SureForms UTM Tracking with UTM Grabber

Introduction

This guide will help you set up UTM tracking in the SureForms WordPress plugin using UTM Grabber. By following these steps, you can capture UTM parameters in your form submissions.

Steps to Track UTMs

1. Add Hidden Fields

Navigate to SureForms: Go to your WordPress dashboard and select SureForms.

Edit Your Form: Choose the form you want to track UTMs for. Add Hidden Fields Add Fields: Insert several new fields for each UTM parameter you want to track, such as utm_campaign, utm_medium, organic_source, etc. Make Fields Hidden: Add the class `screen-reader-text` to these fields to ensure they remain hidden. Alternatively, you can create your own CSS class with display:none; to achieve the same effect.

```
.hidden-field {
    display: none;
}
```

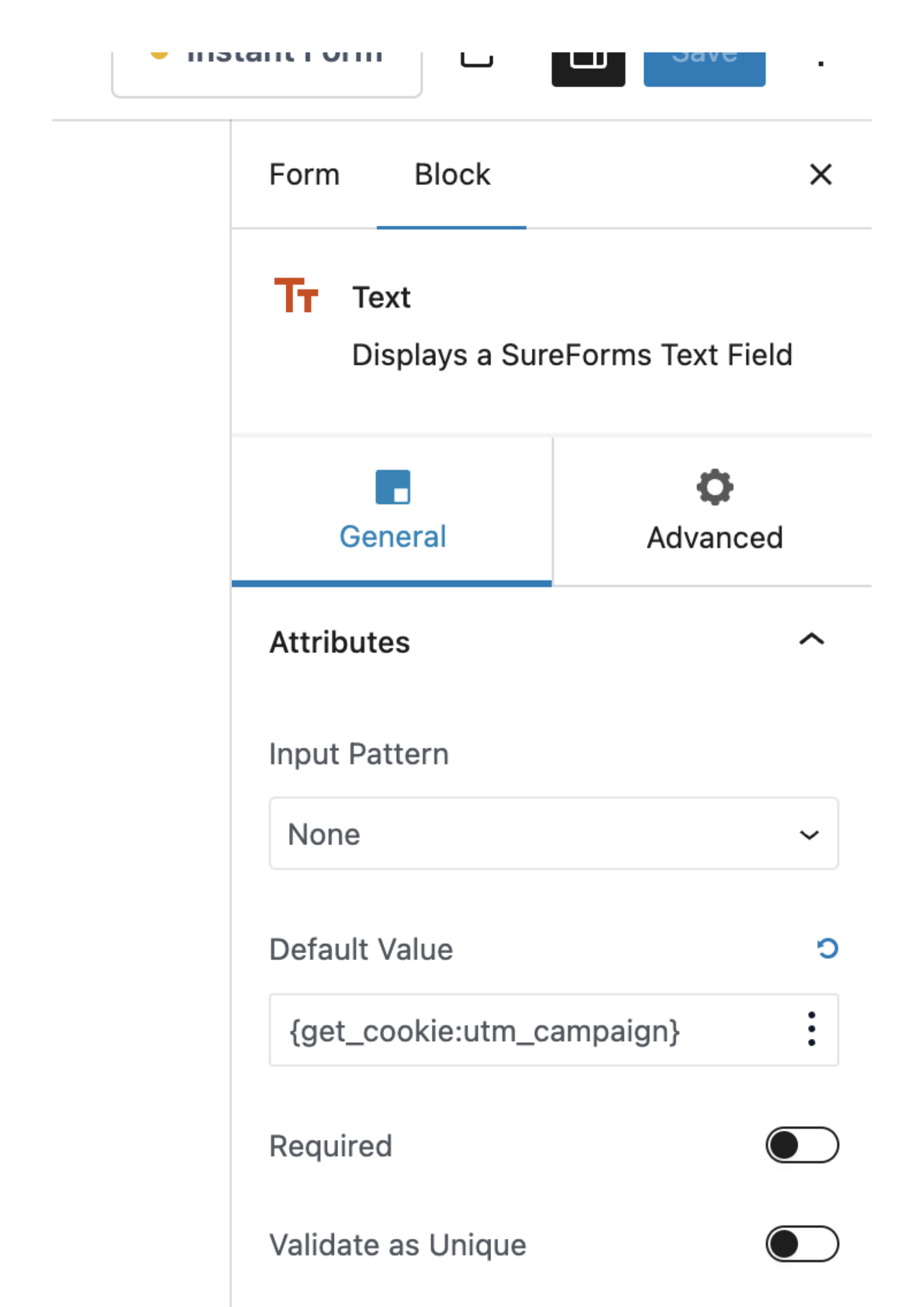
2. Configure Default Values

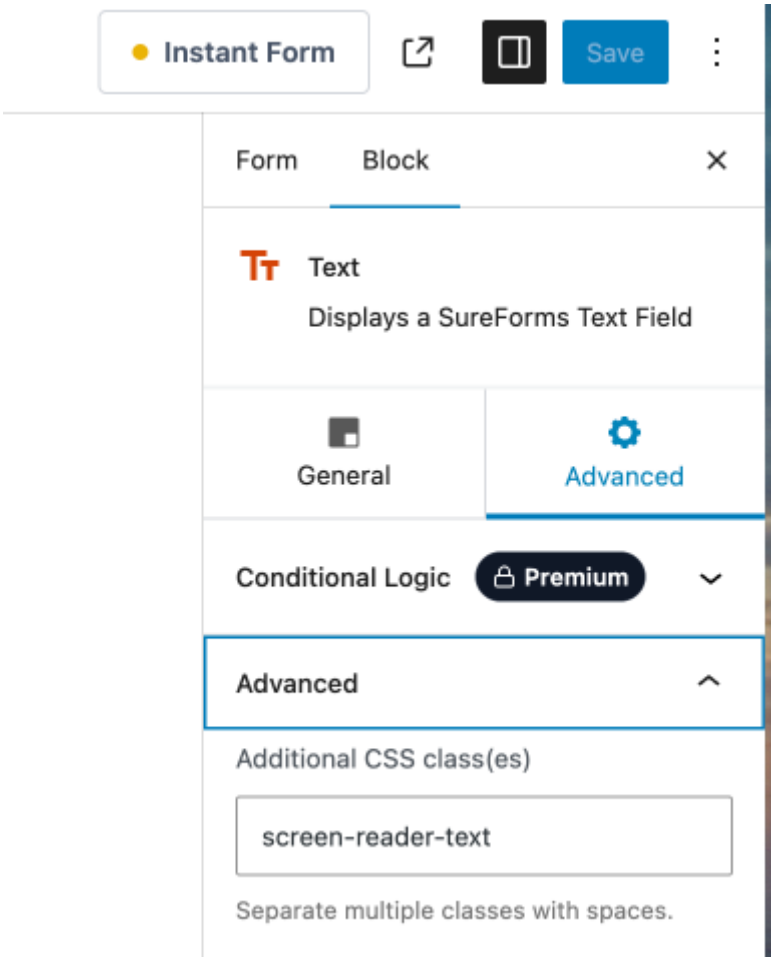
Set Default Value: For each hidden field, use the "Default Value" setting to specify that the value should be retrieved from a cookie. Assign Parameter Names: Ensure that the parameter names correspond to the UTM parameters you wish to track, such as: utm_campaign utm_medium utm_source utm_content utm_term

3. Example Field Setup

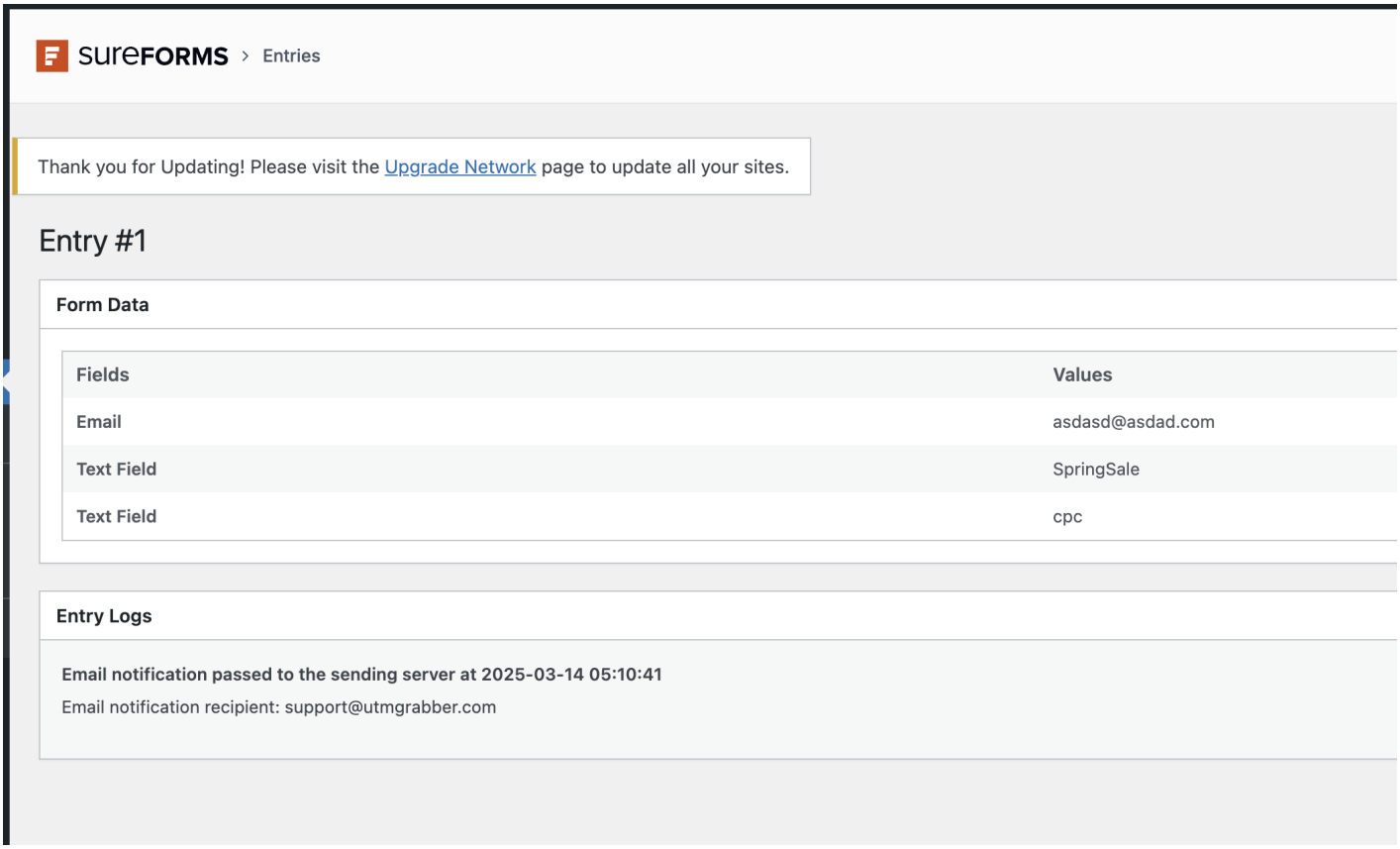
Here is an example setup for the utm_campaign:

Field Name: UTM Campaign Type: Hidden Class: hidden-field or screen-reader-text Default Value: Cookie Value Parameter Name: utm_campaign Repeat similar steps for each UTM parameter you want to track.


Form
Block
Text
Displays a SureForms Text Field
General
Advanced
Attributes
Input Pattern
None
Default Value
{get_cookie:utm_campaign}
Required
Validate as Unique



Verification Once you have completed the setup, test your form by visiting a URL with UTM parameters and submitting the form. You should see the UTM values captured in your form entries.



Conclusion You've successfully set up UTM tracking in your SureForms using UTM Grabber. This will help you monitor and analyze the effectiveness of your marketing campaigns efficiently.

Revision #1

Created Fri, Mar 14, 2025 5:11 AM by Leman

Updated Fri, Mar 14, 2025 5:16 AM by Leman