

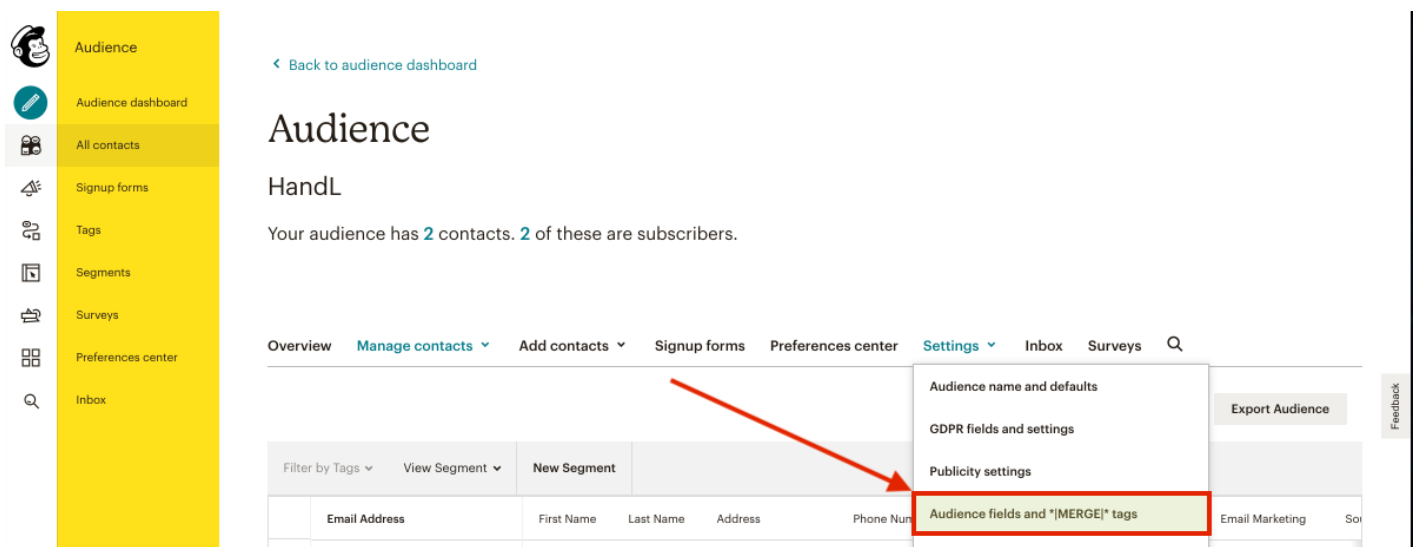
Mailchimp For Wordpress Integration

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



The screenshot shows the Mailchimp Audience dashboard for an audience named "HandL". The left sidebar contains navigation links: Audience, Audience dashboard, All contacts, Signup forms, Tags, Segments, Surveys, Preferences center, and Inbox. The main content area shows the audience has 2 contacts, 2 of which are subscribers. A navigation bar at the top includes links for Overview, Manage contacts, Add contacts, Signup forms, Preferences center, Settings, Inbox, and Surveys. The "Settings" dropdown menu is open, showing options: Audience name and defaults, GDPR fields and settings, Publicity settings, and Audience fields and *|MERGE|* tags. The last option is highlighted with a red box. A red arrow points from the "Settings" link in the navigation bar to this option. Below the settings menu is a table with columns: Email Address, First Name, Last Name, Address, and Phone Number. On the right side, there are buttons for "Export Audience" and "Email Marketing".

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"/>	* <input type="text" value="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"/>	* <input type="text" value="LNAME"/> * or *[MERGE2]*	<input type="text" value="Default merge tag val"/>
<input type="text" value="Address"/> address	<input type="checkbox"/>	<input type="checkbox"/>	* <input type="text" value="ADDRESS"/> * or *[MERGE3]*	<input type="text" value="Default merge tag val"/>
<input type="text" value="Phone Number"/> phone	<input type="checkbox"/>	<input type="checkbox"/>	* <input type="text" value="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"/>	* <input type="text" value="BIRTHDAY"/> * or *[MERGE5]*	<input type="text" value="Default merge tag val"/>
Date format <input type="text" value="MM / DD"/>				

3-)Add a Text Field

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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"/>
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"/>				

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

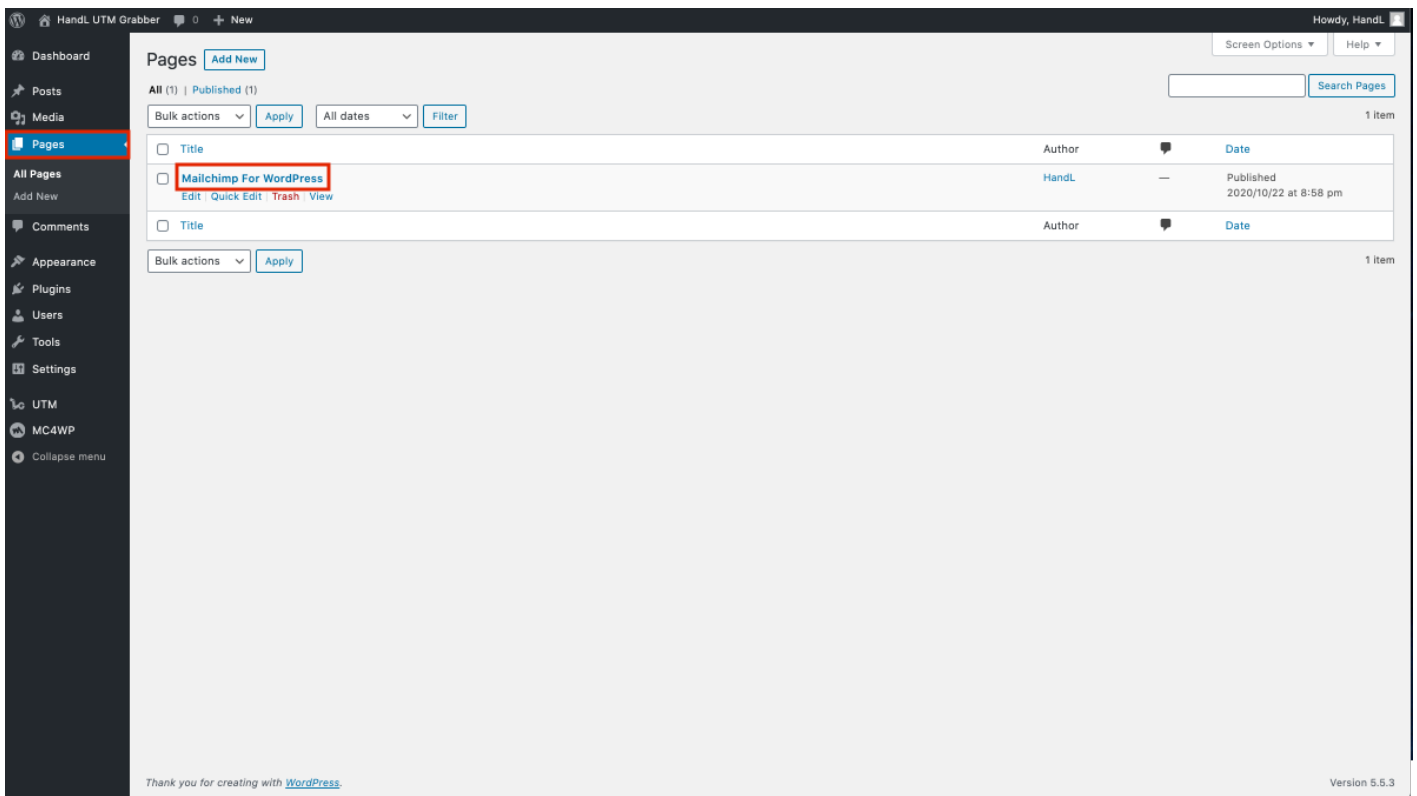
Add A Field

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

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



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

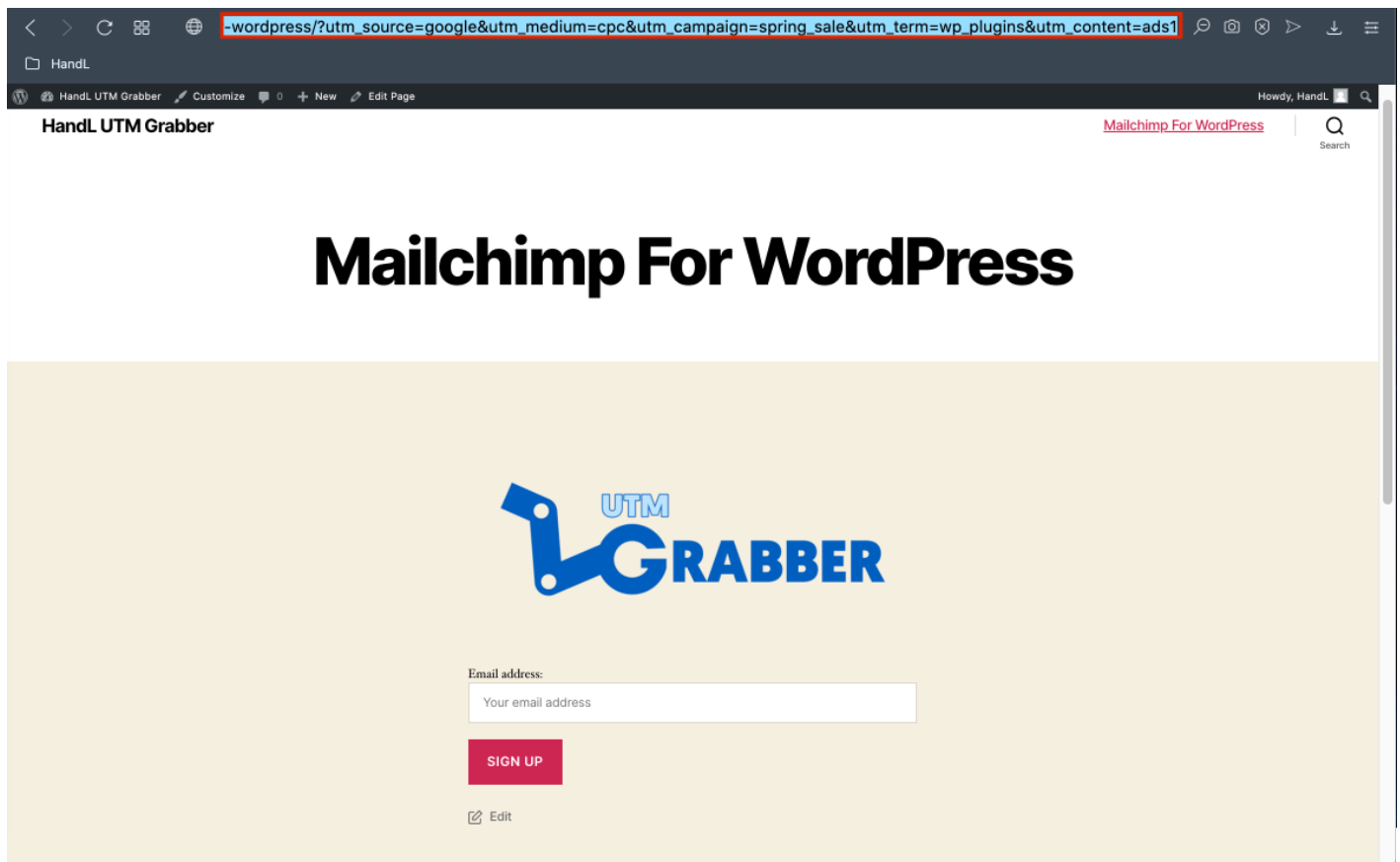
Campaign Content
Use to differentiate ads

Share the generated campaign URL

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

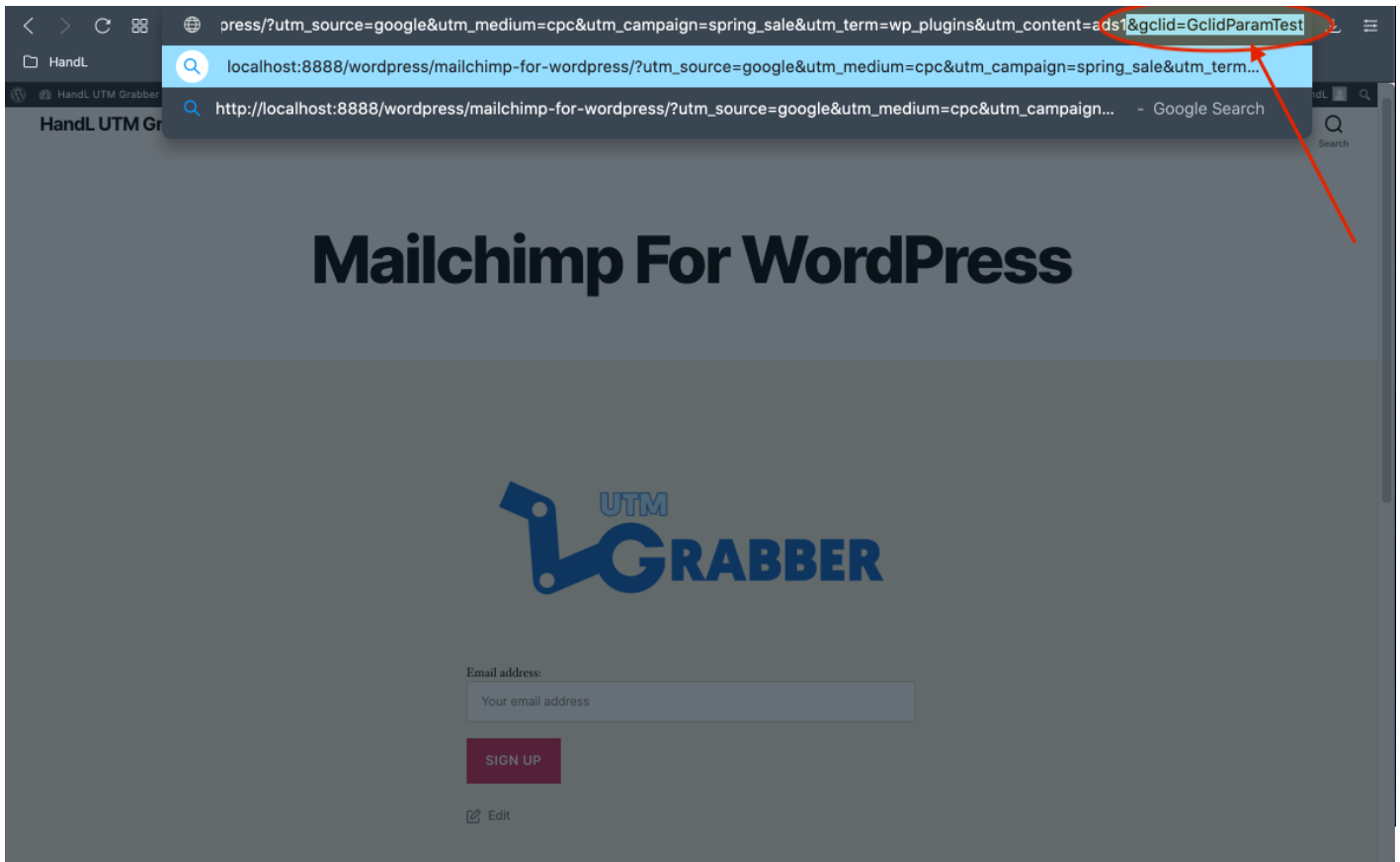
☐ Set the campaign parameters in the fragment portion of the URL (not recommended).

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 has a light beige background and 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:", a text input field containing the placeholder "Your email address", and a red "SIGN UP" button. At the bottom of the form 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

Audience

Audience dashboard

All contacts

Signup forms

Tags

Segments

Surveys

Preferences center

Inbox

Added via API on November 30th at 10:07 AM

★★★★★ Subscribed

Write a Note

1000 characters remaining

Write an internal note here

Add Note

Activity Feed

All Activity

November 30th

Added via API
2:07 AM

No tags for this contact

0%
Open rate

0%
Click rate

—
Total revenue

—
Average order value

Connect your store to get order data.

Profile Information

Edit

Email Address

Last Name

—

Address

—

Phone Number

—

Birthday

—

UTM_CAMPAIGN

spring_sale

UTM_SOURCE

google

UTM_MEDIUM

cpc

UTM_CONTENT

ads1

UTM_TERM

wp_plugins

GCLID

GclidParamTest

HANDL_LANDING_P...

http://localhost/wordpress/w...

HANDL_IP

::1