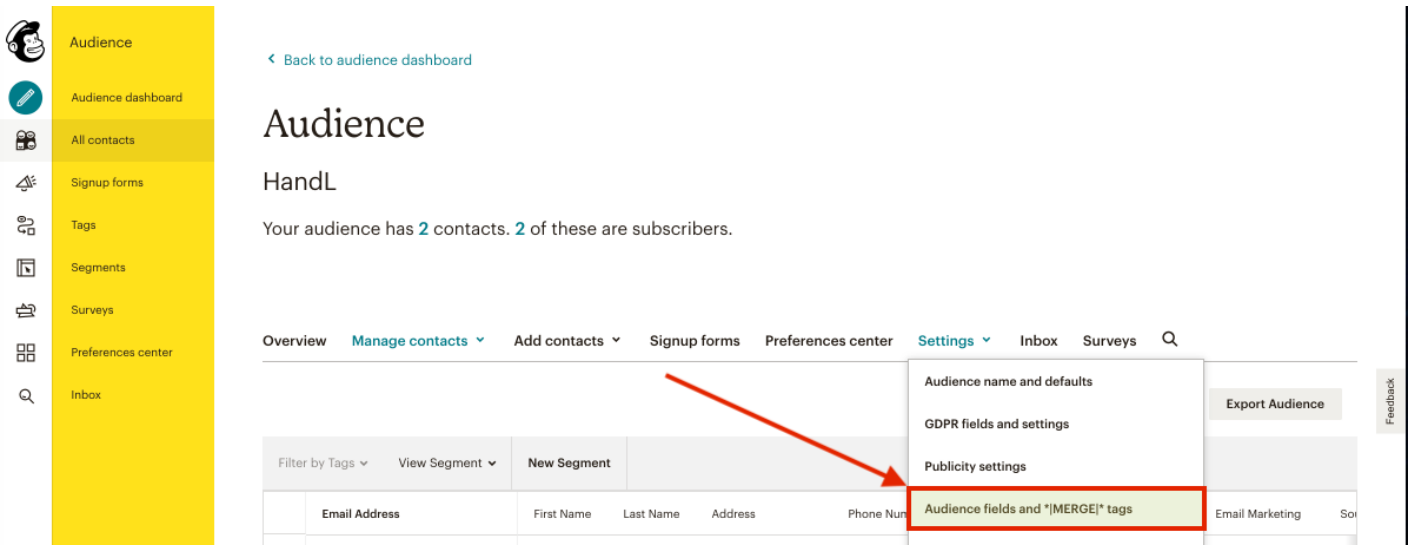
Mailchimp For Wordpress Integration

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

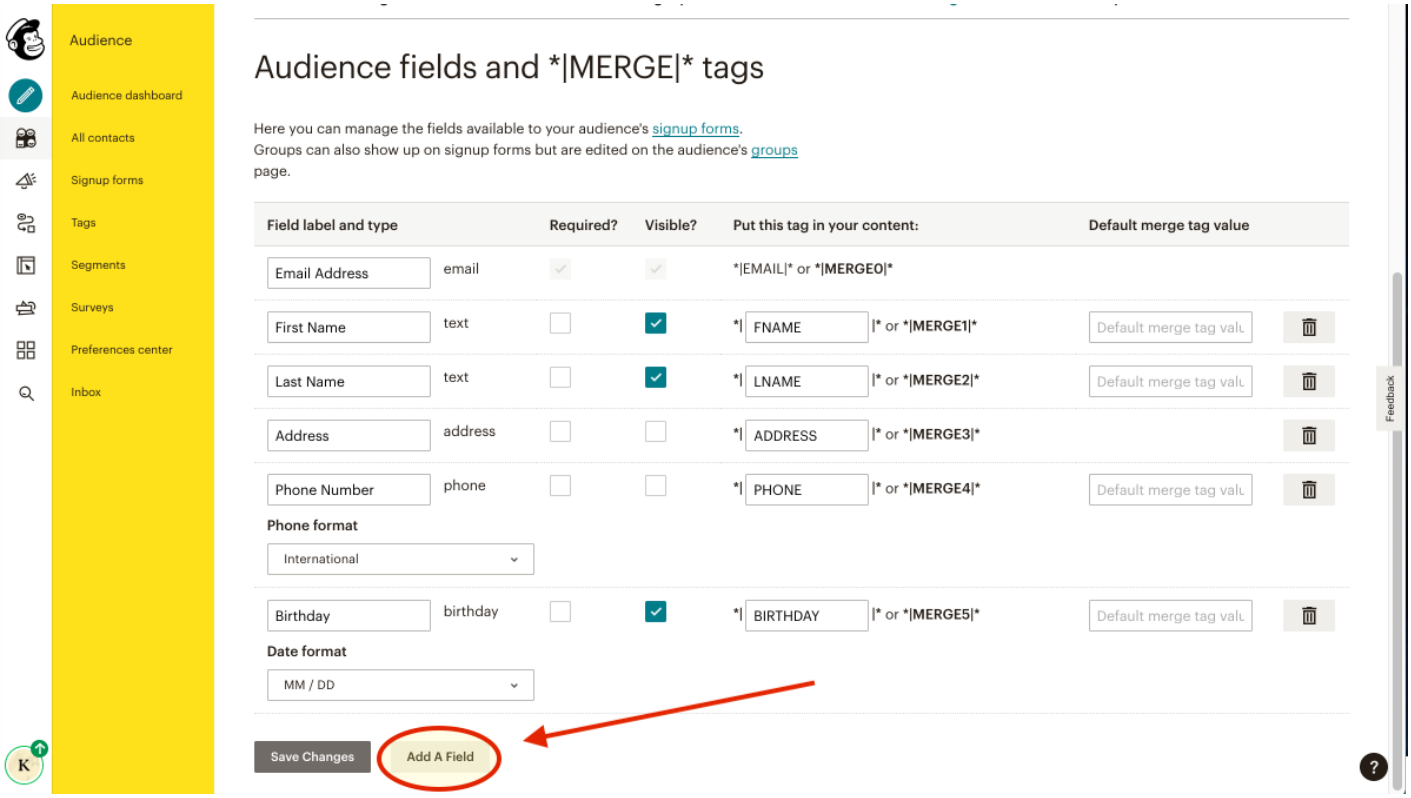
- MailChimp for WordPress Integration

MailChimp for WordPress Integration

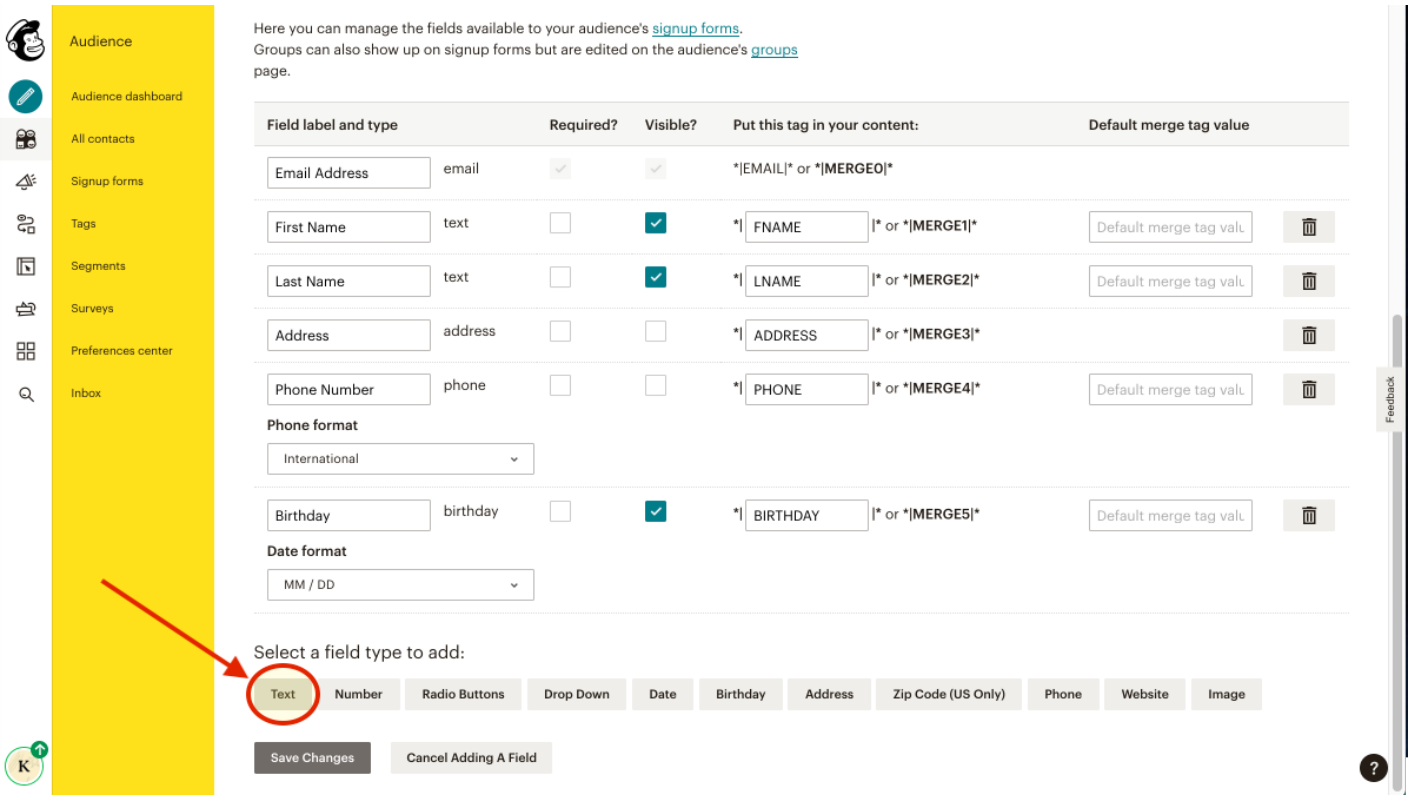
1-)Go to "fields and MERGE tags" from setting on Mailchimp



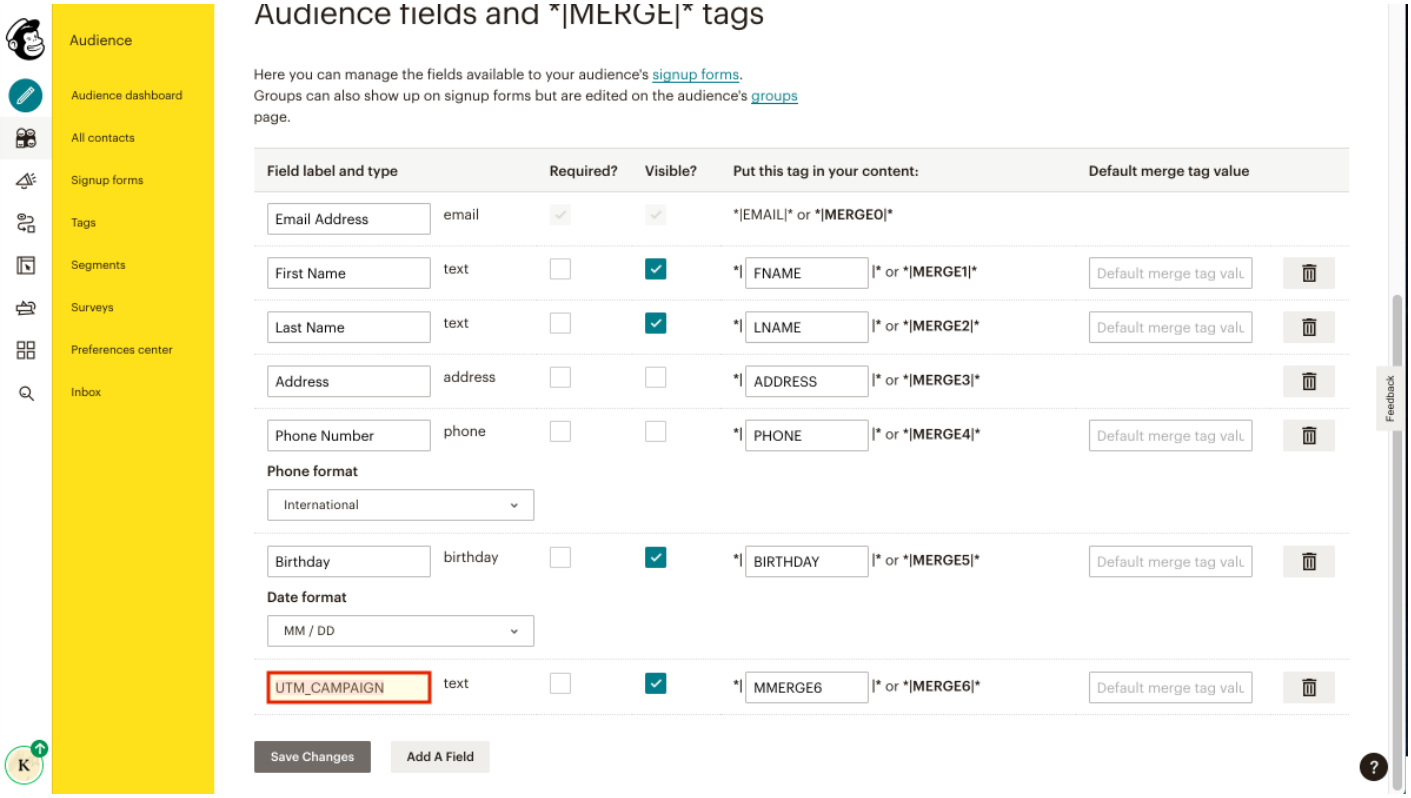
2-)Click on the "Add A Field" button



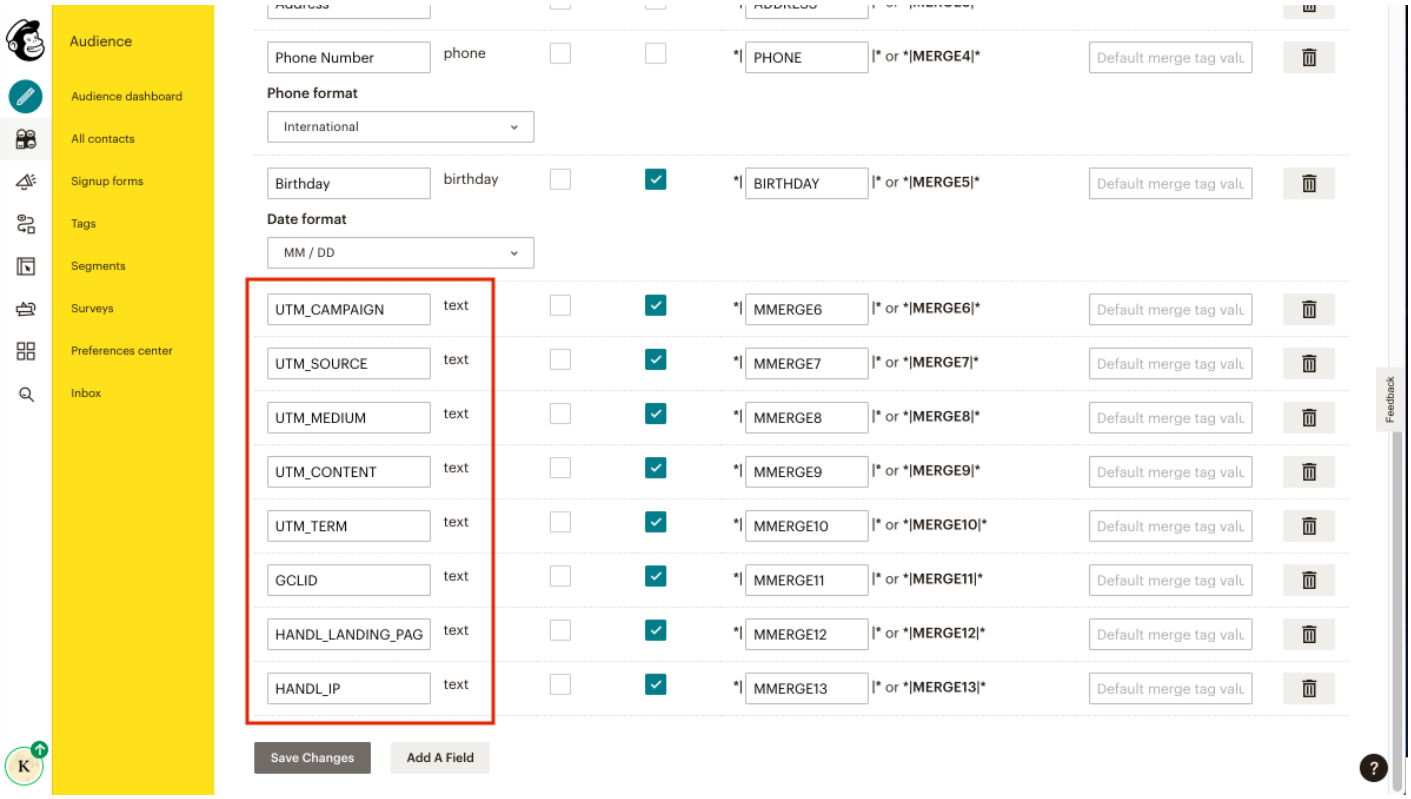
3-)Add a Text Field



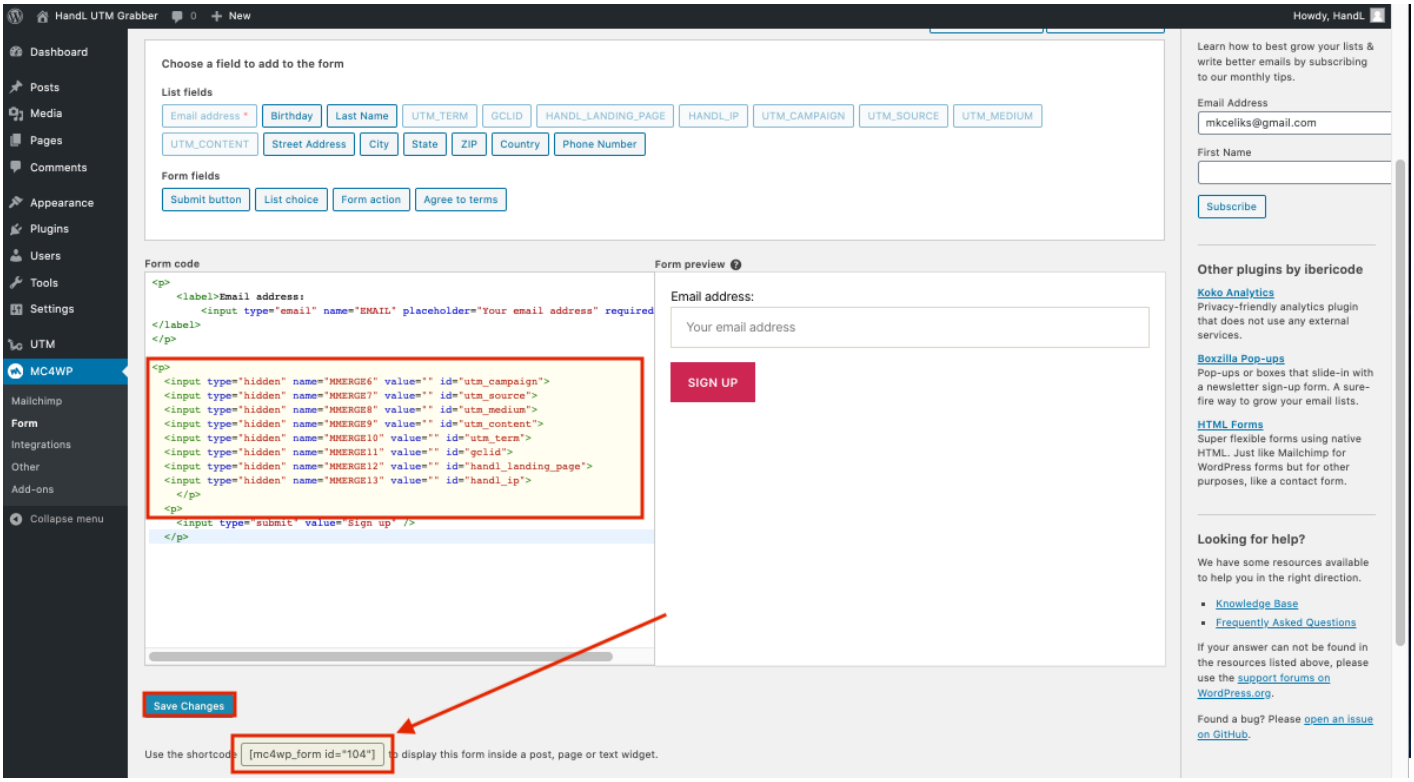
4-)Write your parameter name to the text blank



5-)Add your all parameters like that



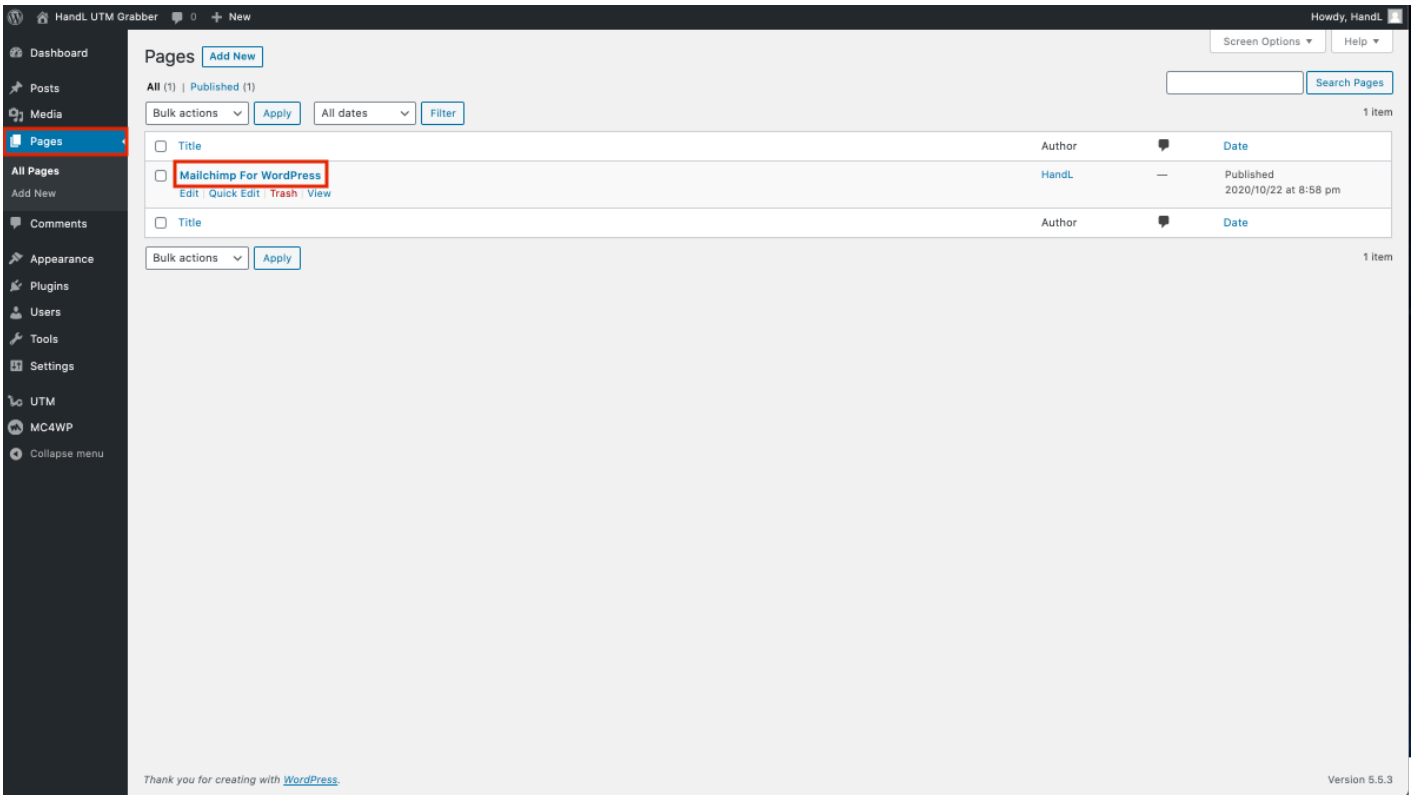
6-)Go to MC4WP plugin and write your parameters code into it.Then click on save changes and copy the form shortcode below the page



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>
```

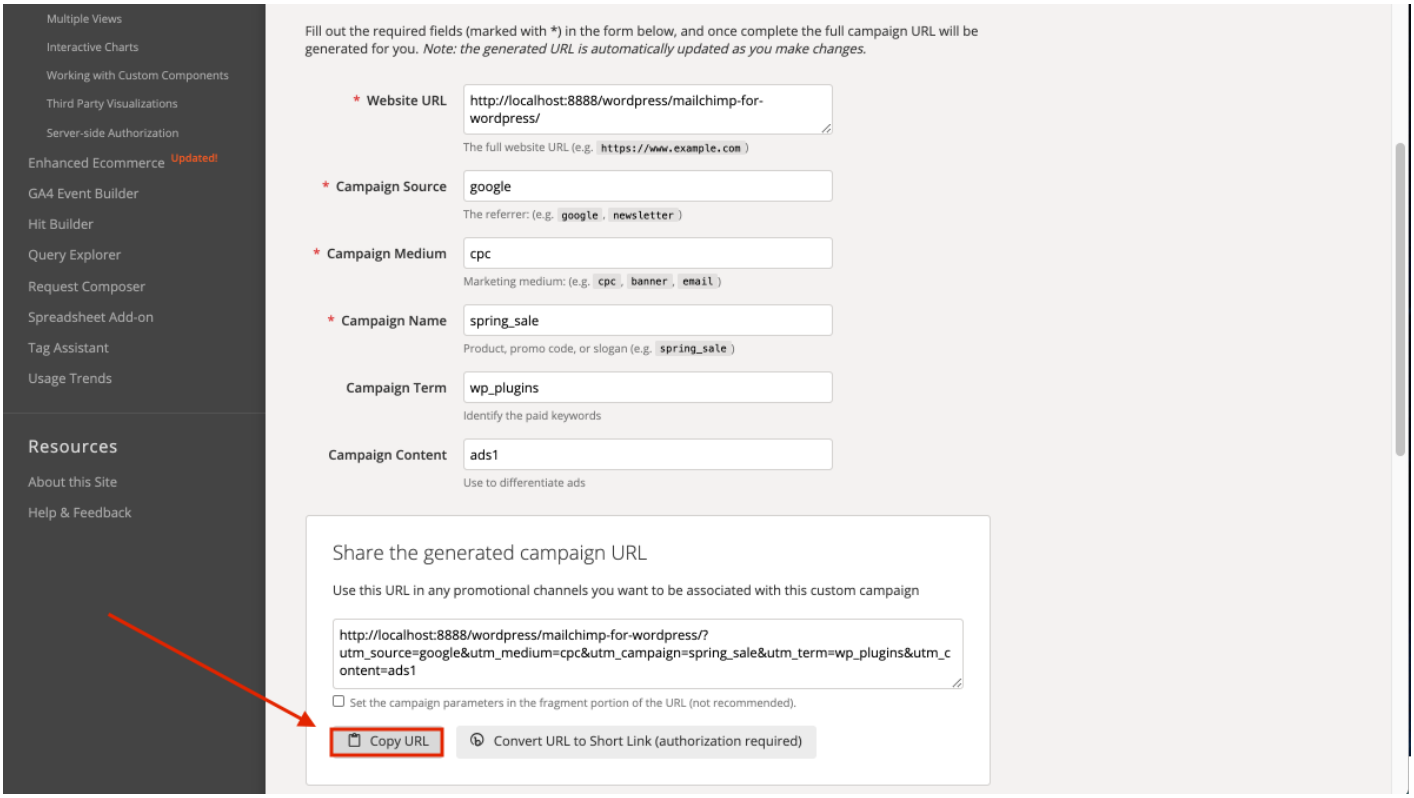
7-)Go to your pages section and open your page



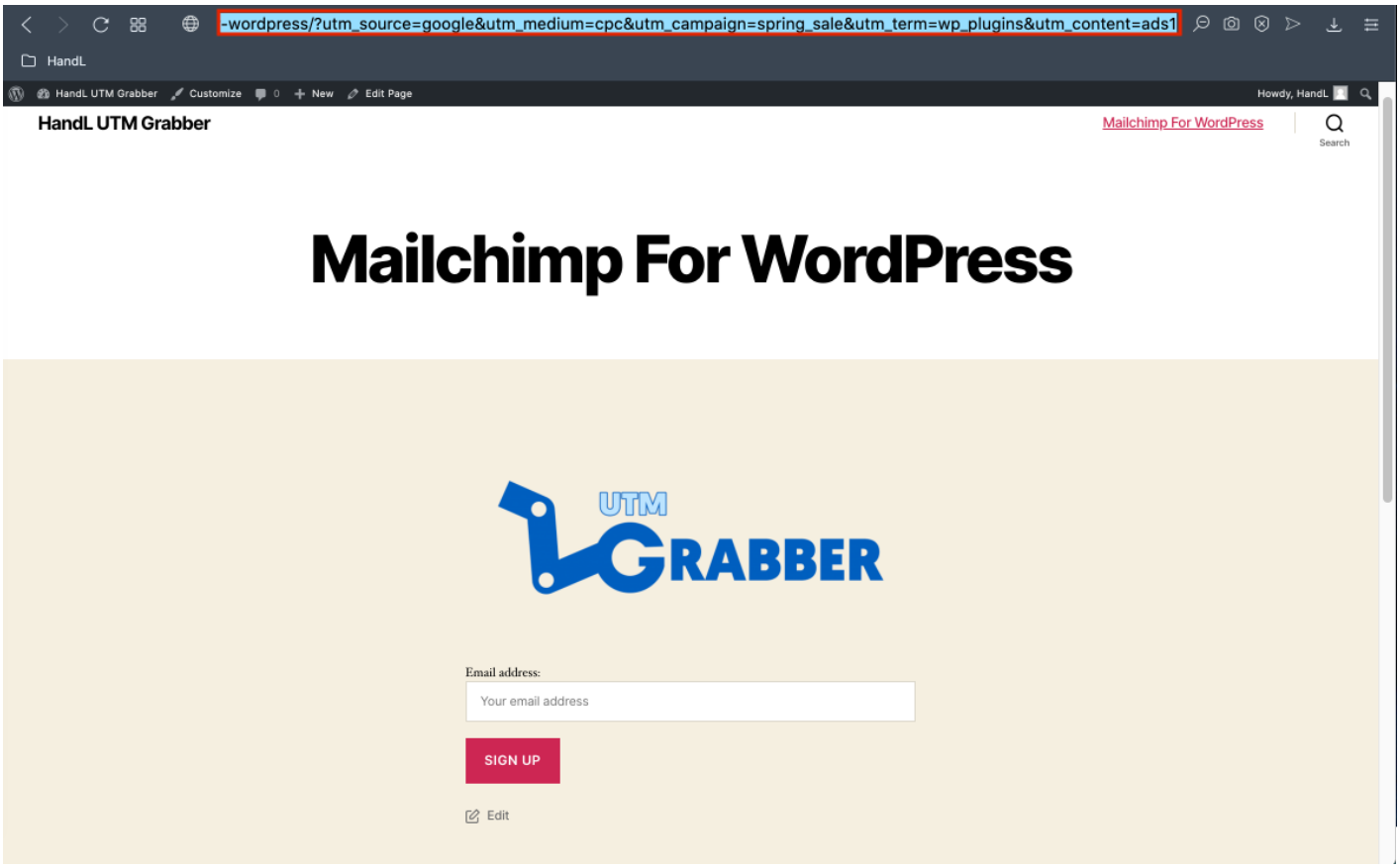
8-)Paste your form shortcode here



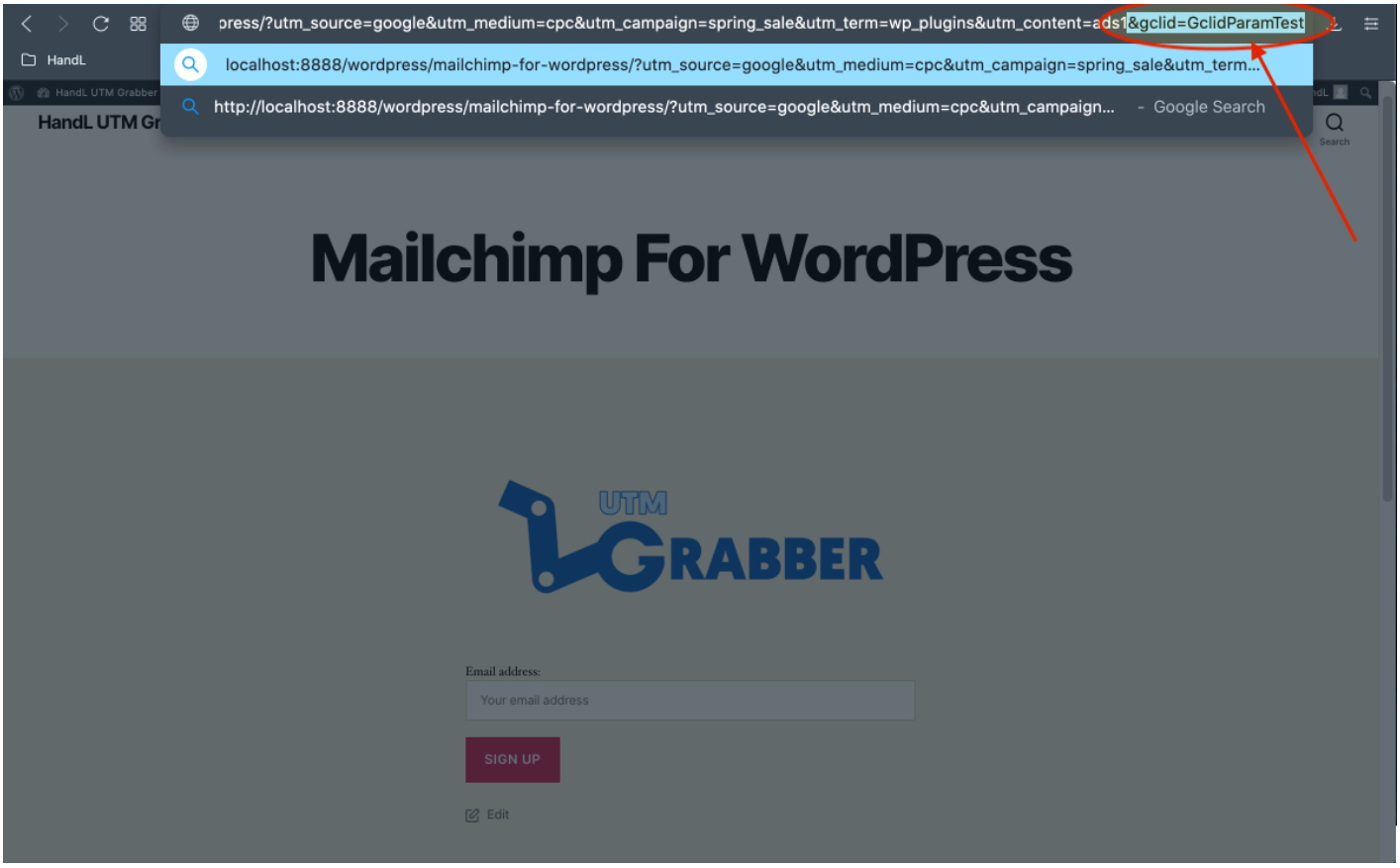
9-)Go to campaign URL builder and copy the URL that it generated



10-)Paste the URL that you copied



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



12-)Here is your result on Mailchimp

