

# Collect UTMs in WooCommerce OrderPage

## No configuration required :)

HandL UTM Grabber V3 makes UTM collection very easy in WooCommerce. There is no settings/adjustments required. Once you receive order, all the UTM variables and other custom parameters will be available in HandL UTM Grabber meta box and custom fields (see the images below).

The screenshot displays a WooCommerce Order Page for Order #66. The page is divided into several sections:

- Order #66 details:** Shows payment via Direct bank transfer, paid on August 28, 2020, at 5:59 am. Customer IP: 127.0.0.1.
- General:** Date created: 2020-08-28, Status: Completed, Customer: Guest.
- Billing:** John Doe, Acme Inc., 100 Main Street, Austin, TX 78928, United States (US). Email address: test@example.com, Phone: 5122002020.
- Shipping:** No shipping address set.
- Item Table:** Lists 'Test Product' with a cost of £5.00, quantity of 1, and total of £5.00. Subtotals and totals are also shown.
- Downloadable product permissions:** Search for a downloadable product and Grant access.
- Custom Fields:** A table with Name and Value columns. Fields include handl\_ip (127.0.0.1), handl\_landing\_page (https://handl-sandbox/product/test-product/?utm\_source=HandL.Source&utm\_medium=HandL.Medium&utm\_campaign=HandL.Campaign&a), and handl\_original\_ref (https://handl-sandbox/product/test-product/?utm\_source=HandL.Source&utm\_medium=HandL.Medium&utm\_campaign=HandL.Campaign&a).
- HandL UTM Grabber V3:** A meta box on the right side of the page, highlighted with a red border. It contains a list of UTM variables and their values: Utm Source (HandL.Source), Utm Medium (HandL.Medium), Utm Term (HandL.Term), Utm Content (HandL.Content), Utm Campaign (HandL.Campaign), Gclid (NA), Handl Original Ref (https://handl-sandbox/product/test-product/?utm\_source=HandL.Source&utm\_medium=HandL.Medium&utm\_campaign=HandL.Campaign&utm\_term=HandL.Term&utm\_content=HandL.Content), Handl Landing Page (https://handl-sandbox/product/test-product/?utm\_source=HandL.Source&utm\_medium=HandL.Medium&utm\_campaign=HandL.Campaign&utm\_term=HandL.Term&utm\_content=HandL.Content), Handl Ip (127.0.0.1), Handl Ref (https://handl-sandbox/checkout/), Handl Url (https://handl-sandbox/?wc-ajax=checkout), Email (NA), Username (NA), Gaclientid (NA), and Organic Source (https://handl-sandbox/product/test-product/?utm\_source=HandL.Source&utm\_medium=HandL.Medium&utm\_campaign=HandL.Campaign&utm\_term=HandL.Term&utm\_content=HandL.Content).

Or same data can be accessible in Custom Fields:

Posts

Media

Pages

Comments

WooCommerce

Home

Orders2

Customers

Coupons

Reports

Settings

Status

Extensions

Products

Analytics

Marketing

Appearance

Plugins

Users

Tools

Settings

UTM

Collapse menu

Order #66 details

Payment via Direct bank transfer. Customer IP: 127.0.0.1

General

Date created:  
2020-08-28 @ 05:24

Status:  
On hold

Customer:  
Guest

Billing

John Doe  
Acme Inc.  
100 Main Street  
Austin, TX 78928  
United States (US)

Email address:  
test@example.com

Phone:  
5122002020

Shipping

Address:  
No shipping address set.

Item	Cost	Qty	Total
<a href="#">Test Product</a>	£5.00	× 1	£5.00
Items Subtotal:			£5.00
Order Total:			£5.00

Add item(s)

Apply coupon

Refund

Recalculate

Custom Fields

Name	Value
handl_ip	127.0.0.1
handl_landing_page	https://handl-sandbox/product/test-product/?utm_source=HandL.Source&utm_medium=HandL.Medium&utm_campaign=HandL.Campaign&a
handl_original_ref	https://handl-sandbox/product/test-product/?utm_source=HandL.Source&utm_medium=HandL.Medium&utm_campaign=HandL.Campaign&a
handl_ref	https://handl-sandbox/checkout/
handl_url	https://handl-sandbox/?wc-ajax=checkout

Order actions

Choose an action...

Move to Trash

Update

Order notes

Awaiting BACS payment Order status changed from Pending payment to On hold.

August 28, 2020 at 5:24 am

Delete note

Add note

Private note

Add

Dashboard

Posts

Media

Pages

Comments

WooCommerce

Home

Orders 2

Customers

Coupons

Reports

Settings

Status

Extensions

Products

Analytics

Marketing

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Plugins

Users

Tools

Settings

UTM

Collapse menu

WooCommerce / Orders / Edit Order

Delete

Update

handl\_ref

https://handl-sandbox/checkout/

Delete

Update

handl\_url

https://handl-sandbox/?wc-ajax=checkout

Delete

Update

is\_vat\_exempt

no

Delete

Update

organic\_source

https://handl-sandbox/product/test-product/?utm\_source=HandLSource&utm\_medium=HandLMedium&utm\_campaign=HandLCampaign&a

Delete

Update

utm\_campaign

HandLCampaign

Delete

Update

utm\_content

HandLContent

Delete

Update

utm\_medium

HandLMedium

Delete

Update

utm\_source

HandLSource

Delete

Update

utm\_term

HandLTerm

Add New Custom Field:

Name

Value

— Select —

Enter new

Add Custom Field

Custom fields can be used to add extra metadata to a post that you can [use in your theme](#).

Revision #5

Created Fri, Aug 28, 2020 5:26 AM by [Leman](#)

Updated Fri, Aug 28, 2020 6:22 AM by [Leman](#)