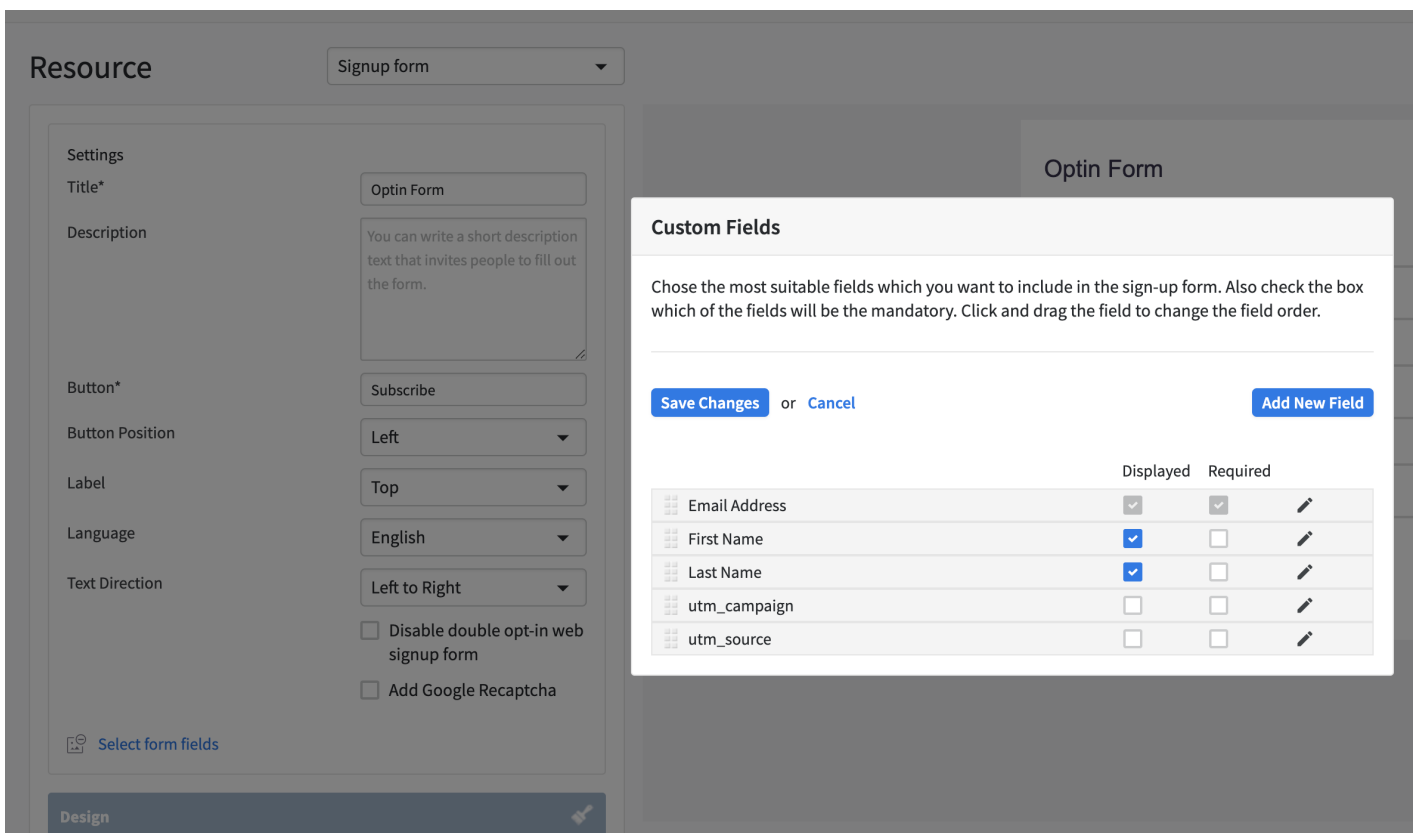


Mailgen Form Embed Integration

Create the subscribe (opt-in) form on Mailgen

Select `form fields` and enter the custom parameters you'd like to track. You can find the list of parameters you can track here [Native WP Shortcodes](#).



The screenshot shows the Mailgen 'Optin Form' settings interface. The 'Custom Fields' modal is open, displaying a table of fields to be included in the sign-up form. The table has columns for 'Displayed' and 'Required'. The fields listed are Email Address, First Name, Last Name, utm_campaign, and utm_source. The 'Email Address' field is checked for both 'Displayed' and 'Required'. The 'First Name' and 'Last Name' fields are checked for 'Displayed'. The 'utm_campaign' and 'utm_source' fields are not checked for either. There are 'Save Changes' and 'Cancel' buttons at the top left of the modal, and an 'Add New Field' button at the top right.

	Displayed	Required	
Email Address	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	
First Name	<input checked="" type="checkbox"/>	<input type="checkbox"/>	
Last Name	<input checked="" type="checkbox"/>	<input type="checkbox"/>	
utm_campaign	<input type="checkbox"/>	<input type="checkbox"/>	
utm_source	<input type="checkbox"/>	<input type="checkbox"/>	

Copy HTML embed code and paste it into a text file or documents

Because we'll edit the custom fields (see the next section)

Resource

Create HTML Embed Form

Settings

Type

HTML Code

Title

Optin Form

Description

You can write a short description text that invites people to fill out the form.

Button

Subscribe

Button Position

Left

Label

Top

Language

English

Text Direction

Left to Right

Copy/Paste code to your site

```
<!-- Begin Signup Form -->
<script type="text/javascript">
  if (typeof jQuery == 'undefined') {
    document.write('<scr' + 'ipt type="text/javascript" src="https://list.mailigen.com/js/jquery.js"></scr' + 'ipt>');
  }
</script>
<script language="javascript" type="text/javascript" src="https://list.mailigen.com/js/optin.js"></script>
```

Optin Form

Email Address *

First Name

Wrap around each custom fields using our wrappers

For example:

Replace

```
<div class="c2">
<input type="text" class="text" name="merge[3]" accept="text" value="">
</div>
```

To

```
<div class="c2"><[utm_campaign_i]<input type="text" class="text" name="merge[3]" accept="text"
value="%s" class="utm_campaign">[/utm_campaign_i]
</div>
```

See the list of wrappers for each custom parameters you created here [INPUT FIELD WRAPPER](#).

If you integrated correctly, you are ready to collect UTMs

M

Lists / Subscriber lists

Subscriber lists

Segments

Signup forms

Global suppression list

Back to lists

Optin Form

Add Subscribers

Active (1)

Type your keyword

Email Address	First Name	Last Name	utm_campaign	utm_source	Added On	Updated on	Engagement Rating
<input type="checkbox"/> testin@test.com	tetsting	teasd	campaign	source	08/01/2021 03:59	08/01/2021 03:59	★ ★ ★ ★ ★

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