

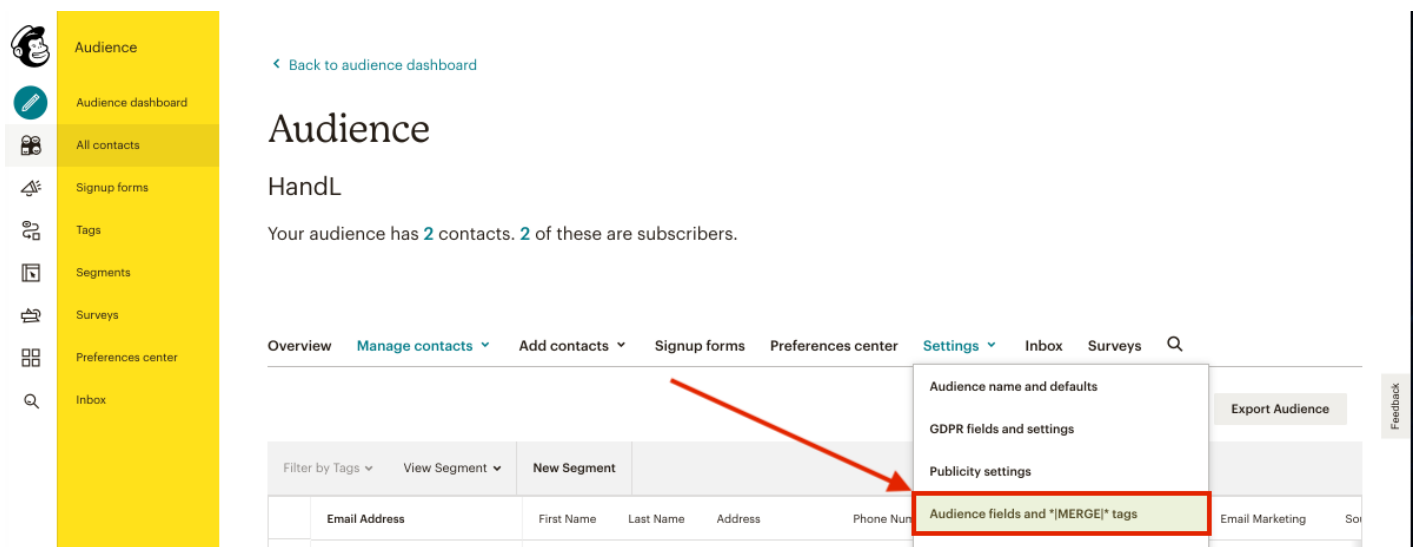
# Mailchimp For Wordpress Integration

HandL UTM Grabber / Tracker How to collect and track UTM variables via MailChimp step by step

- [MailChimp for WordPress Integration](#)

# MailChimp for WordPress Integration

## 1-)Go to "fields and MERGE tags" from setting on Mailchimp



## 2-)Click on the "Add A Field" button

Audience
   
 Audience dashboard
   
 All contacts
   
 Signup forms
   
 Tags
   
 Segments
   
 Surveys
   
 Preferences center
   
 Inbox






## Audience fields and \*|MERGE|\* tags

Here you can manage the fields available to your audience's [signup forms](#).  
Groups can also show up on signup forms but are edited on the audience's [groups](#) page.

Field label and type	Required?	Visible?	Put this tag in your content:	Default merge tag value
<input type="text" value="Email Address"/> email	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	* EMAIL * or * MERGE0 *	
<input type="text" value="First Name"/> text	<input type="checkbox"/>	<input checked="" type="checkbox"/>	*  FNAME  * or * MERGE1 *	<input type="text" value="Default merge tag val"/>
<input type="text" value="Last Name"/> text	<input type="checkbox"/>	<input checked="" type="checkbox"/>	*  LNAME  * or * MERGE2 *	<input type="text" value="Default merge tag val"/>
<input type="text" value="Address"/> address	<input type="checkbox"/>	<input type="checkbox"/>	*  ADDRESS  * or * MERGE3 *	<input type="text" value="Default merge tag val"/>
<input type="text" value="Phone Number"/> phone	<input type="checkbox"/>	<input type="checkbox"/>	*  PHONE  * or * MERGE4 *	<input type="text" value="Default merge tag val"/>
<b>Phone format</b> <input type="text" value="International"/>				
<input type="text" value="Birthday"/> birthday	<input type="checkbox"/>	<input checked="" type="checkbox"/>	*  BIRTHDAY  * or * MERGE5 *	<input type="text" value="Default merge tag val"/>
<b>Date format</b> <input type="text" value="MM / DD"/>				

### 3-)Add a Text Field

Here you can manage the fields available to your audience's [signup forms](#). Groups can also show up on signup forms but are edited on the audience's [groups](#) page.

Field label and type	Required?	Visible?	Put this tag in your content:	Default merge tag value
<input type="text" value="Email Address"/> email	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	*[EMAIL]* or *[MERGE0]*	
<input type="text" value="First Name"/> text	<input type="checkbox"/>	<input checked="" type="checkbox"/>	*[ FNAME ]* or *[MERGE1]*	Default merge tag val 
<input type="text" value="Last Name"/> text	<input type="checkbox"/>	<input checked="" type="checkbox"/>	*[ LNAME ]* or *[MERGE2]*	Default merge tag val 
<input type="text" value="Address"/> address	<input type="checkbox"/>	<input type="checkbox"/>	*[ ADDRESS ]* or *[MERGE3]*	
<input type="text" value="Phone Number"/> phone	<input type="checkbox"/>	<input type="checkbox"/>	*[ PHONE ]* or *[MERGE4]*	Default merge tag val 
<b>Phone format</b> <input type="text" value="International"/>				
<input type="text" value="Birthday"/> birthday	<input type="checkbox"/>	<input checked="" type="checkbox"/>	*[ BIRTHDAY ]* or *[MERGE5]*	Default merge tag val 
<b>Date format</b> <input type="text" value="MM / DD"/>				

Select a field type to add:

Text Number Radio Buttons Drop Down Date Birthday Address Zip Code (US Only) Phone Website Image

Save Changes Cancel Adding A Field

**4-)Write your parameter name to the text blank**

## Audience fields and \*|MERGE|\* tags

Here you can manage the fields available to your audience's [signup forms](#). Groups can also show up on signup forms but are edited on the audience's [groups](#) page.

Field label and type	Required?	Visible?	Put this tag in your content:	Default merge tag value
<input type="text" value="Email Address"/> email	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	* EMAIL * or * MERGE0 *	
<input type="text" value="First Name"/> text	<input type="checkbox"/>	<input checked="" type="checkbox"/>	*  FNAME  * or * MERGE1 *	<input type="text" value="Default merge tag val."/>
<input type="text" value="Last Name"/> text	<input type="checkbox"/>	<input checked="" type="checkbox"/>	*  LNAME  * or * MERGE2 *	<input type="text" value="Default merge tag val."/>
<input type="text" value="Address"/> address	<input type="checkbox"/>	<input type="checkbox"/>	*  ADDRESS  * or * MERGE3 *	
<input type="text" value="Phone Number"/> phone	<input type="checkbox"/>	<input type="checkbox"/>	*  PHONE  * or * MERGE4 *	<input type="text" value="Default merge tag val."/>
Phone format				
<input type="text" value="International"/>				
<input type="text" value="Birthday"/> birthday	<input type="checkbox"/>	<input checked="" type="checkbox"/>	*  BIRTHDAY  * or * MERGE5 *	<input type="text" value="Default merge tag val."/>
Date format				
<input type="text" value="MM / DD"/>				
<input type="text" value="UTM_CAMPAIGN"/> text	<input type="checkbox"/>	<input checked="" type="checkbox"/>	*  MMERGE6  * or * MERGE6 *	<input type="text" value="Default merge tag val."/>

Save Changes

Add A Field

## 5-)Add your all parameters like that

Audience

Audience dashboard

All contacts

Signup forms

Tags

Segments

Surveys

Preferences center

Inbox

K

<input type="text" value="Phone Number"/>	phone	<input type="checkbox"/>	<input type="checkbox"/>	*  PHONE  * or * MERGE4 *	<input type="text" value="Default merge tag val."/>
Phone format					
<input type="text" value="International"/>					
<input type="text" value="Birthday"/>	birthday	<input type="checkbox"/>	<input checked="" type="checkbox"/>	*  BIRTHDAY  * or * MERGE5 *	<input type="text" value="Default merge tag val."/>
Date format					
<input type="text" value="MM / DD"/>					
<input type="text" value="UTM_CAMPAIGN"/>	text	<input type="checkbox"/>	<input checked="" type="checkbox"/>	*  MMERGE6  * or * MERGE6 *	<input type="text" value="Default merge tag val."/>
<input type="text" value="UTM_SOURCE"/>	text	<input type="checkbox"/>	<input checked="" type="checkbox"/>	*  MMERGE7  * or * MERGE7 *	<input type="text" value="Default merge tag val."/>
<input type="text" value="UTM_MEDIUM"/>	text	<input type="checkbox"/>	<input checked="" type="checkbox"/>	*  MMERGE8  * or * MERGE8 *	<input type="text" value="Default merge tag val."/>
<input type="text" value="UTM_CONTENT"/>	text	<input type="checkbox"/>	<input checked="" type="checkbox"/>	*  MMERGE9  * or * MERGE9 *	<input type="text" value="Default merge tag val."/>
<input type="text" value="UTM_TERM"/>	text	<input type="checkbox"/>	<input checked="" type="checkbox"/>	*  MMERGE10  * or * MERGE10 *	<input type="text" value="Default merge tag val."/>
<input type="text" value="GCLID"/>	text	<input type="checkbox"/>	<input checked="" type="checkbox"/>	*  MMERGE11  * or * MERGE11 *	<input type="text" value="Default merge tag val."/>
<input type="text" value="HANDL_LANDING_PAG"/>	text	<input type="checkbox"/>	<input checked="" type="checkbox"/>	*  MMERGE12  * or * MERGE12 *	<input type="text" value="Default merge tag val."/>
<input type="text" value="HANDL_IP"/>	text	<input type="checkbox"/>	<input checked="" type="checkbox"/>	*  MMERGE13  * or * MERGE13 *	<input type="text" value="Default merge tag val."/>

Save Changes

Add A Field

**6-)Go to MC4WP plugin and write your parameters code into it.Then click on save changes and copy the form shortcode below the page**

HandL UTM Grabber 0 + New

Howdy, HandL

Dashboard

Posts

Media

Pages

Comments

Appearance

Plugins

Users

Tools

Settings

UTM

MC4WP

Mailchimp

Form

Integrations

Other

Add-ons

Collapse menu

Choose a field to add to the form

List fields

Email address \* Birthday Last Name UTM\_TERM GCLID HANDL\_LANDING\_PAGE HANDL\_IP UTM\_CAMPAIGN UTM\_SOURCE UTM\_MEDIUM UTM\_CONTENT Street Address City State ZIP Country Phone Number

Form fields

Submit button List choice Form action Agree to terms

Form code

```
<p>
<label>Email address:
<input type="email" name="EMAIL" placeholder="Your email address" required
</label>
</p>
<p>
<input type="hidden" name="MMERGE6" value="" id="utm_campaign">
<input type="hidden" name="MMERGE7" value="" id="utm_source">
<input type="hidden" name="MMERGE8" value="" id="utm_medium">
<input type="hidden" name="MMERGE9" value="" id="utm_content">
<input type="hidden" name="MMERGE10" value="" id="utm_term">
<input type="hidden" name="MMERGE11" value="" id="gclid">
<input type="hidden" name="MMERGE12" value="" id="handl_landing_page">
<input type="hidden" name="MMERGE13" value="" id="handl_ip">
</p>
<p>
<input type="submit" value="Sign up" />
</p>
```

Form preview

Email address:

Your email address

SIGN UP

Save Changes

Use the shortcode `[mc4wp_form id="104"]` to display this form inside a post, page or text widget.

Learn how to best grow your lists & write better emails by subscribing to our monthly tips.

Email Address

mkceliks@gmail.com

First Name

Subscribe

Other plugins by ibericore

Koko Analytics

Privacy-friendly analytics plugin that does not use any external services.

Boxzilla Pop-ups

Pop-ups or boxes that slide-in with a newsletter sign-up form. A sure-fire way to grow your email lists.

HTML Forms

Super flexible forms using native HTML. Just like Mailchimp for WordPress forms but for other purposes, like a contact form.

Looking for help?

We have some resources available to help you in the right direction.

- Knowledge Base
- Frequently Asked Questions

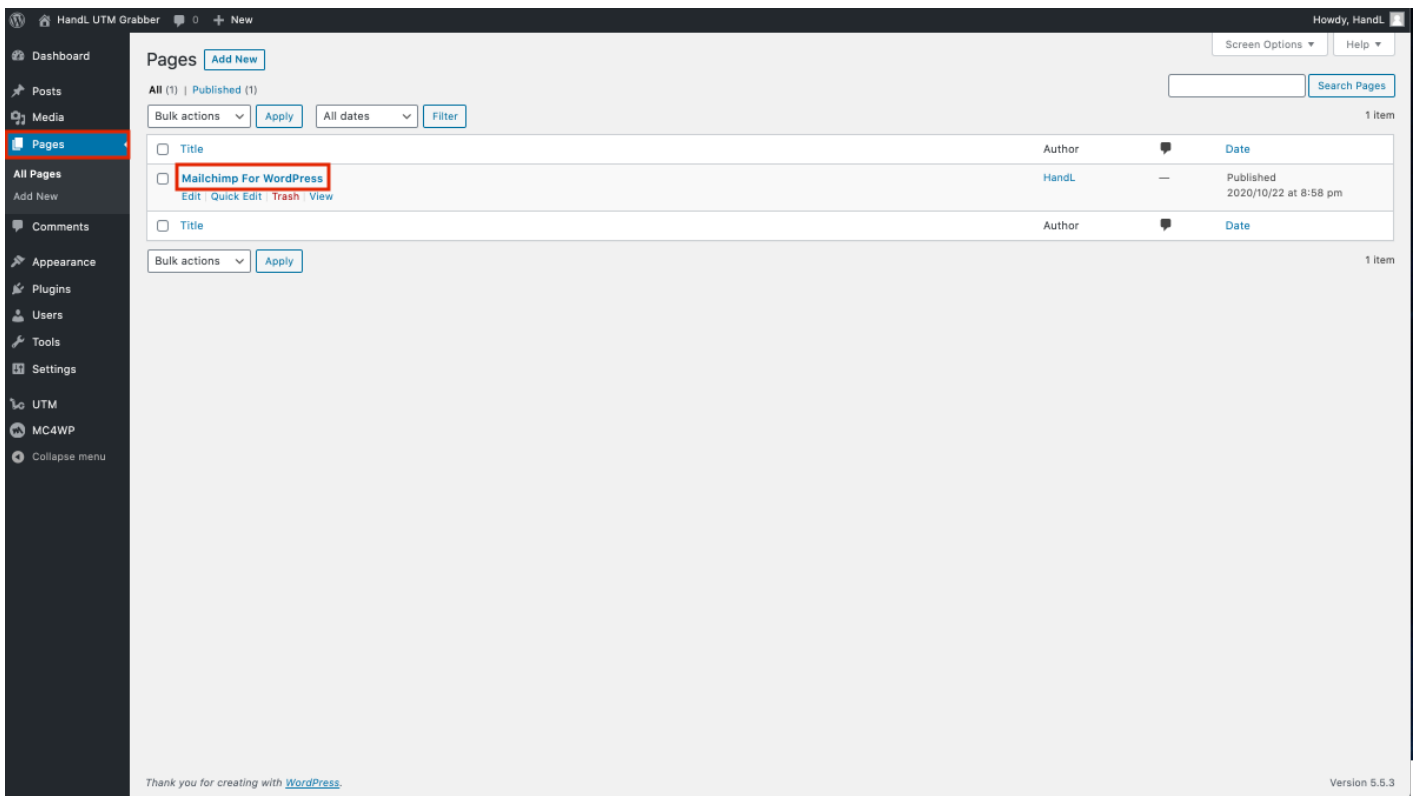
If your answer can not be found in the resources listed above, please use the [support forums on WordPress.org](#).

Found a bug? Please [open an issue on GitHub](#).

## Parameters Code Example

```
<p>
  <input type="hidden" name="MMERGE6" value="" id="utm_campaign"> <input type="hidden"
name="MMERGE7" value="" id="utm_source"> <input type="hidden" name="MMERGE8" value=""
id="utm_medium">
  <input type="hidden" name="MMERGE9" value="" id="utm_content"> <input type="hidden"
name="MMERGE10" value="" id="utm_term"> <input type="hidden" name="MMERGE11" value=""
id="gclid">
  <input type="hidden" name="MMERGE12" value="" id="handl_landing_page"> <input
type="hidden" name="MMERGE13" value="" id="handl_ip">
</p>
```

## 7-)Go to your pages section and open your page



The screenshot shows the WordPress dashboard with the 'Pages' section selected in the left sidebar. The main content area displays a list of pages. The page titled 'Mailchimp For WordPress' is highlighted with a red box. Below the title, there are links for 'Edit', 'Quick Edit', 'Trash', and 'View'. The page is authored by 'HandL' and was published on '2020/10/22 at 8:58 pm'.

<input type="checkbox"/>	Title	Author	Date
<input type="checkbox"/>	Mailchimp For WordPress	HandL	Published 2020/10/22 at 8:58 pm

## 8-)Paste your form shortcode here



## 9-)Go to campaign URL builder and copy the URL that it generated

Multiple Views  
Interactive Charts  
Working with Custom Components  
Third Party Visualizations  
Server-side Authorization  
Enhanced Ecommerce **Updated!**  
GA4 Event Builder  
Hit Builder  
Query Explorer  
Request Composer  
Spreadsheet Add-on  
Tag Assistant  
Usage Trends

Resources  
About this Site  
Help & Feedback

Fill out the required fields (marked with \*) in the form below, and once complete the full campaign URL will be generated for you. *Note: the generated URL is automatically updated as you make changes.*

\* Website URL   
The full website URL (e.g. <https://www.example.com>)

\* Campaign Source   
The referrer: (e.g. [google](#), [newsletter](#))

\* Campaign Medium   
Marketing medium: (e.g. [cpc](#), [banner](#), [email](#))

\* Campaign Name   
Product, promo code, or slogan (e.g. [spring\\_sale](#))

Campaign Term   
Identify the paid keywords

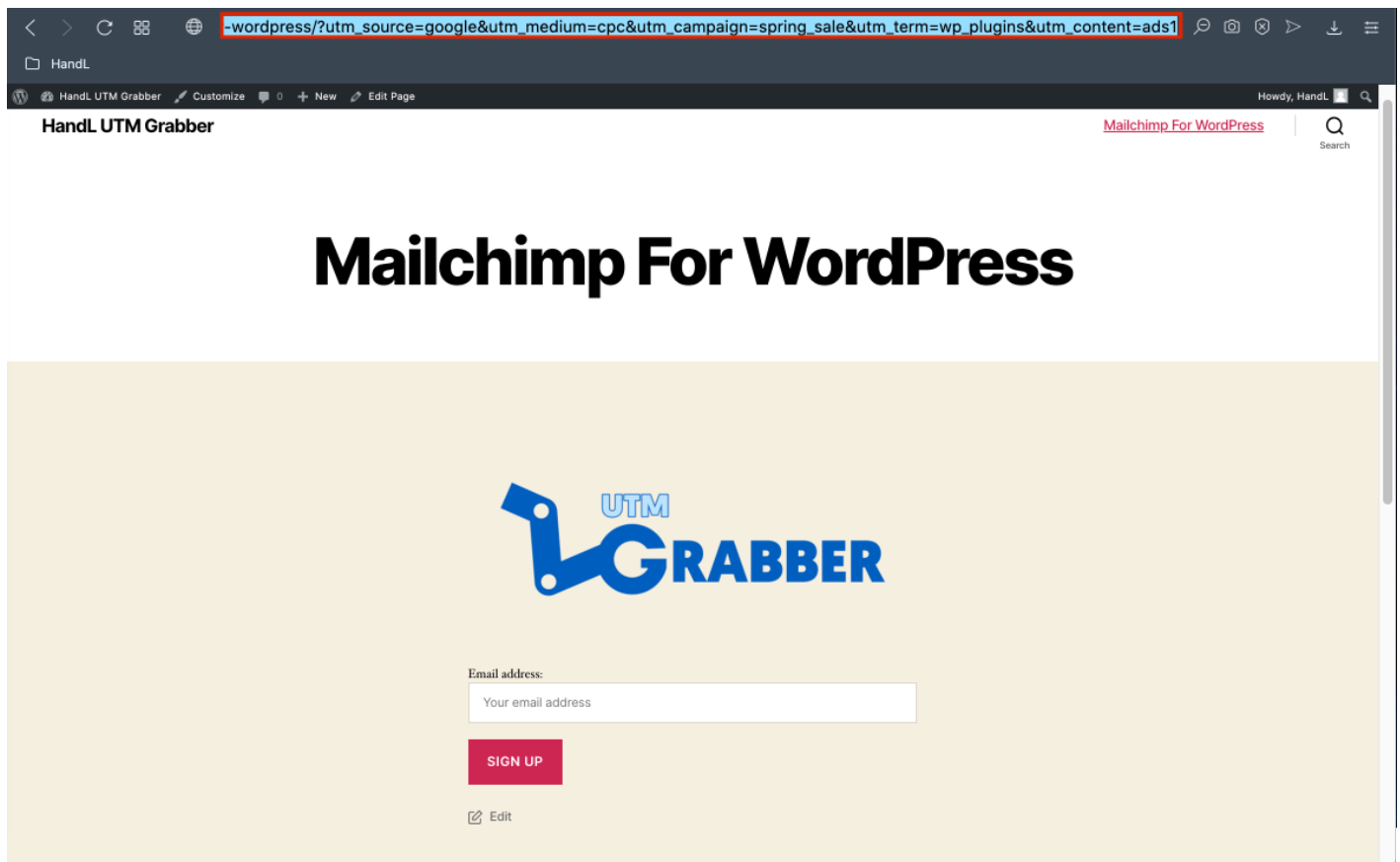
Campaign Content   
Use to differentiate ads

Share the generated campaign URL

Use this URL in any promotional channels you want to be associated with this custom campaign

☐ Set the campaign parameters in the fragment portion of the URL (not recommended).

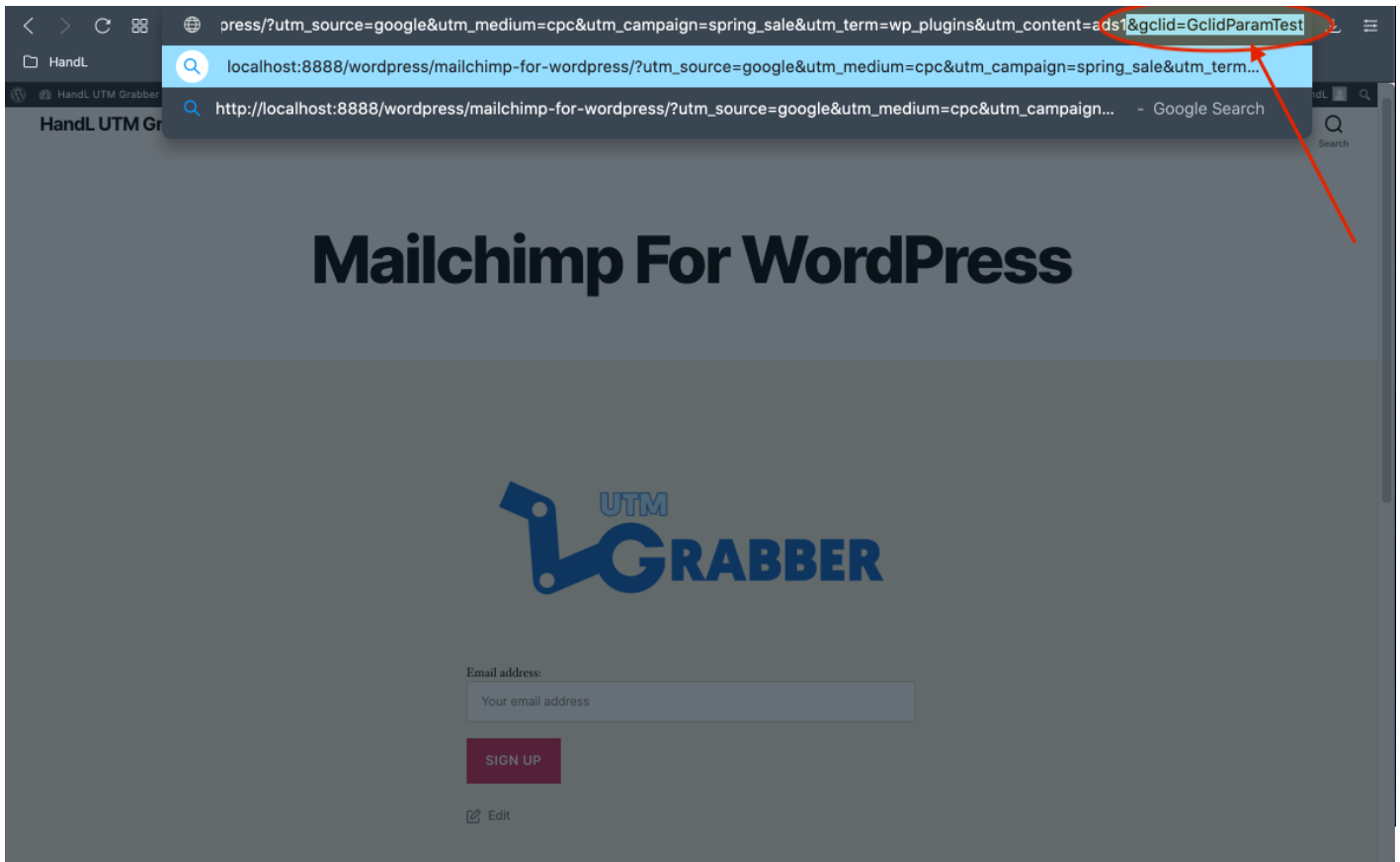
## 10-)Paste the URL that you copied



The screenshot shows a web browser window with the address bar containing the URL: `-wordpress/?utm_source=google&utm_medium=cpc&utm_campaign=spring_sale&utm_term=wp_plugins&utm_content=ads1`. The page title is "Mailchimp For WordPress". The main content area features the "UTM GRABBER" logo, which consists of a blue stylized robot head and the text "UTM GRABBER". Below the logo is a sign-up form with the label "Email address:" and a text input field containing the placeholder "Your email address". A red "SIGN UP" button is positioned below the input field. At the bottom of the form, there is a small "Edit" link with a pencil icon.

## 11-)Write the gclid parameter at the end of the URL Then send the form





## 12-)Here is your result on Mailchimp

