

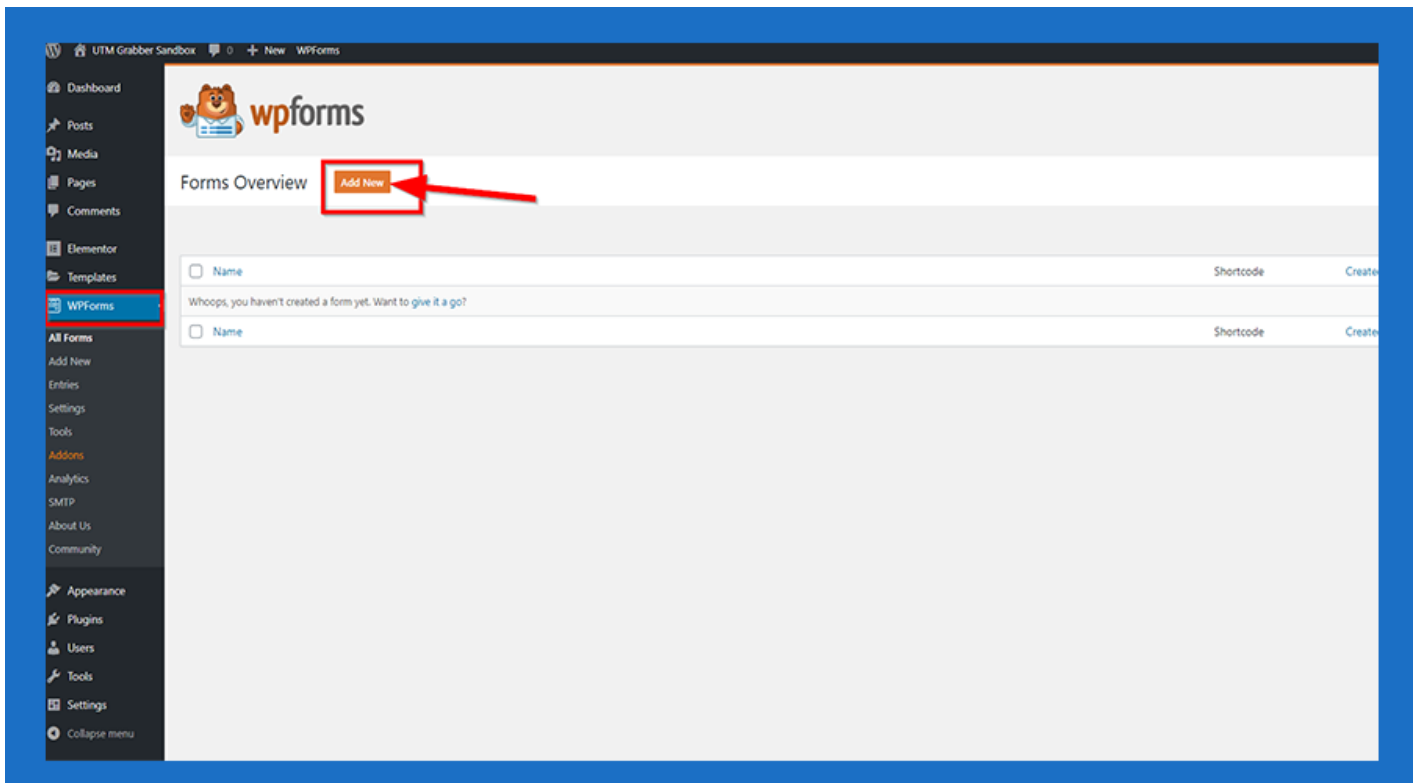
# WP Forms Integration

HandL UTM Grabber / Tracker WPForms Integration step by step

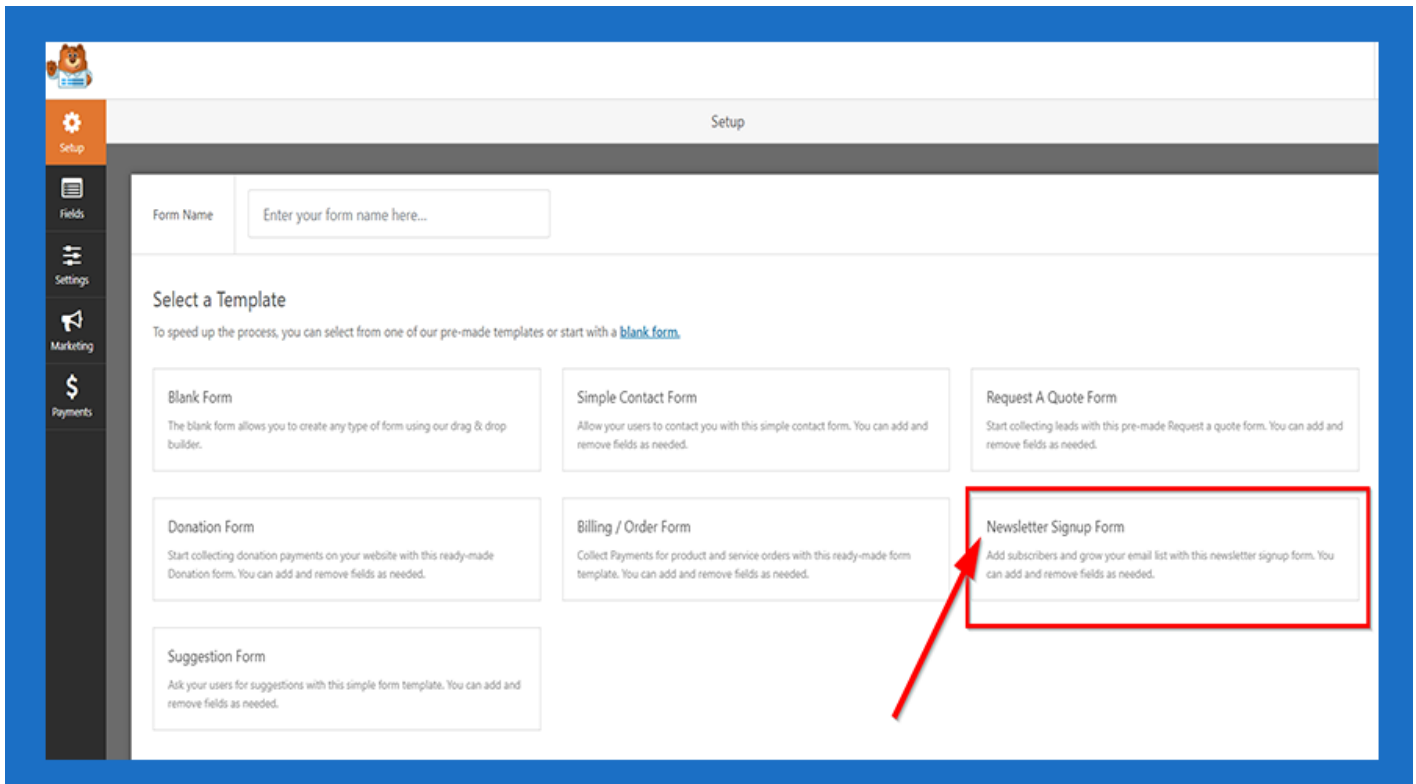
- [Wpforms Integration](#)
- [Track first \(utm\) attributions in WP Forms](#)

# Wpforms Integration

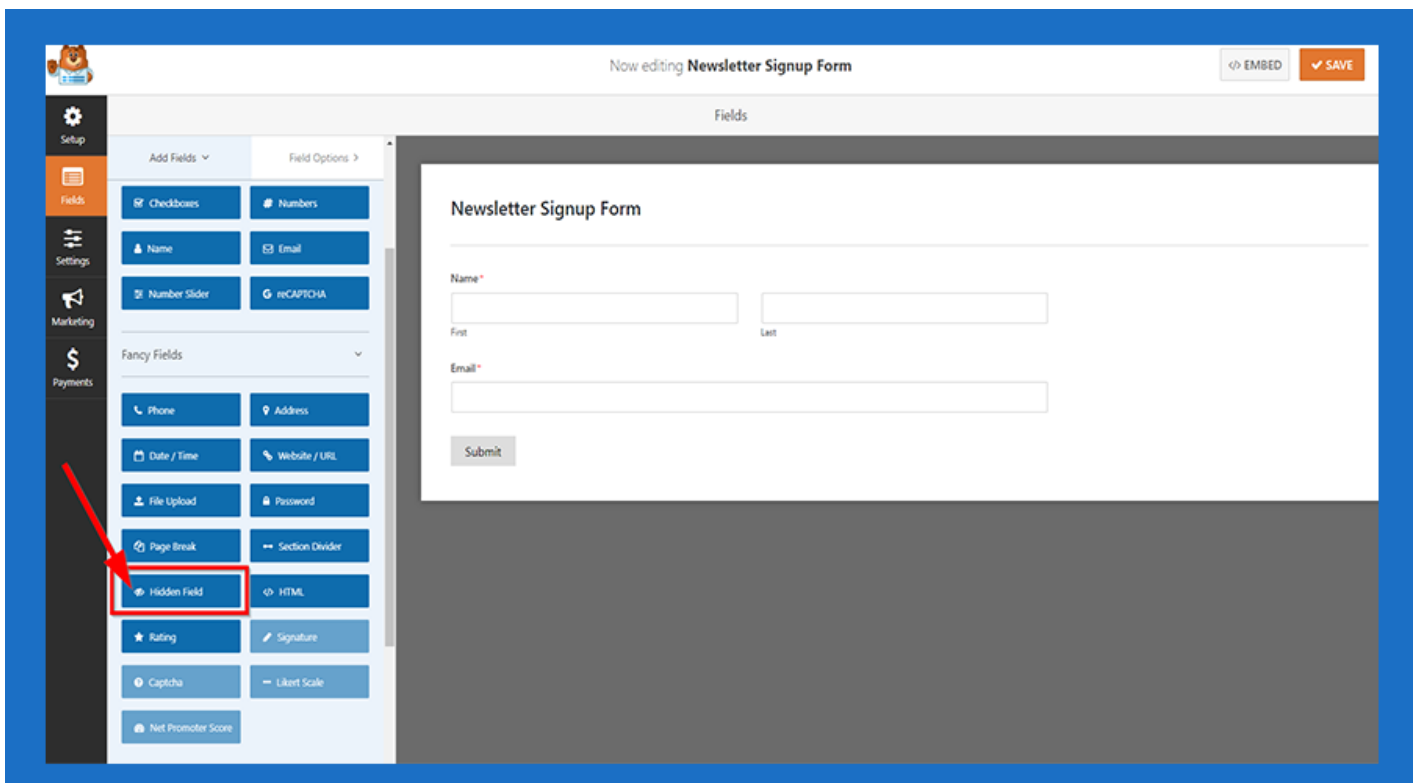
**1. Select WPForms from the left manu and then click 'Add New'**



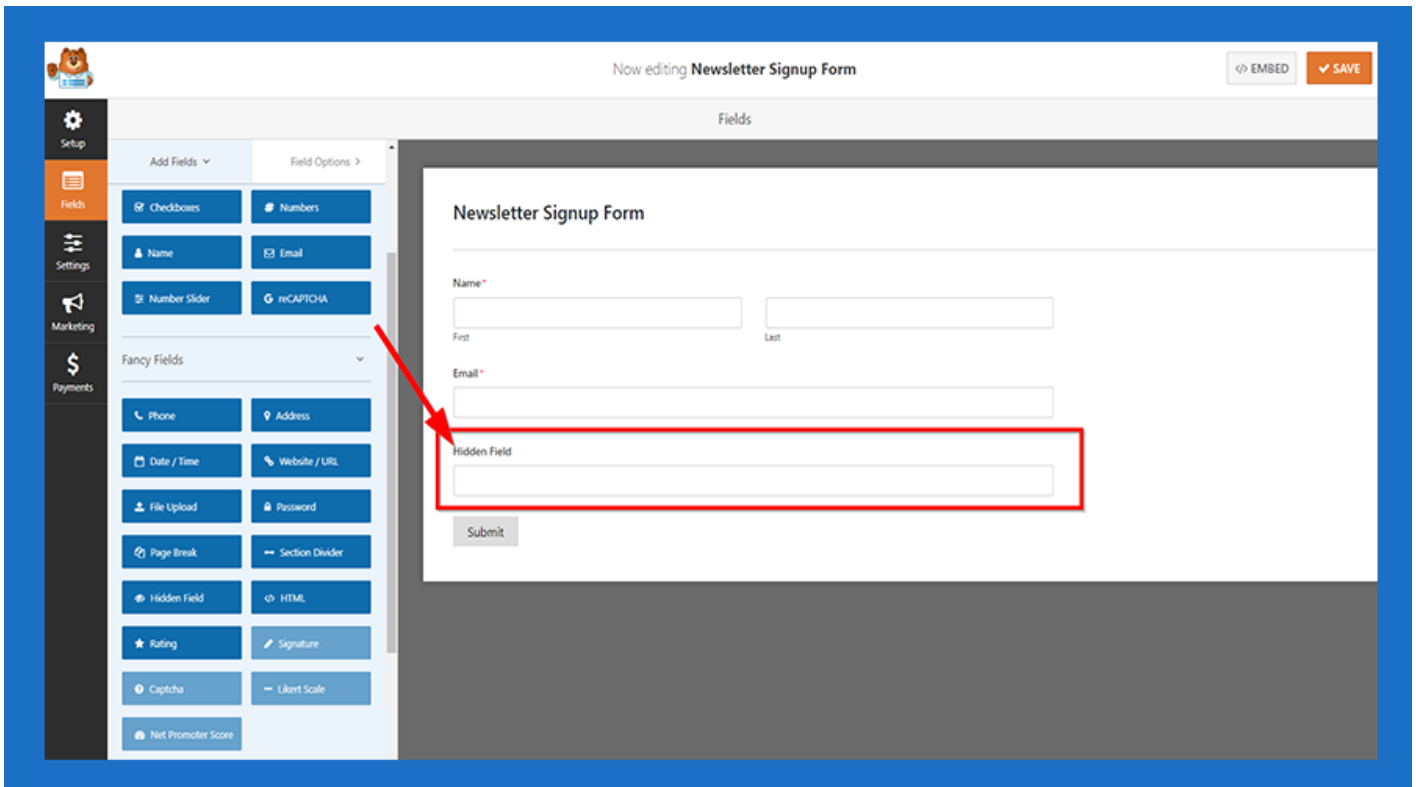
**2. Click 'Newsletter Sign Up Form'**



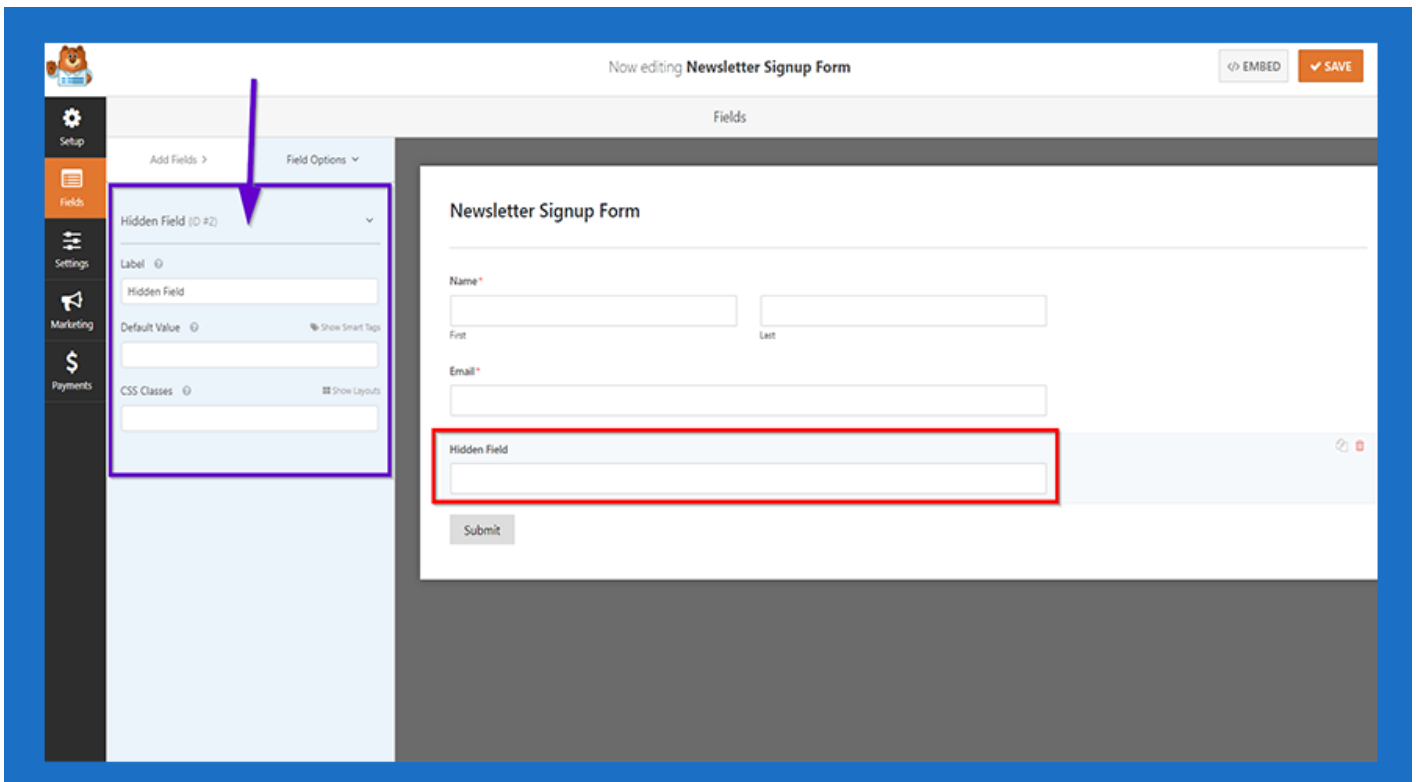
### 3. Click 'Hidden Field' Button



### 4. Hidden Field shows at the bottom of the form



**5. Click 'Hidden Field' and then a menu shows at the left side the form**




## 6. Give a name for your Hidden Field and then Click the 'Show Smart Tag'

The screenshot shows the 'Newsletter Signup Form' editor. On the left, a sidebar contains icons for Setup, Fields, Settings, Marketing, and Payments. The 'Fields' tab is active, showing a list of fields. A red box highlights the 'Label' field for 'UTM Campaign'. A purple arrow points from the 'Show Smart Tag' button to the 'UTM Campaign' field. The main area displays the form layout with fields for Name (First and Last), Email, and UTM Campaign, followed by a Submit button.


Now editing Newsletter Signup Form


Fields


Hidden Field (ID #2)


Label 

UTM Campaign

Default Value 

Show Smart Tag 

CSS Classes 


Show Layouts 

Newsletter Signup Form

Name\*

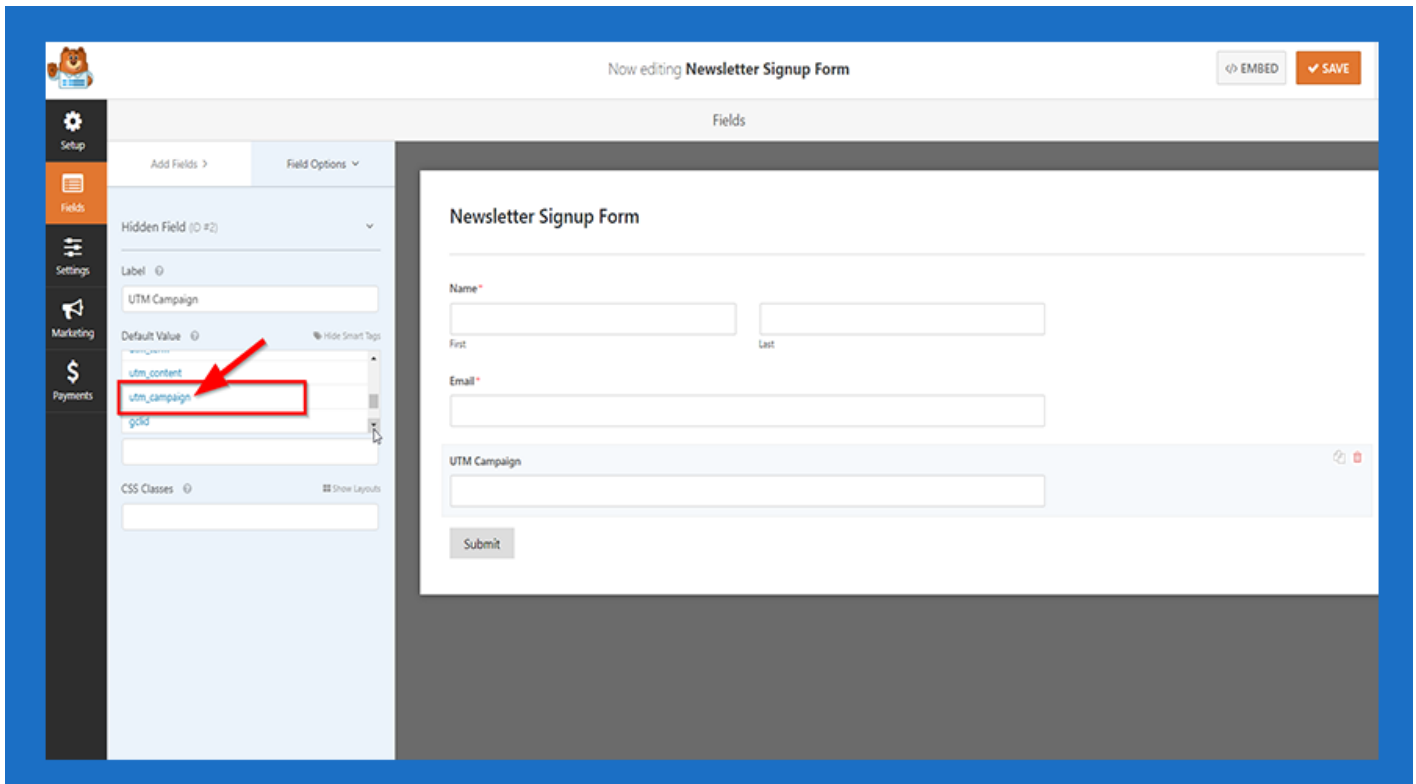
First Last

Email\*

UTM Campaign 


Submit

## 7. Scroll Down the menu and choose your value from the list





## 7.5.Add Class Variable After The Name


If you are adding `utm_campaign`, add the class variable as `utm_campaign` as well. This will enable client-side tracking to function properly, which is particularly helpful if caching is enabled on your site.





Now editing **Contactformulier** |...

Setup

Fields

Settings

Marketing

Payments

Add Fields

Field Options

General

Advanced

Hidden Field (ID #9)

Default Value ⓘ

{handl\_utm\_campaign}

CSS Classes ⓘ

utm\_campaign

☒ Hide Label ⓘ

☐ Enable Calculation

Show Smart Tags

Show Layouts

☐ Speciaal onder


☐ Vakantieparken

☐ Zorg


☐ Sportaccommo

Naam organisatie

Opmerkingen

 UTM Campaig

{handl\_utm\_carr

 UTM Source

## 8. Save it and Now You are Ready

Now editing Newsletter Signup Form

Fields

Setup  
Fields  
Settings  
Marketing  
Payments

Add Fields > Field Options

Hidden Field (ID #2)

Label ⓘ  
UTM Campaign

Default Value ⓘ  
{handl\_utm\_campaign}

Show Smart Tags

CSS Classes ⓘ  
Show Layouts

Newsletter Signup Form

Name \*

First Last

Email \*

UTM Campaign

Submit

EMBED SAVE

## 9. You can see your populated UTM Fields under entries

UTM Grabber Sandbox 0 + New WPForms

Dashboard  
Posts  
Media  
Pages  
Comments  
Elementor  
Templates  
WPForms  
All Forms  
Add New  
Entries  
Settings  
Tools  
Addons  
Analytics  
SMTP  
About Us

wpforms

View Entry Back to All Entries

Newsletter Signup Form Hide Empty Fields

Name  
Test Test

Email  
test@test.com

UTM Campaign  
testcampaign

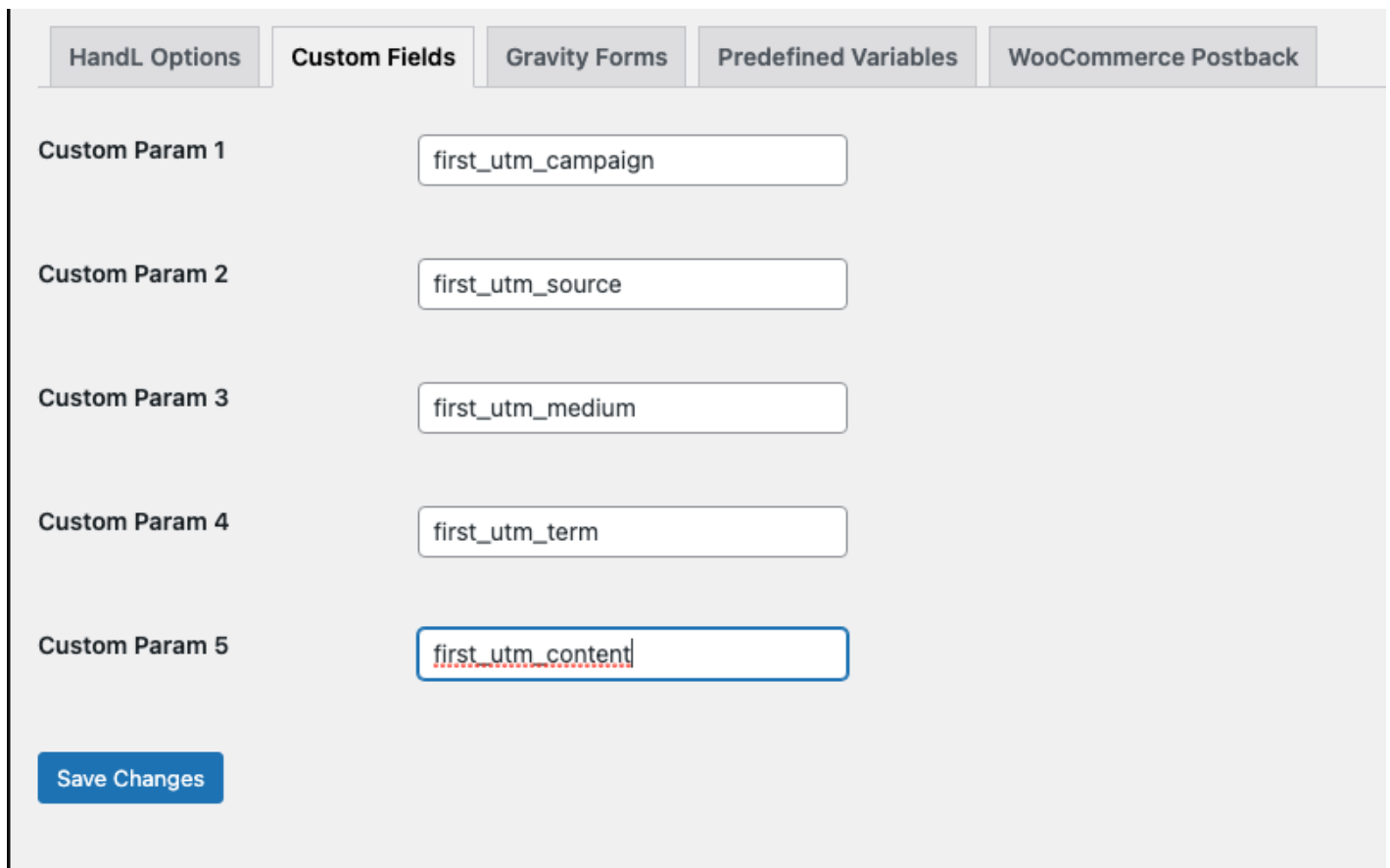
Notes  
Add Note  
No notes.



# Track first (utm) attributions in WP Forms

First attributions parameters are not showing up in smart tags in WP Form? or you want to include more custom parameters in WP Forms? follow this tutorial...

First add all the first attribution parameters as custom parameters



The screenshot shows the 'Custom Fields' tab in the WP Forms settings. It lists five custom parameters, each with a text input field containing a UTM parameter name. A 'Save Changes' button is located at the bottom left.

Custom Param	Value
Custom Param 1	first_utm_campaign
Custom Param 2	first_utm_source
Custom Param 3	first_utm_medium
Custom Param 4	first_utm_term
Custom Param 5	first_utm_content

Save Changes

They will show in Smart Tags

Label ?

Hidden Field

Default Value ? Hide Smart Tags

[\\_fbclid](#)

[fbclid](#)

[first\\_utm\\_campaign](#)

CSS Classes ? Show Layouts

From here, you can use them just like any other parameters.