

Send UTMs from WooCommerce to Google Analytics

Enable Ecommerce Tracking in Google Analytics

You should enable this in your Google Analytics account. Information how to do it can be found [here](#)

Configure Google Analytics Webhook in HandL UTM Grabber

We have a preloaded configuration that will allow you to send UTMs or event data to Google Analytics as soon as a status of order change in WooCommerce (payment_complete, order_status_pending, order_status_failed, order_status_on-hold, order_status_processing, order_status_completed, order_status_refunded, order_status_cancelled)

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Google Analytics (Offline Conversion) ▾

You can use [Google's Hit Builder](#) to build your queries

Postback URL

https://www.google-analytics.com/collect

https://example.com/webhook/

When payment complete

v=1&t=event&tid=UA-XXXX-X&cid=wc|data__customer_id&ti=wc|data__order_key&tr=wc|data__total&tt=wc|data__total_tax&ts=wc|data__gclid=wc|meta__gclid&amount=wc|data__total&cur=wc|data__currency&utm_source=handl|utm_source&status=payment_complete

When order status pending

Payload

gclid=wc|meta__gclid&amount=wc|data__total&cur=wc|data__currency&utm_source=handl|utm_source&status=order_status_pending

When order status failed

Payload

gclid=wc|meta__gclid&amount=wc|data__total&cur=wc|data__currency&utm_source=handl|utm_source&status=order_status_failed

When order status on-hold

Payload

gclid=wc|meta__gclid&amount=wc|data__total&cur=wc|data__currency&utm_source=handl|utm_source&status=order_status_on-hold

When order status processing

Payload

gclid=wc|meta__gclid&amount=wc|data__total&cur=wc|data__currency&utm_source=handl|utm_source&status=order_status_processing

When order status completed

v=1&t=event&tid=UA-5992641-18&cid=123123&ti=wc|data__order_key&tr=wc|data__total&tt=wc|data__total_tax&ts=wc|data__shipping_

gclid=wc|meta__gclid&amount=wc|data__total&cur=wc|data__currency&utm_source=handl|utm_source&status=order_status_completed

When order status refunded

Payload

gclid=wc|meta__gclid&amount=wc|data__total&cur=wc|data__currency&utm_source=handl|utm_source&status=order_status_refunded

When order status cancelled

Payload

gclid=wc|meta__gclid&amount=wc|data__total&cur=wc|data__currency&utm_source=handl|utm_source&status=order_status_cancelled

Save Changes

Select WHEN to send data to Google Analytics

We recommend sending the data to Google Analytics as soon as payment complete. That's why we auto-populate that hook out of the box. You can configure the other fields the same way.

HandL UTM Grabber

HandL Options

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Postback URL

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https://example.com/webhook/

When payment complete

v=1&t=event&tid=UA-XXXXX-X&cid=wc|data__customer_id&ti=wc|data__order_key&tr=wc|data__total&tt=wc|data__total_tax&ts=wc|data__gclid=wc|meta__gclid&amount=wc|data__total&cur=wc|data__currency&utm_source=handl|utm_source&status=payment_complete

When order status pending

Payload

gclid=wc|meta__gclid&amount=wc|data__total&cur=wc|data__currency&utm_source=handl|utm_source&status=order_status_pending

When order status failed

Payload

gclid=wc|meta__gclid&amount=wc|data__total&cur=wc|data__currency&utm_source=handl|utm_source&status=order_status_failed

When order status on-hold

Payload

gclid=wc|meta__gclid&amount=wc|data__total&cur=wc|data__currency&utm_source=handl|utm_source&status=order_status_on-hold

Setup the data you want to send it to Google Analytics

You can use HandL URL builder to configure your fields easier. Click the icon next to the input field shown in the image below.

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Google Analytics (Offline Conversion) ▾

You can use [Google's Hit Builder](#) to build your queries

Postback URL

https://www.google-analytics.com/collect

https://example.com/webhook/

When payment complete

v=1&t=event&tid=UA-5992641-18&cid=wc|data__customer_id&ti=wc|data__order_key&tr=wc|data__total&gclid=wc|meta__gclid&amount=wc|data__total&cur=wc|data__currency&utm_source=handl|utm_source&status=payment_complete

When order status pending

x=21&c=2

gclid=wc|meta__gclid&amount=wc|data__total&cur=wc|data__currency&utm_source=handl|utm_source&status=order_status_pending

When order status failed

Payload

gclid=wc|meta__gclid&amount=wc|data__total&cur=wc|data__currency&utm_source=handl|utm_source&status=order_status_failed

When order status on-hold

Payload

gclid=wc|meta__gclid&amount=wc|data__total&cur=wc|data__currency&utm_source=handl|utm_source&status=order_status_on-hold

When order status processing

Payload

gclid=wc|meta__gclid&amount=wc|data__total&cur=wc|data__currency&utm_source=handl|utm_source&status=order_status_processing

To remove a paramater from the payload, click the red remove icon. To add a new parameter click "+ Add New Parameter" button at the bottom. To save the progrees, click "Save" like shown in the image below.

WooCommerce Postback

HandL Postback Payload Builder

tcc	COUPON
pa	purchase
pr1id	wc product__id
pr1nm	wc product__name
pr1qt	1
pr1pr	wc data__total
ni	1
cu	USD
cn	wc meta__utm_campaign
cs	wc meta__utm_source
cm	wc meta__utm_medium
ck	wc meta__utm_keyword
cc	wc meta__utm_content
ec	HandleEventCat
ea	HandleEventAction
el	HandleEventLabel
ev	(int)wc data__total

[+ Add Parameter](#)[Save](#)

Replace tid to your tracking ID

First replace tid to your tracking ID (UA-XXXXX-X)

When payment complete

```
v=1&t=event&id=UA-XXXXX-X&cid=wc|data__customer_id&ti=wc|data__order_key&tr=wc|data__total&tt=wc|data__total_tax&ts=wc|data__shipping_total&tcc=COUPON&pa=purchase&prlid=wc|product__id&prlnm=wc|product__name&prlqt=1&prlpr=wc|data__total&ni=1&cu=USD&cn=wc|meta__utm_campaign&cs=wc|meta__utm_source&cm=wc|meta__utm_medium&ck=wc|meta__utm_keyword&cc=wc|meta__utm_content&ec=HandleEventCat&ea=HandleEventAction&el=HandleEventLabel&
```

Configure your data

You can send almost any data that generated in WooCommerce to Google Analytics. There are few rules to follow. We configured the few fields out of the box for you. However you can add your own field in addition to this.

Pay attention to the value key pairs that is specific to Google Analytics. You can find more information [here](#)

If you need to cast/format a variable into string, integer or float simply add `(int)`, `(str)` or `(float)` before your variable. This is especially required for Event Value field as shown below.

```
v=1&
t=event&
tid=UA-XXXXX-X&
cid=wc|data__customer_id&
ti=wc|data__order_key&
tr=wc|data__total&
tt=wc|data__total_tax&
ts=wc|data__shipping_total&
tcc=COUPON&
pa=purchase&
prlid=wc|product__id&
prlnm=wc|product__name&
prlqt=1&
prlpr=wc|data__total&
ni=1&
cu=USD&
cn=wc|meta__utm_campaign&
cs=wc|meta__utm_source&
cm=wc|meta__utm_medium&
ck=wc|meta__utm_keyword&
cc=wc|meta__utm_content&
ec=HandleEventCat&
ea=HandleEventAction&
el=HandleEventLabel&
```

```
ev=(int)wc|data__total
```

In addition to that;

You can send/track/collect any WooCommerce order data parameters as follows:

```
wc|data__status //order status
wc|data__currency //order currencywc|data__discount_total //order total discount
wc|data__shipping_total //order total shipping
wc|data__total //order total
wc|data__total_tax //order total tax
wc|data__customer_id //order custom idwc|data__order_key //order id
wc|data__billing__first_name //order customer first namewc|data__billing__last_name //order
customer last name
wc|data__billing__address_1 //order customer addresswc|data__billing__city //order customer
city
wc|data__billing__state //order customer statewc|data__billing__postcode //order customer
postalcode
wc|data__billing__email //order customer email addresswc|data__billing__phone //order
customer phone number
wc|data__payment_method //order method of payment (e.g. card, cash etc)
```

You can send/track/collect any WooCommerce order meta data parameters as follows:

```
wc|meta__gclid
wc|meta__utm_campaign
wc|meta__utm_source
wc|meta__utm_medium
wc|meta__utm_terms
wc|meta__utm_content
wc|meta__handl_original_ref
wc|meta__handl_landing_page
wc|meta__handl_ref
wc|meta__organic_source
wc|meta__first_gclid
wc|meta__first_utm_campaign
wc|meta__first_utm_source
wc|meta__first_utm_medium
wc|meta__first_utm_terms
wc|meta__first_utm_content
```

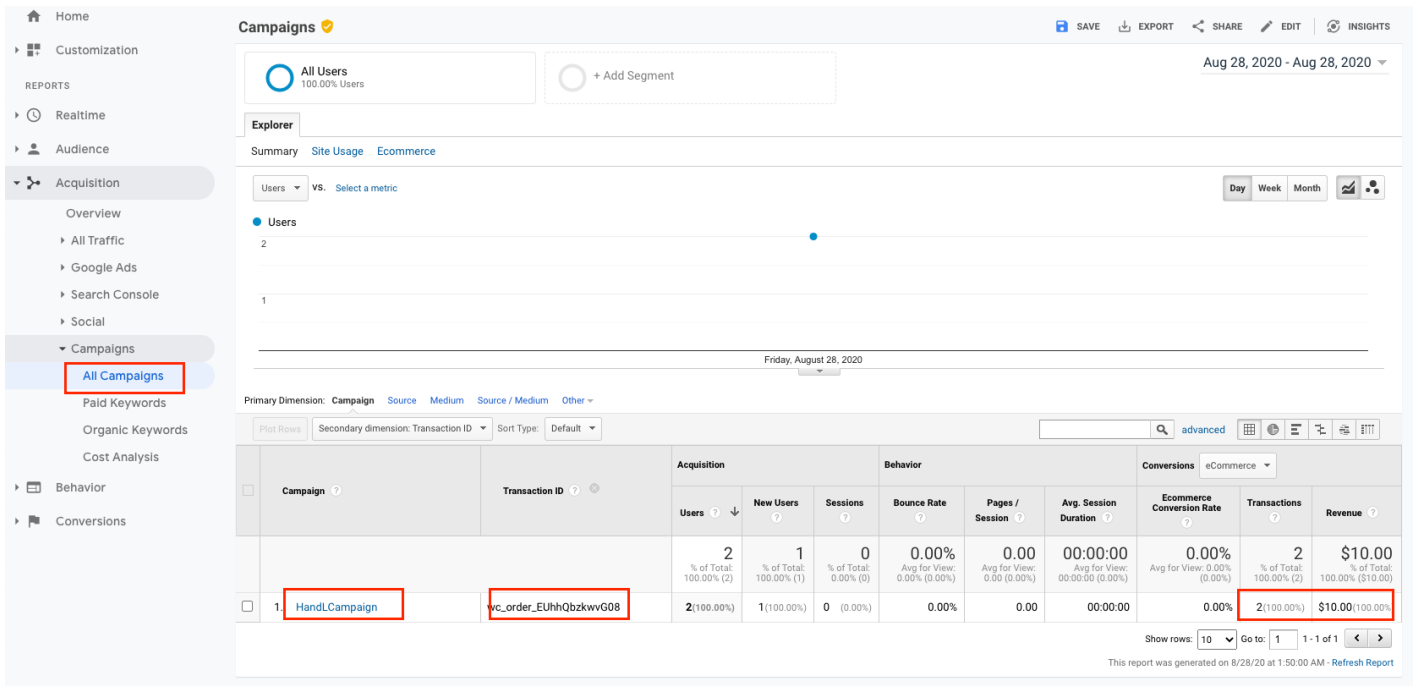
You can send/track/collect any WooCommerce product data parameters as follows:

```
wc|product__name
wc|product__product_id
wc|product__variation_id
wc|product__quantity
wc|product__total
wc|product__total_tax
```

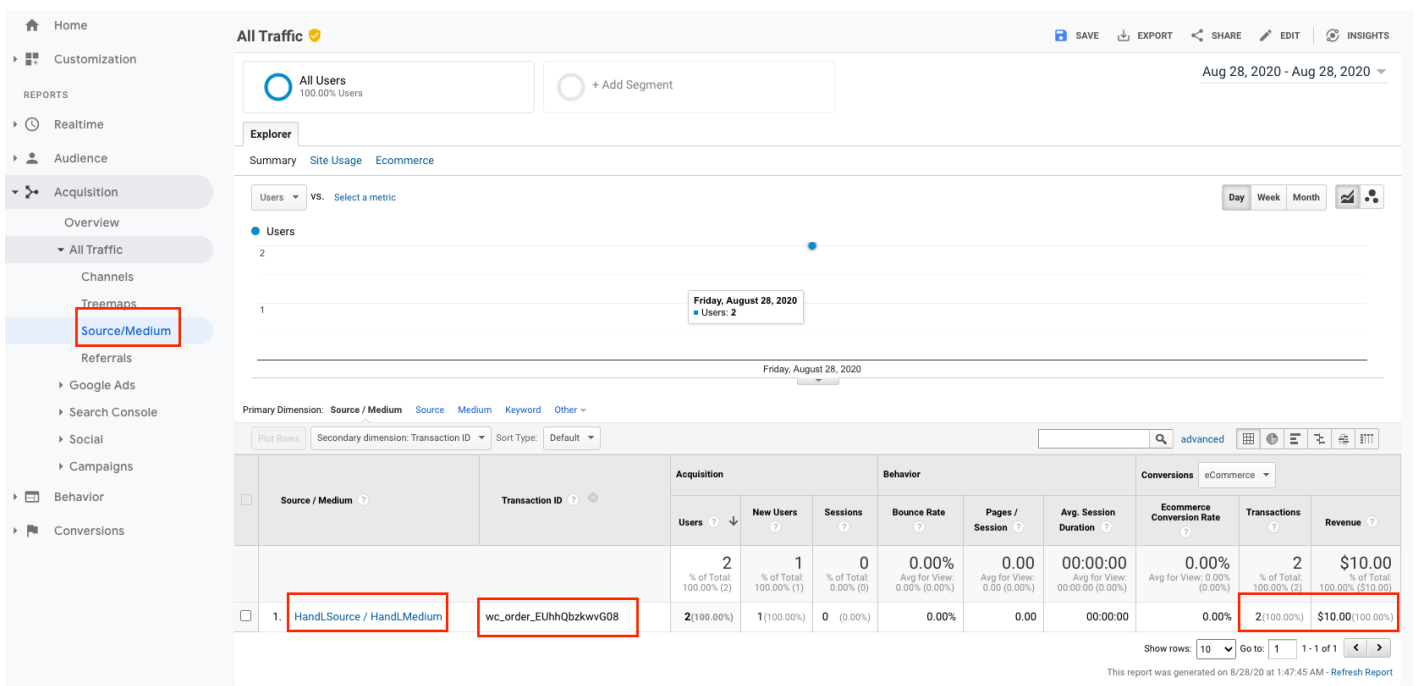
The data will be populated in your Google Analytics

Once an order placed and an event satisfied (payment completed), HandL UTM Grabber post the order data (configured above) to Google Analytics. You will be able to access the data in Google Analytics like this.

You can measure the performance of the campaign (based on revenue)



You can measure the performance of the campaign based on Source/Medium



Transaction information is available under user explorer for each user

Home Customization REPORTS Realtime Audience

Overview Active Users Lifetime Value **Cohort Analysis** Audiences **User Explorer** Demographics Interests Geo Behavior Technology Mobile Cross Device **BETA** Custom Benchmarking

User Report

Aug 28, 2020 - Aug 28, 2020

Sessions (LTV) 0 Sessions (Current): 0 Session Duration (LTV) 00:00:00 Session Duration (Current): 00:00:00 Revenue (LTV) \$0.00 Revenue (Current): \$5.00 Transactions (LTV) 0 Transactions (Current): 1 Goal Completions (LTV) 0 Goal Completions (Current): 0

User Not Found

Client Id 0 BigQuery Client ID Date Last Seen Device Category Device Platform Acquisition Date Channel Source / Medium Campaign

Filter by 4 selected Sort by Descending Expand All Collapse All Export

Aug 28, 2020 1 session

1:10 AM 00:00 (Other) \$5.00

Purchased Test Product for \$5.00

Action type	Transaction Id	Transaction revenue	Transaction tax	Transaction shipping	Product count
PAYMENT	wc_order_EUhhQbzkwvG08	\$5.00	\$0.00	\$0.00	1

Product code 4 Product name Test Product Product revenue \$5.00 Product quantity 1

Show rows: 100 Go to: 1 1 - 1 of 1

This report was generated on 8/28/20 at 1:44:56 AM - Refresh Report

UTM data is also available under sales performance

Customization REPORTS Realtime Audience Acquisition Behavior Conversions Commerce

Overview Shopping Behavior Checkout Behavior Product Performance **Sales Performance** Product List Marketing Multi-Channel Funnels

All Users 100.00% Revenue + Add Segment

Aug 28, 2020 - Aug 28, 2020

Revenue vs. Select a metric

Revenue

Friday, August 28, 2020

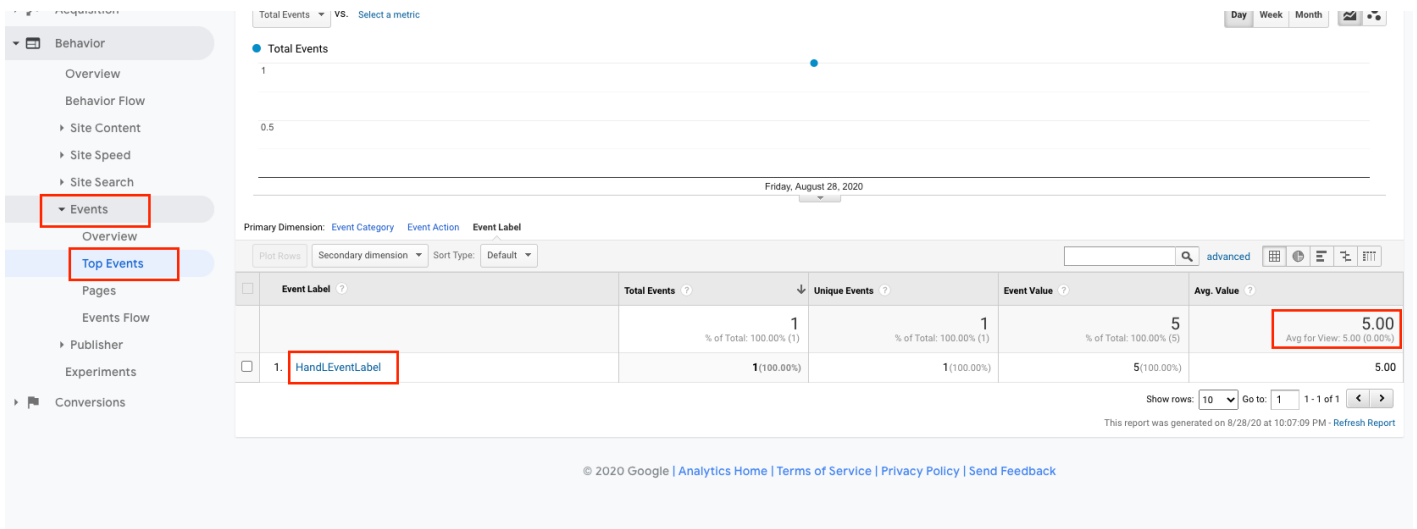
Primary Dimension: Transaction ID Date Secondary dimension: Source / Medium

Transaction ID	Source / Medium	Revenue	Tax	Shipping	Refund Amount	Quantity
1. wc_order_EUhhQbzkwvG08	Handl.Source / Handl.Medium	\$10.00 % of Total: 100.00% (\$10.00)	\$0.00 % of Total: 0.00% (\$0.00)	\$0.00 % of Total: 0.00% (\$0.00)	\$0.00 % of Total: 0.00% (\$0.00)	2 % of Total: 100.00% (2)

Show rows: 10 Go to: 1 1 - 1 of 1

This report was generated on 8/28/20 at 1:54:30 AM - Refresh Report

If you have sent event parameters (such as Event Category, Event Action, Event Label, Event Value) shown above, you will see them populated in Google Analytics



Revision #11

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

Updated Sat, Aug 29, 2020 3:24 AM by [Leman](#)