

Collect UTMs using Easy Registration Forms (ERForms)

1 Add the UTM fields you would like to track to the form

Add them as hidden fields as shown above.

The screenshot displays the ERForms plugin configuration interface. On the left, a sidebar titled 'Available Fields' lists three categories: 'Input Fields', 'Display Fields', and 'Function Fields'. The main area shows a list of form fields: 'First Name *' (Text), 'Last Name *' (Text), 'Email *' (Email), 'Message *' (Textarea), and 'Send' (Button). Below these, a new field named 'utm_campaign' is being configured. This configuration section includes a 'Close' button in the top right corner. It contains four input fields: 'Label*' (with a help icon) set to 'utm_campaign', 'Reference Name*' (with a help icon) set to 'utm_campaign', 'Name' (with a help icon) set to 'utm_campaign', and 'Default Value' (with a help icon) which is currently empty.

2 Make sure the **Name** field is matching to plugin's parameter name

You can see the list of the parameters supported by our plugin here [Native WP Shortcodes](#)

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