

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](#).

WordPress dashboard sidebar with links: Dashboard, Posts, Media, Pages, Comments, Appearance, Plugins, Users, Tools, Settings, WP Mail SMTP, UTM, MailerLite. The main content area is titled "Edit custom signup form" and shows a "New custom signup form" section with a shortcode [mailerlite_form form_id=1]. Below this are two tabs: "Form details" and "Form Fields and Interest Groups". The "Form Fields and Interest Groups" tab is active, showing a list of fields to be displayed in the form. The fields are: Email (checked), Name, Last name, Company, Country, City, Phone, State, ZIP, utm_campaign (checked), and utm_source (checked). To the right, under "Interest Groups (tags)", the "HandL Digital" tag is selected. At the bottom, there are "Save form" and "Back" buttons.

Edit custom signup form

New custom signup form

Use the shortcode `[mailerlite_form form_id=1]` to display this form inside a post, page or text widget.

Form details | **Form Fields and Interest Groups**

Fields

Select fields that will be displayed in the form.

- ☒ Email
- ☐ Name
- ☐ Last name
- ☐ Company
- ☐ Country
- ☐ City
- ☐ Phone
- ☐ State
- ☐ ZIP
- ☒ utm_campaign
- ☒ utm_source

Interest Groups (tags)

Select the Interest Groups (tags) that the people who submit this form should be subscribed to.

- ☒ HandL Digital

[Save form](#) [Back](#)

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

Newsletter signup

Just simple MailerLite form!

Email

utm_campaign

utm_source

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.

Newsletter signup

Just simple MailerLite form!

Email

Subscribe

Test

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



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!

Revision #5

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