MailerLite Integration

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

- How to collect UTMs in MailerLite

How to collect UTMs in MailerLite

Download official mailerlite plugin

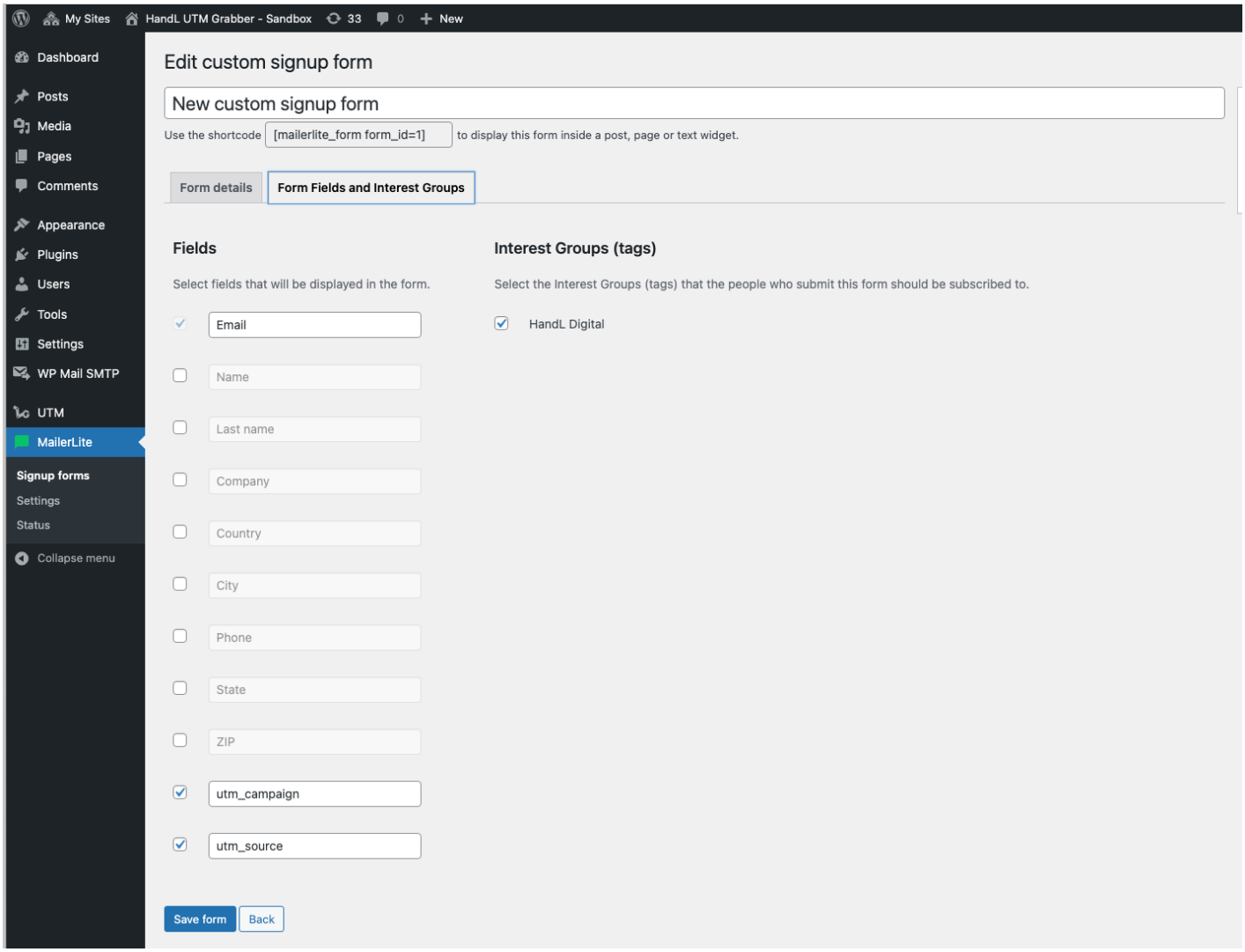
You can download it from

Set up your custom fields in mailerlite

Make sure your custom fields match exactly with ours for much easier integration. Native WP Shortcodes

Create your form in MailerLite plugin

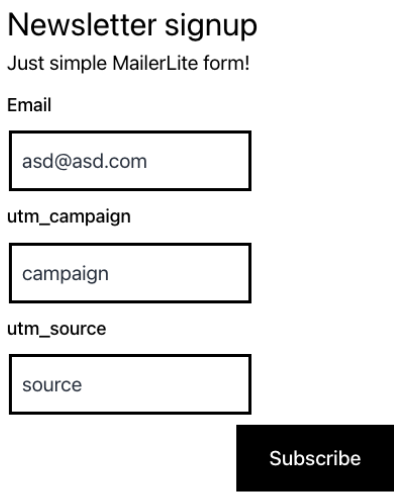
Select the custom fields that you want to include in your form. Here we included only two out of many. Feel free to include more as you need it from Native WP Shortcodes.



Your form will look like this

Use the shortcode for the form and include it in your page. Your form will look like this

MailerLite



You will most likely hide the utm fields

You can use the code attached to hide all the UTM fields. Make sure the list all the parameters you used from the third step. Here we only have `['utm_source','utm_campaign']`

```
['utm_source','utm_campaign'].forEach(function(v){jQuery("[name*="+v+"]").parent().hide()})
```

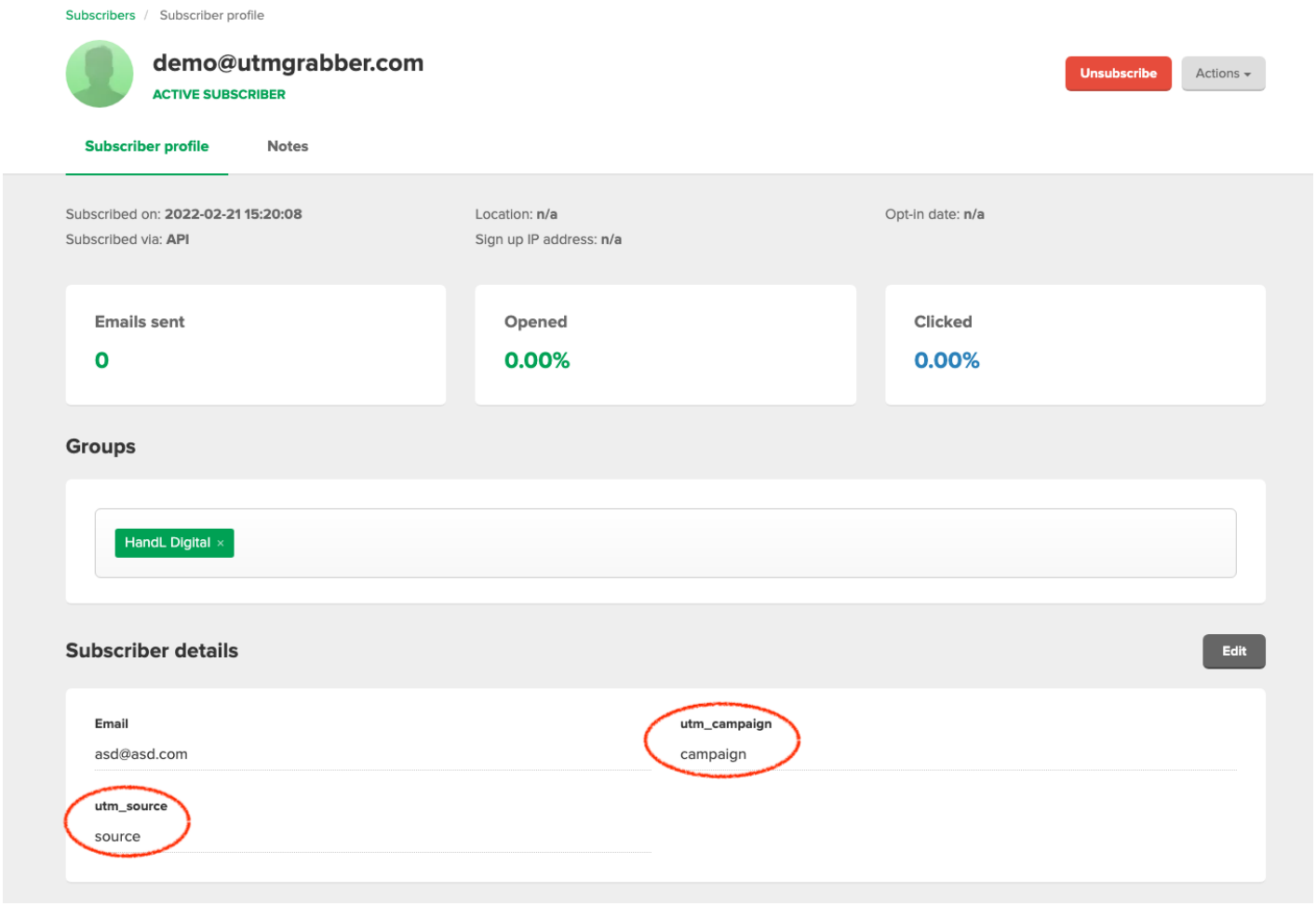
Form after hiding the fields

After removing the fields, your form will look like this.



Test

Take your form and it should populate all the utm fields automatically. You can see the data in MailerLite dashboard (Subscribers)


Subscribers / Subscriber profile
demo@utmgrabber.com
ACTIVE SUBSCRIBER
Unsubscribe
Actions
Subscriber profile
Notes
Subscribed on: 2022-02-21 15:20:08
Subscribed via: API
Location: n/a
Sign up IP address: n/a
Opt-in date: n/a
Emails sent
0
Opened
0.00%
Clicked
0.00%
Groups
HandL Digital ×
Subscriber details
Edit
Email
asd@asd.com
utm_campaign
campaign
utm_source
source

That's it!