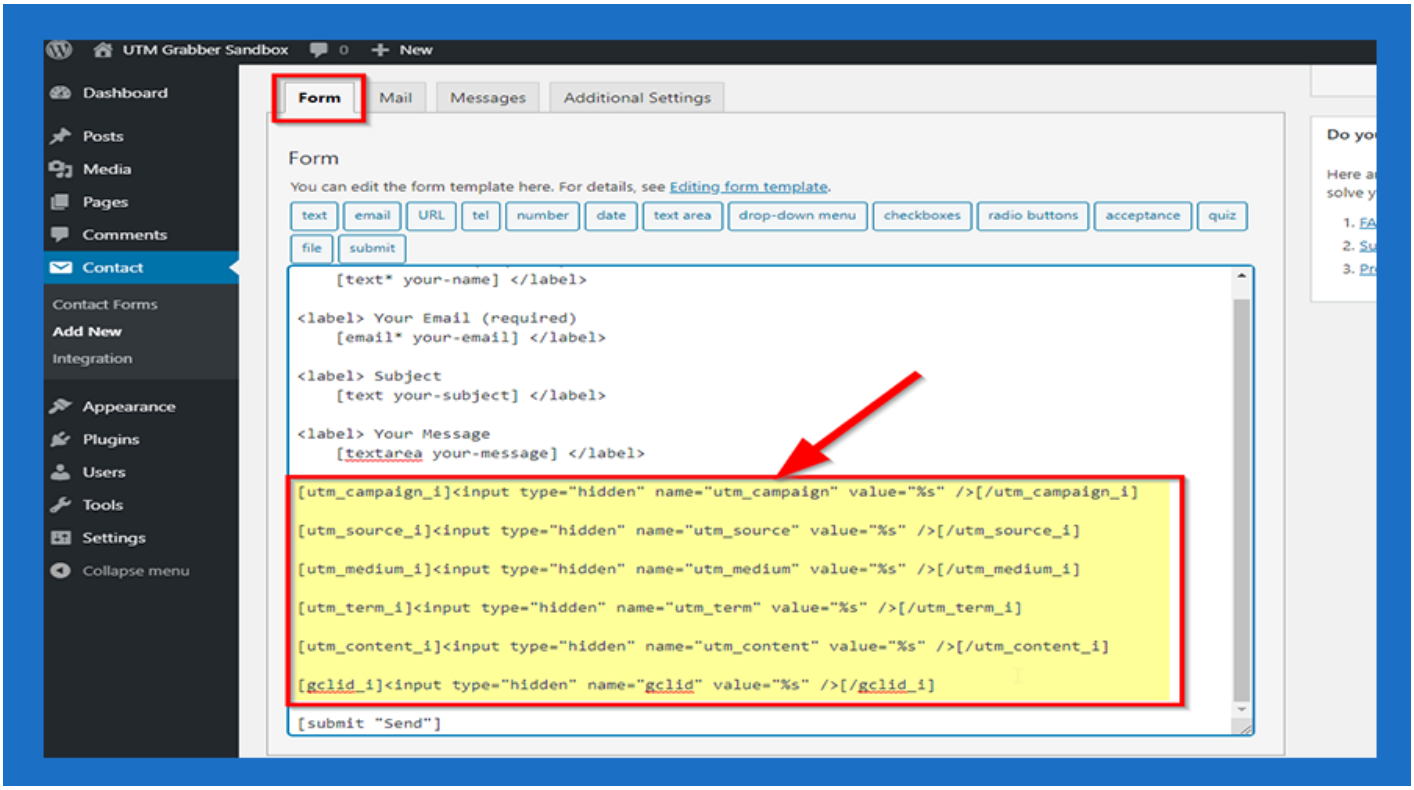

HandL UTM Grabber
HandL Options
Custom Fields
GDPR
Gravity Forms
Predefined Variables
WooCommerce Postback
Facebook CAPI
Support Coverage/Disclaimer
Currently only WooCommerce is supported for FB CAPI. Check here for details
Enable Facebook CAPI
Enable Facebook Conversion API (CAPI) functionality
FB Pixel ID
3934216015206782
FB Access Token
EAAB0sT881z8BO5knhMZAWr3K4IXNBqjVQ49EDAOUbZB9C0DxMZCGZA
8qkzD0VoR94ZBEls7JwQib2cHjUe5KDI0ldzv2AK95B6QJrJKZB4Que9tMJ
Uf9bBhRefTw07ypAdvlUgeasYlVoG167Mfm3BO3wWjcwZDZD
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:
{
"event_name": "Lead",
"user_data": {
"em": [
"asdsad@asdad.com"
],
"ph": [],
"fn": "asasd",
"ln": "",
"fbc": "fb.1.1723044600636.fb.1.1554763741205.AbCdEfGhIjKlMnOpQrStUvWxYz1234567890",
"fbp": "fb.1.1711637964771.1210301298",
"client_ip_address": "::1",
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



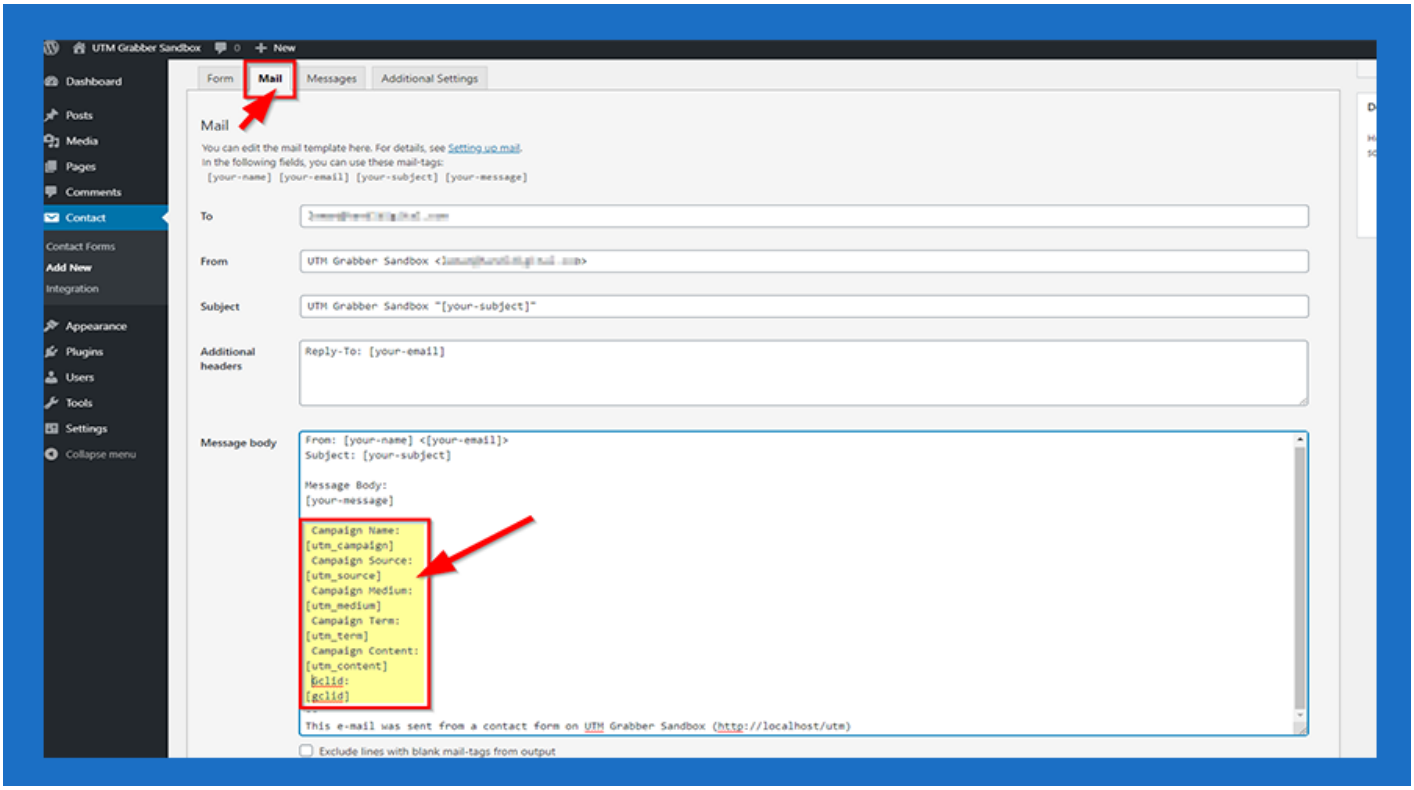
2.Paste The Code Shown Below to the Form Section Like that



--->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]

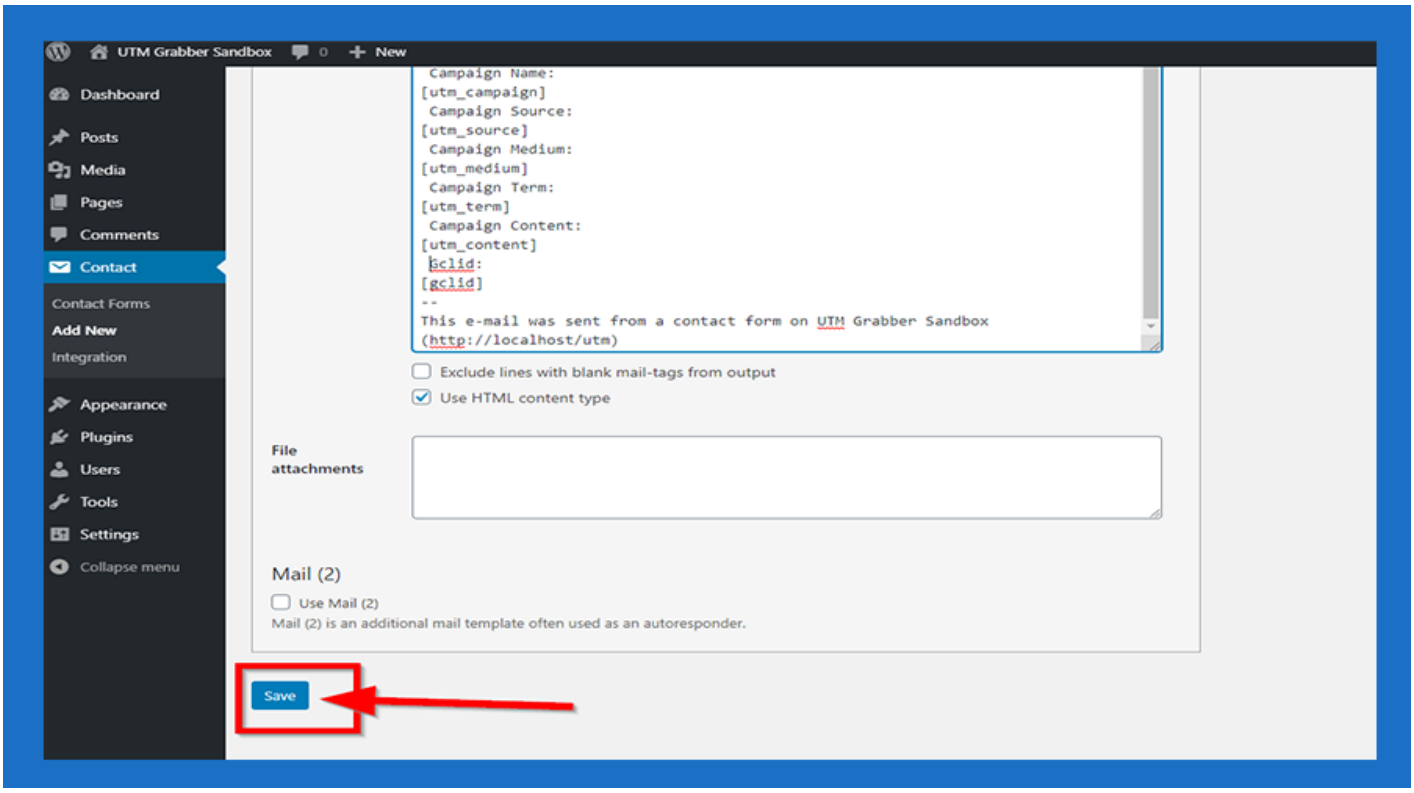
Campaign Medium:
[utm_medium]

Campaign Term:
[utm_term]

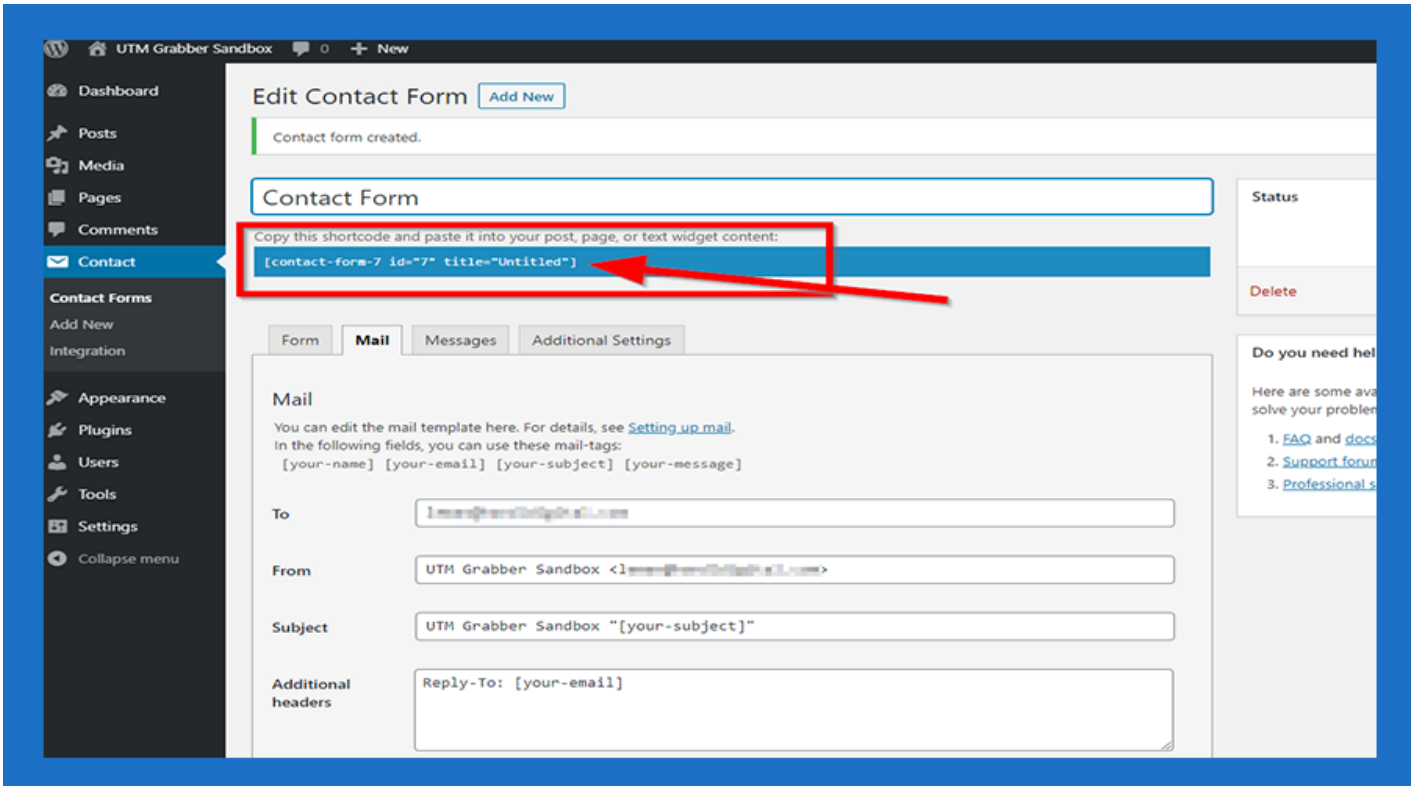
Campaign Content:
[utm_content]

Gclid:
[gclid]
```

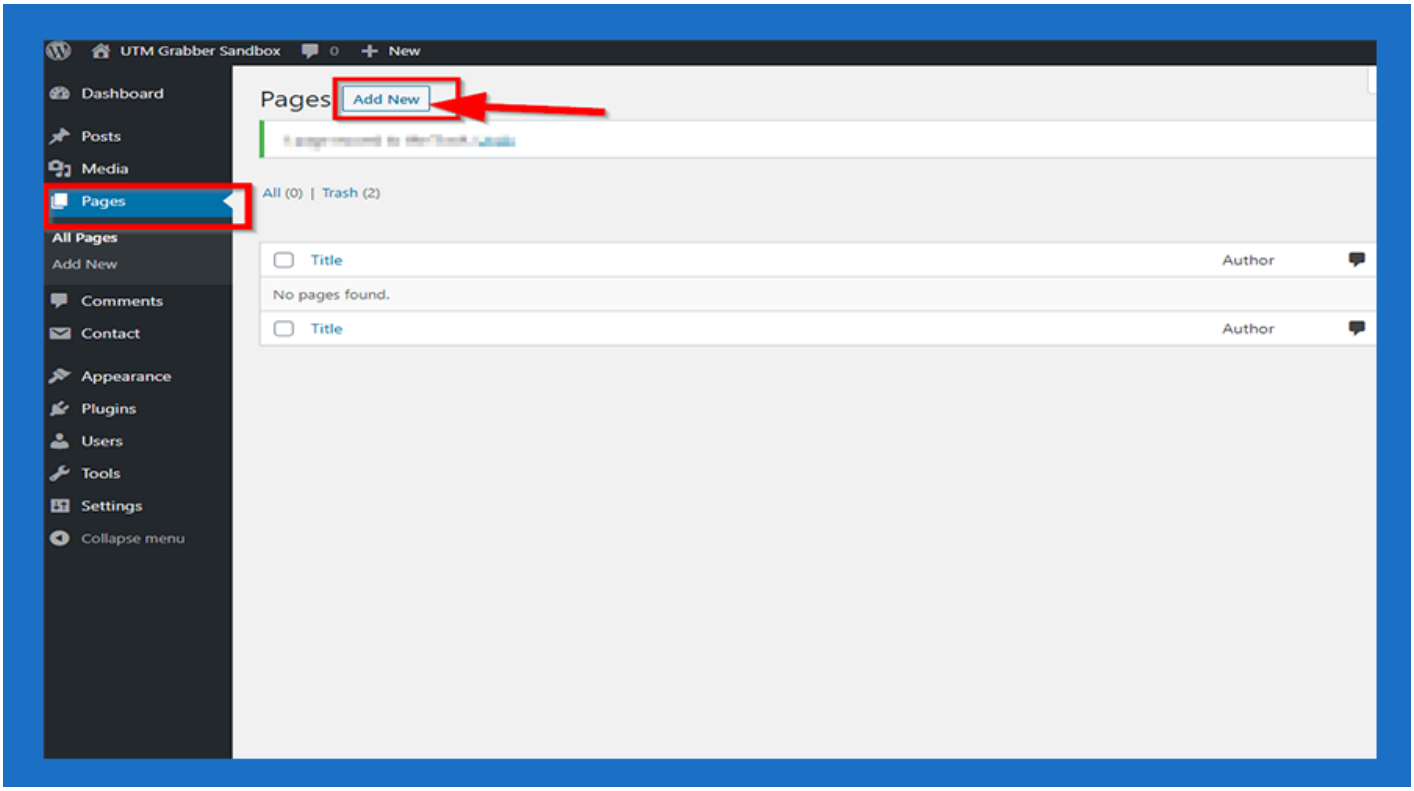
4.Click the 'Save' Button



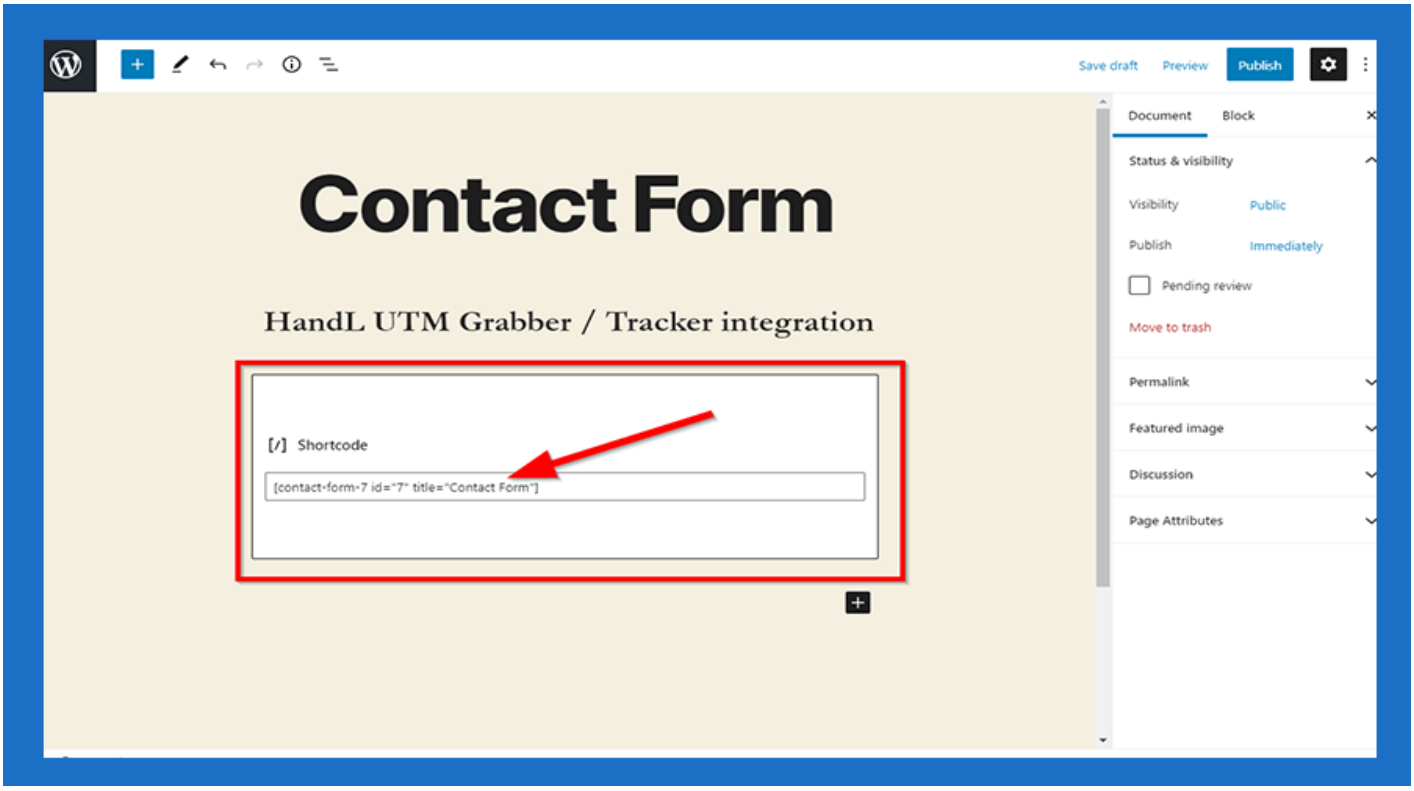
5.Copy the Shortcode



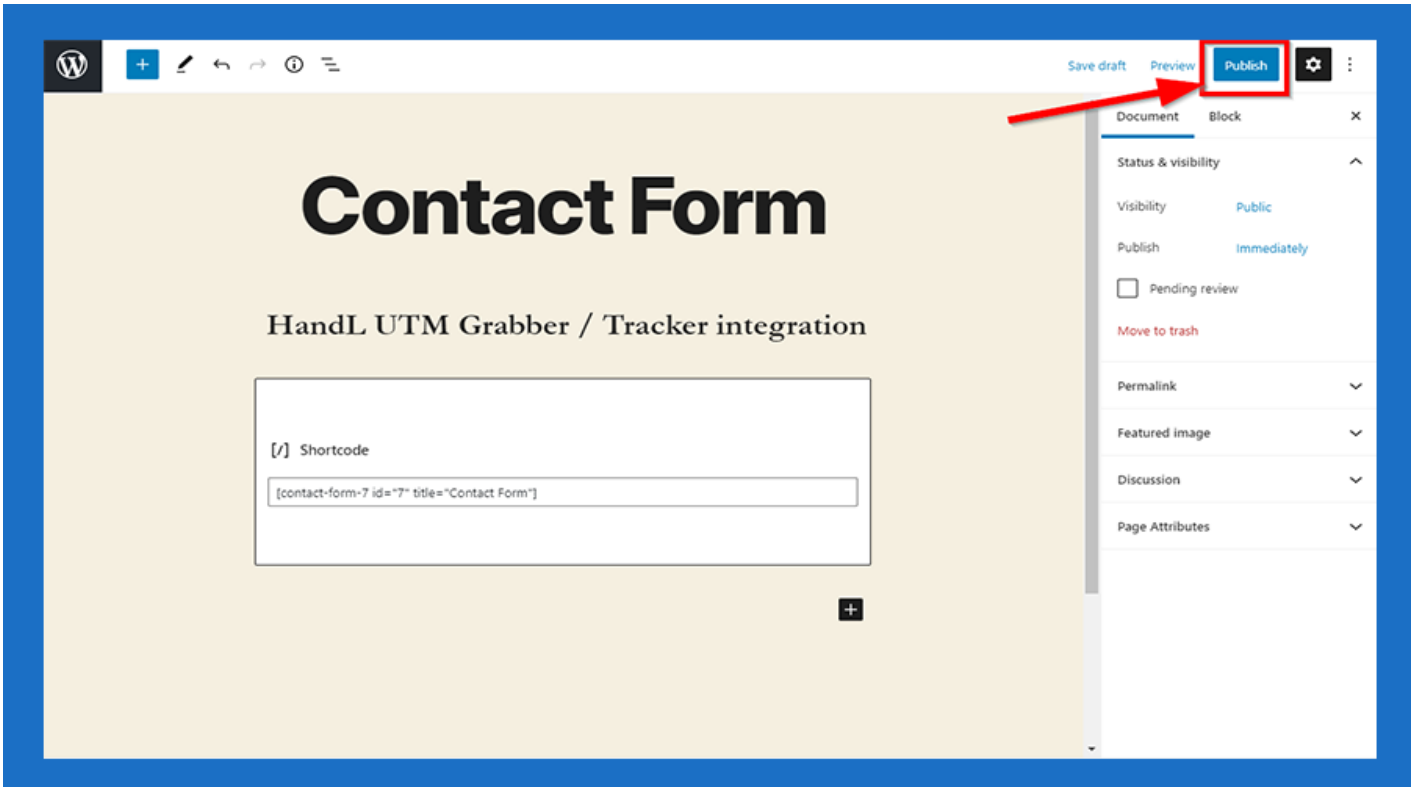
6.Click 'Pages' and then click the 'Add New' button



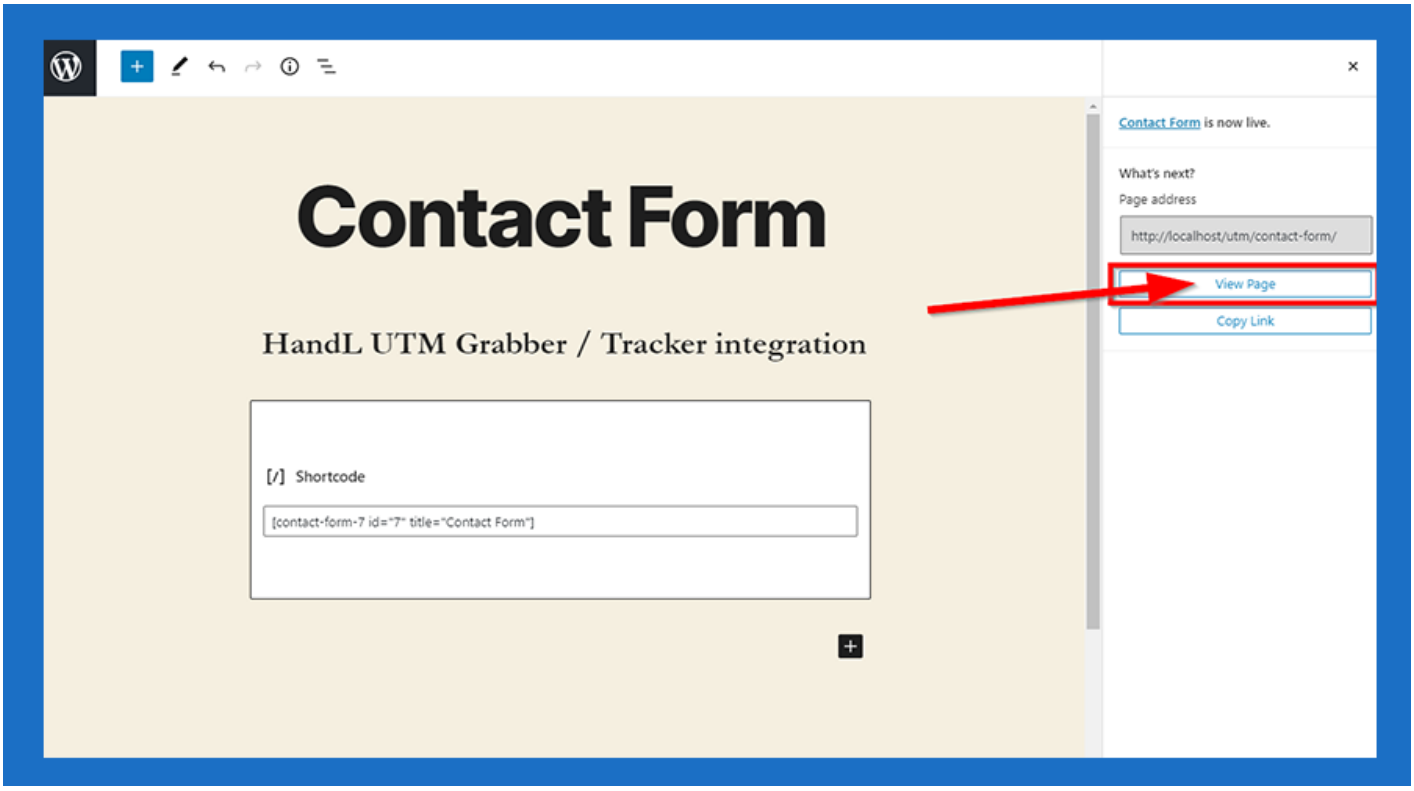
7.Paste the code you copied



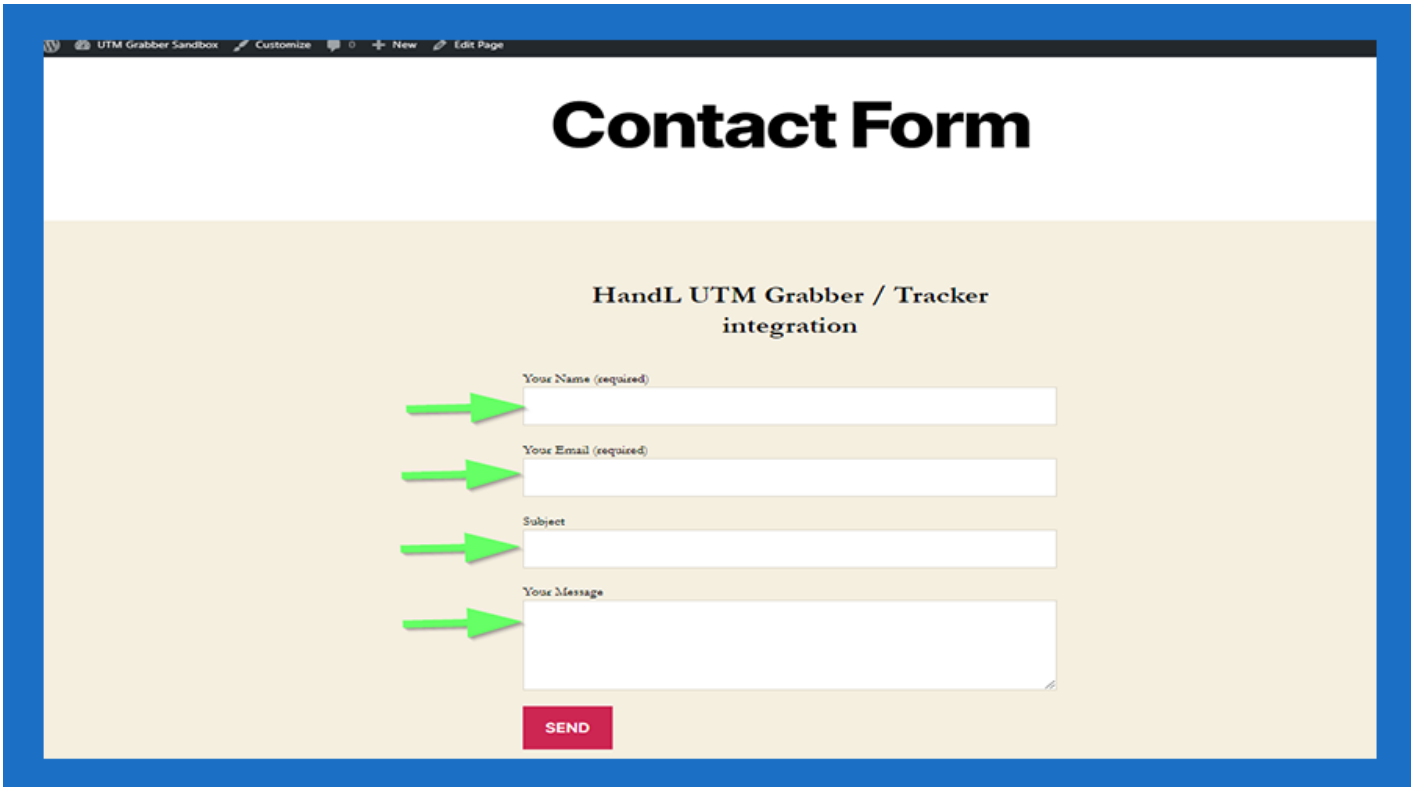
8.Click the 'Publish' Button



9.Click 'View Page' Button



10.Now You are Ready to roll




Contact Form 7
HandL
HandL UTM Grabber
HOW TO COLLECT
UTM
VARIABLES
IN YOUR FORMS?
HS