

# Easy Appointments UTM integration

1) Create the following custom fields in Easy Appointments WordPress plugin.

Go to Easy Appointments > Settings

```
utm_campaign – Collects utm_campaign variable.utm_source – Collects utm_source variable.  
utm_term – Collects utm_term variable.  
utm_medium – Collects utm_medium variable.  
utm_content – Collects utm_content variable.  
gclid – Collects gclid variable.  
fbclid – Collects gclid variable.
```

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Appointments

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Labels

Date & Time

Custom Form Fields

Google reCAPTCHA v2

Google reCAPTCHA v3

Form Style & Redirect

GDPR

Money Format

Save

Create all fields that you need. Custom order them by drag and drop.

Name

Type

Input

Add

Namn

INPUT

E-post

EMAIL

Telefon

INPUT

utm\_source

INPUT

utm\_campaign

INPUT

utm\_medium

INPUT

utm\_term

INPUT

utm\_content

INPUT

gclid

INPUT

\* To use using the email notification for user there must be field named "email" or "e-mail" or field with type "email"

it is very critical that you use the exact same name shown above as slug in order for our plugin collect and associate the UTMs

utm\_source

INPUT ^

Slug :

utm\_source

Label

utm\_source

Placeholder

Default value

You can put values from logged in user (list of keys: ID, user\_login, user\_pass, user\_nicename, user\_email, user\_url, user\_registered, user\_activation\_key, user\_status, display\_name, nickname, first\_name, last\_name, description, rich\_editing, syntax\_highlighting, comment\_shortcuts, admin\_color, use\_ssl, show\_admin\_bar\_front, locale, www0\_capabilities, www0\_user\_level, dismissed\_wp\_pointers, aioseo\_contact\_methods\_header, aioseo\_twitter, aioseo\_facebook, twitter, facebook, googleplus, linkedin, pinterest, last\_update, \_order\_count, billing\_first\_name, billing\_last\_name, billing\_company, billing\_address\_1, billing\_address\_2, billing\_city, billing\_postcode, billing\_country, billing\_state, billing\_phone, billing\_email, shipping\_first\_name, shipping\_last\_name, shipping\_company, shipping\_address\_1, shipping\_address\_2, shipping\_city, shipping\_postcode, shipping\_country, shipping\_state, default\_password\_nag, session\_tokens, wc\_last\_active, \_woocommerce\_persistent\_cart\_1, gform\_recent\_forms, \_woocommerce\_tracks\_anon\_id, www0\_dashboard\_quick\_press\_last\_post\_id, community-events-location)

Required : ☐

Visible:

No, but rendered as hidden field

[Delete](#) | [Apply](#)

This is the bare minimum, you can add much more fields. Please see [Native WP Shortcodes](#) for the full list of parameters supported.

## 2) Confirm the fields prefilled automatically in your browser

```
▶<div class="form-group">...</div> flex
▶<div class="form-group">...</div> flex
▶<div class="form-group">...</div> flex
  <input id="utm_source" name="utm_source" type="hidden" value="google" class="custom-field">
  <input id="utm_campaign" name="utm_campaign" type="hidden" value="testcampaign" class="custom-field">
  <input id="utm_medium" name="utm_medium" type="hidden" value="medium" class="custom-field">
  <input id="utm_term" name="utm_term" type="hidden" value="term" class="custom-field">
  <input id="utm_content" name="utm_content" type="hidden" value="content" class="custom-field">
  <input id="gclid" name="gclid" type="hidden" value="" class="custom-field">
  <h3 id="booking-overview-header">Bokningsöversikt</h3>
  <div id="booking-overview"></div>
▶<div class="form-group">...</div> flex
▶<div class="form-group">...</div> flex
</div>
</form>
```

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Revision #1

Created Thu, May 20, 2021 5:29 AM by [Leman](#)

Updated Thu, May 20, 2021 5:34 AM by [Leman](#)