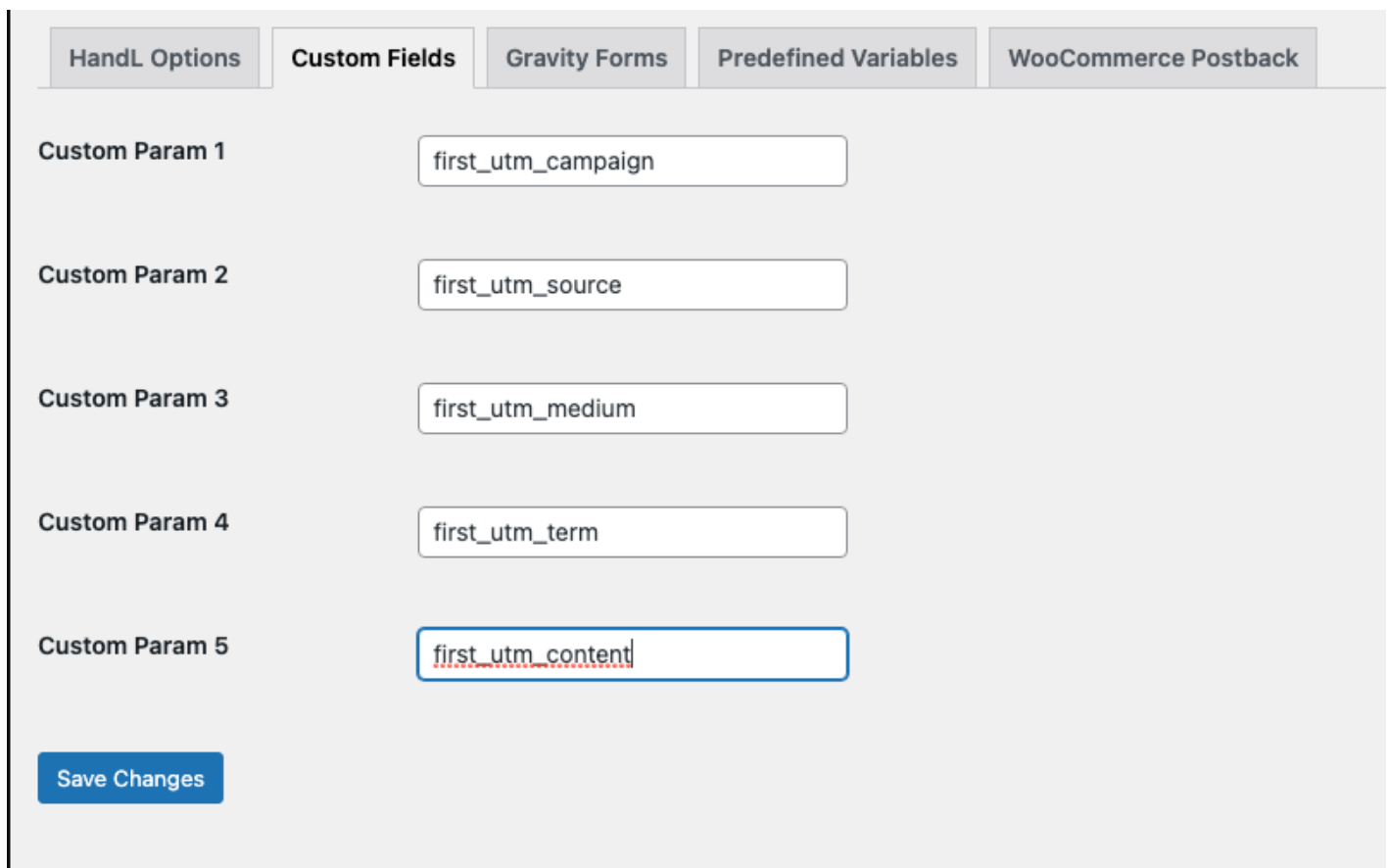


# Track first (utm) attributions in WP Forms

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. There are five rows, each with a label on the left and a text input field on the right. The inputs contain the following values: 'first\_utm\_campaign', 'first\_utm\_source', 'first\_utm\_medium', 'first\_utm\_term', and 'first\_utm\_content'. A blue 'Save Changes' button is located at the bottom left of the form area.

HandL Options	Custom Fields	Gravity Forms	Predefined Variables	WooCommerce Postback
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.

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