Stripe

- Tracking UTMs in Payment Link

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As explained in the Stripe documentation on URL parameters, you can append UTM parameters to your buy link. When a customer completes the payment, these parameters will be included in the thank you page URL.

If you are using HandL UTM Grabber v3 and your customers are already returning to the same domain, you do not need to perform this setup. The UTM data will already be available in cookies. You can pass this data to your CRM, database, etc., by triggering a webhook on the thank you page (e.g., via Zapier or Make).