

101. Let's Start

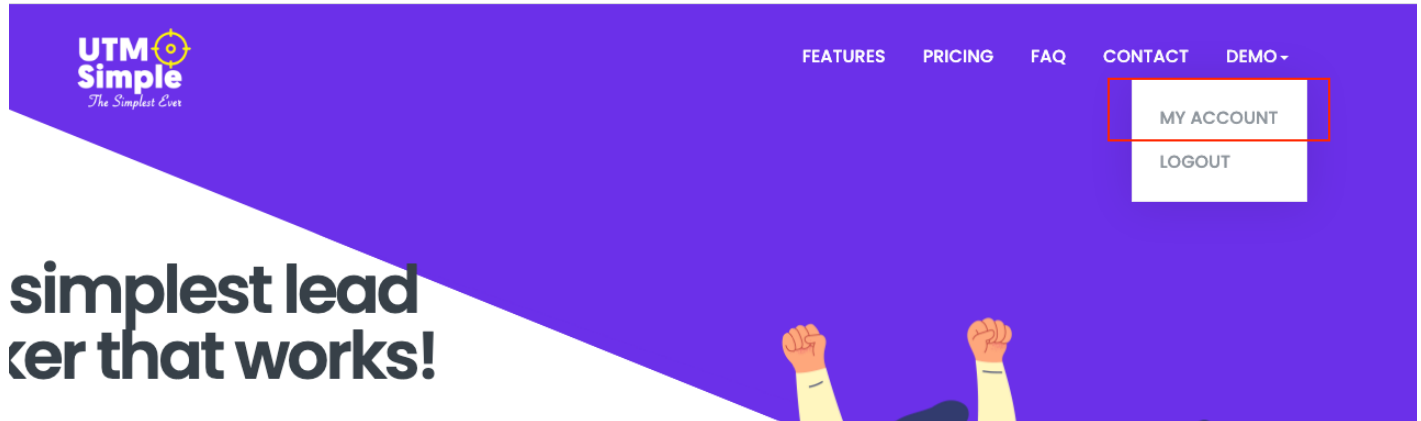
UTM Simple/ Tracker; Register to UTMSimple Where is the Tracking Code? What can I Track with UTMSimple? How can I track UTMs in my optin form? Can I track custom parameter such as affid? How can I upgrade my plan? Is there an onReady method?

- [How can I register to UTMSimple?](#)
- [Where is the tracking code?](#)
- [What can I track with UTMSimple?](#)
- [Which UTMSimple Plan is best for me?](#)
- [How can I track UTMs in my optin form?](#)
- [Can I track custom parameter such as affid?](#)
- [How can I upgrade my plan?](#)
- [Is there an onReady method?](#)
- [How do I know If I'm tracking?](#)
- [How to pass/append UTMs to the URL?](#)
- [How to pass/append UTMs to the iframe?](#)
- [What If I can't change the field name](#)
- [How to change the cookie time?](#)
- [What are the some other events?](#)
- [Various Known Issues](#)
 - [Craft CMS creates dialog when page refreshed or navigated](#)
- [Track Facebook within UTMSimple and trigger Events](#)
- [I need an invoice](#)
- [How to Update Your Billing Information](#)
- [UTMSimple Subscription Cancellation Guide](#)
- [How to Create a Looker Studio Report in UTMSimple](#)

How can I register to
UTMSimple?

Where is the tracking code?

Your tracking code is under My Account.



After you type your domain, you will see the code below

BASIC

CodeBilling

×

Step 1: Set up your domain

Domain

Step 2: Copy/Paste

Copy paste the following code between the **body** tags

```
<!-- Global site UTM Simple Tracking Start-->
<script>
handl_custom_params=[];var handl_js=document.createElement("scrip
t");handl_js.setAttribute("src","https://track.utmsimple.com/utm.j
s?license=0d59f4e01f1b11ecb331d16cba2ba14f"),document.head.appendCh
ild(handl_js),handl_js.onload=function(){/*This is the UTM Simple r
eady event, you can put any code you'd like to trigger after the sc
ript fully loaded here*/};
</script>
<!-- Global site UTM Simple Tracking End-->
```

What can I track with UTMSimple?

You can track many things in UTMSimple. Here we give the list of most common parameters our clients track.

UTM Parameters (Last Touch)

```
utm_campaign - utm_campaign variable.  
utm_source - utm_source variable.  
utm_term - utm_term variable.  
utm_medium - utm_medium variable.  
utm_content - utm_content variable.  
gclid - gclid variable.  
fbclid - fbclid variable.  
msclkid - fbclid variable.  
wbraid - web-to-app measurements  
gbraid - app-to-app measurements  
_fbclid - fbclid ID from Facebook (important for serverside conversion)  
_fbp - fbp ID from Facebook (important for serverside conversion)  
_ga - GA client id from Google
```

UTM Parameters (First Touch)

```
first_utm_campaign - first touch utm_campaign variable.  
first_utm_source - first touch utm_source variable.  
first_utm_term - first touch utm_term variable.  
first_utm_medium - first touch utm_medium variable.  
first_utm_content - first touch utm_content variable.
```

Other UTMSimple Supported Parameters

```
handl_original_ref - original referral - first touch!  
handl_landing_page - landing page - first touch!  
handl_ip - ip of the user
```

```
handl_ref - last touch referral
handl_ref_domain - last touch referral (domain only)
handl_url - last touch url
handl_url_base - last touch url (domain only)

organic_source_str - organic source (Google, Bing, Instagram etc)
gaclientid - Google Analytics clientid
user_agent - user (browser) agent
traffic_source - Paid, Organic, Direct, Referral, Social

handlID - Unique ID generated by HandL UTM Grabber
```

Also using `|handl_custom_params|` variable you can collect many more parameters included below.

Facebook Ads Related Parameters [Facebook Ads Dynamic Parameters](#)

```
ad_id - Facebook Ad Id
adset_id - Facebook Ads Id
ad_name - Facebook Ads Name
adset_name - Facebook Adset Name
placement - Facebook Placement
//you can add many more using custom paramaters.
```







Google Ads Related Parameters [Google Ads ValueTrack Parameters](#)

```
campaignid - Google Ads ValueTrack Campaign Id
adgroupid - Google Ads ValueTrack Ads Group Id
keyword - Google Ads ValueTrack Keyword
placement - Google Ads ValueTrack Placement
//you can add many more using custom paramaters.
```

Which UTMSimple Plan is best for me?

We have three plans, Basic, Plus and Unlimited. The primary difference between them about the traffic your website gets monthly.

If you have a traffic up to 5k monthly, then you should pick Basic plan If you have a traffic up to 25k monthly, then you should pick Plus plan If you have a traffic more than 25k monthly, then you should pick Unlimited plan

BASIC	PLUS	UNLIMITED
		
Up to 5k traffic	Up to 25k traffic	Unlimited
✓ Basic Support 	✓ Basic Support 	✓ Premium Support  ✓ Customization ✓ 24/7 Chat & Email
\$10/mo	\$25/mo	\$99/mo
Start Free Trial	Start Free Trial	Start Free Trial


No idea, what your monthly traffic is, go to your Google Analytics. Select Audience > Overview. Make sure you select a one full month (e.g. previous month). And the PageViews is the number you need (see below).

Audience Overview

 SAVE  EXPORT  SHARE  INSIGHTS

Aug 1, 2021 - Aug 31, 2021 

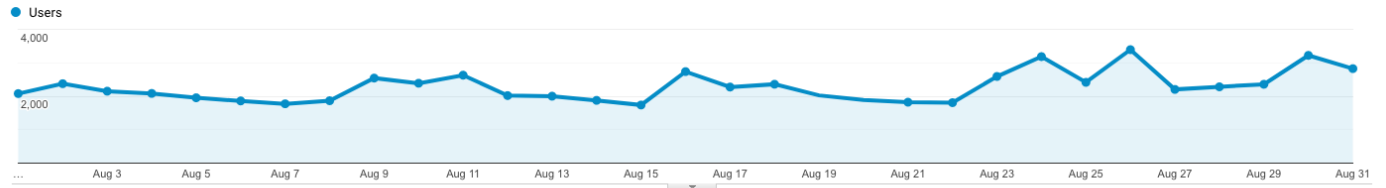
 All Users
100.00% Users

 + Add Segment

Overview

Users  vs. [Select a metric](#)

Hourly **Day** Week Month



Users
53,034

New Users
47,409

Sessions
82,883

Number of Sessions per User
1.56

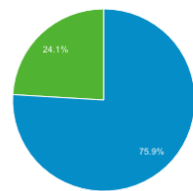
Pageviews
317,936

Pages / Session
3.84

Avg. Session Duration
00:05:26

Bounce Rate
49.51%

■ New Visitor ■ Returning Visitor



How can I track UTMs in my optin form?

Though this is a very broad question, let's try to answer here. UTMSimple is the simplest and greatest tool that allows tracking UTMs and other trackable data...

As soon as UTMSimple is activated, script will detect all the UTM related fields in your optin form and autofill them appropriately without you doing anything (hence it is THE simplest :))

For example; if your form field names contain utm_campaign in either id, name or class. It will be filled with value of utm_campaign parameter automatically.

Example HTML Code:

```
<h1>Class</h1>
<input class="utm_campaign" />
<input class="utm_source" />
<input class="utm_term" />
<input class="utm_content" />
<input class="utm_medium" />
<input class="handl_custom1" />
<input class="gaclientid" />
<input class="handl_ip" />

<h1>Id</h1>
<input id="utm_campaign" />
<input id="utm_source" />
<input id="utm_term" />
<input id="utm_content" />
<input id="utm_medium" />

<h1>Name</h1>
<input name="utm_campaign" />
<input name="utm_source" />
<input name="utm_term" />
<input name="utm_content" />
```



```
<input name="utm_medium" />
```

Once HTML is rendered with UTM Simple

Class

campaign	source	term	content	medium		1898107889.163579884	97.105.210.46
----------	--------	------	---------	--------	--	----------------------	---------------

Id

campaign	source	term	content	medium
----------	--------	------	---------	--------

Name

campaign	source	term	content	medium
----------	--------	------	---------	--------

Can I track custom parameter such as affidavit?

You can track any custom parameters you like such as `affid`, `user_id`, `id` with UTMSimple.

Setting this up is very easy...

Your JavaScript tracker code will look like this..

```
<!-- Global site UTM Simple Tracking Start-->
<script>
handl_custom_params=[];var
handl_js=document.createElement("script");handl_js.setAttribute("src","https://track.utmsimple.
is the UTM Simple ready event, you can put any code you'd like to trigger after the script
fully loaded here*//);
</script>
<!-- Global site UTM Simple Tracking End-->
```

As you can notice, there is a parameter called `handl_custom_params=[];`

This is an array that means it can take multiple values.

Simply add all the custom parameters you'd like to track in there...

```
handl_custom_params=['affid','user_id','id'];
```

That's it!

How can I upgrade my plan?


Login to your account at utmsimple.com

Select My Account > Plan > Billing and click the plan name you want to upgrade to. It is that simple :)

BASIC

Code

Billing



Edit

**** * 1923

Expiry date: 12 / 2022

Demo

Basic

trialing

You'll be charged **\$10**
on **October 3, 2021**

Cancel

Upgrade to Plus

Upgrade to Unlimited

Is there an onReady method?

UTMSimple has a `handl_js.onload` method that you can use to make sure UTMSimple is loaded. This trigger makes sure that all the cookies are captured and ready to be consumed.

```
<!-- Global site UTM Simple Tracking Start-->
<script>
var handl_custom_params = [];
var handl_js = document.createElement("script");
handl_js.setAttribute("src", "https://track.utmsimple.com/utm.js?license=<license code goes here>"), document.head.appendChild(handl_js),
handl_js.onload = function() {
    /*This is the UTM Simple ready event, you can put any code you'd like to trigger after
the script fully loaded here*/
    console.log("I\'m ready")
    console.log("prnting all the cookies")
    console.log(HandL.getAll())
};
</script>
<!--Global site UTM Simple Tracking End -->
```

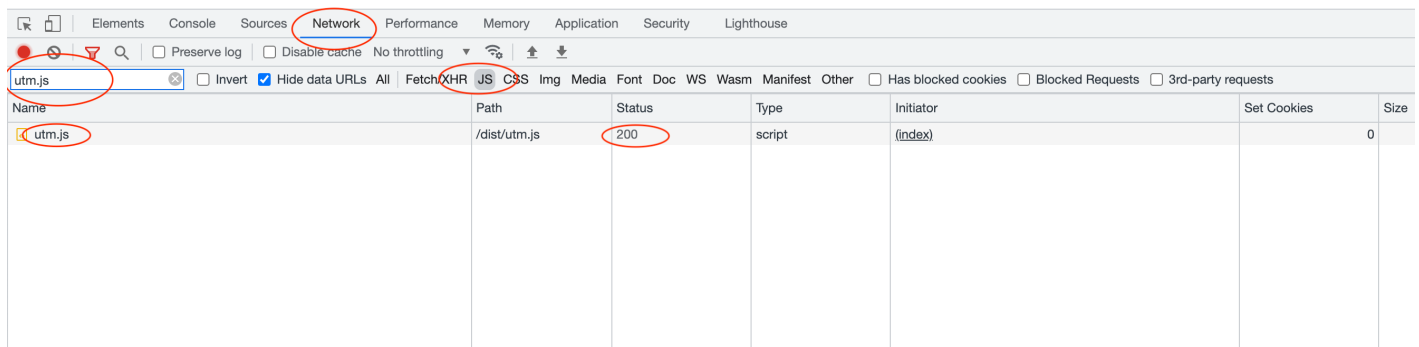
How do I know If I'm tracking?

After you embed the code into your site. Go to your favorite browser, and open the "Inspect Editor".

And then, go to Network and click "JS". Refresh the page again and all the resources will be loaded in the pane.

Find utm.js and check the status column. If it says `2xx` or `3xx`, then you are good to go :)

if you are seeing `4xx` or `5xx`, please contact with us via chat so we can troubleshoot your account.



How to pass/append UTMs to the URL?

To append UTMs to your links, simply add `utm-out` class to the links, and UTM Simple will append all the UTM parameters to your link.

For example:

```
<h2>Link</h2>

<p><a class="utm-out" href="https://www.google.com/?utm_source=googlelink">Google Link</a></p>
```

Link

[Google Link](#)

iframe

Class

campaign	source	term	content	medium		1898107889.163579884	97.105.210.46
----------	--------	------	---------	--------	--	----------------------	---------------

https://www.google.com/?utm_source=googlelink&utm_medium=medium&utm_term=term&utm_content=content&utm_campaign=campaign&gclid=CMrlnPq42q8CFQdb3wodOkkGBg&handl_original_ref=&handl_landing_page=https%3A%2F%2F

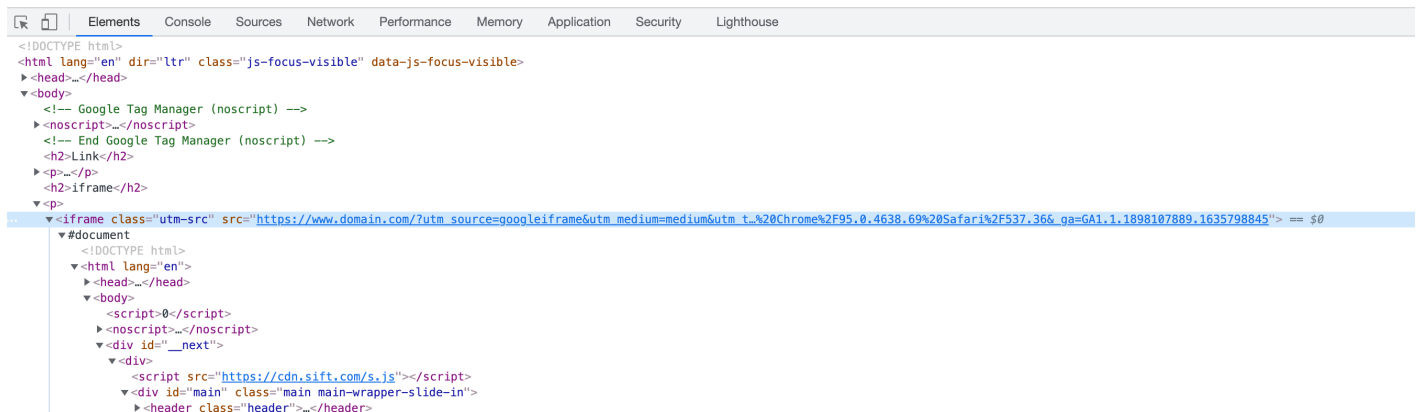
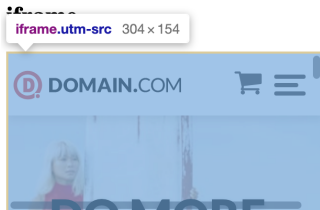
How to pass/append UTMs to the iframe?

To append UTMs to your links, simply add `utm-src` class to the iframe, and UTM Simple will append all the UTM parameters to your iframe URL.

For example:

```
<h2>iframe</h2>

<p><iframe class="utm-src" src="https://www.domain.com/?utm_source=googleiframe"></iframe></p>
```



What If I can't change the field name

We normally recommend you to match our naming convention when you include your hidden fields in your form. [How can I track UTMs in my optin form?](#)

But we know sometimes this is not feasible. You can't just change the name, id or class of the fields. So, if you want to use different naming convention. You can use the following code:

```
<script>
handl_custom_params=[];
var handl_js=document.createElement("script");
handl_js.setAttribute("src","https://track.utmsimple.com/utm.js?license=<licensekey>"),
document.head.appendChild(handl_js),
handl_js.onload=function(){
    setTimeout(function(){
        all_params = HandL.getAll()
        mapping = {
            utm_source: ["Question133","Question134"],
            utm_medium: ["Question135","Question136"],
        }

        Object.keys(all_params).map(function(x,y){
            field_names = mapping[x]
            if (!Array.isArray(field_names)){
                field_names = [field_names]
            }

            field_names.forEach(function(field_name,y2){
                if (jQuery('#'+field_name).length > 0){
                    jQuery('#'+field_name).val(all_params[x]).attr('value',all_params[x]).parent().parent().hide()
                }
            })

        })

    }, 500);
}
```



```
};  
</script>
```

See the mapping field, this is where you map your new field name. In the example above, the id `|Question133|` and `|Question134|` will be filled by `|utm_source|` and `|Question135|` and `|Question136|` will be autofilled by `|utm_medium|`.

If you have a different requirement or need help, please have a chat with us.

How to change the cookie time?

The default cookie time is 30 days.

If you want to change/overwrite this, please follow the steps below:

Before you initialize your UTMSimple snippet, define `handl_cookie_duration` global variable to define your own cookie time.

```
<script>
    handl_js_license = "<your license key>"
    handl_custom_params = []
    handl_cookie_duration = 365
    var handl_js = document.createElement('script');

    handl_js.setAttribute('src', 'https://js.utmgrabber.com/utm.js?license=' + handl_js_license);
    document.head.appendChild(handl_js);
</script>
```

In this example, cookies will expire after 365 days later.

What are the some other events?

1. Event: `UTMSimpleLoaded`

The `UTMSimpleLoaded` event is fired as soon as the UTM Simple script loads. You can utilize it as follows:

```
document.querySelector("body").addEventListener("UTMSimpleLoaded", (event) => {  
    // Trigger your script here...  
});
```

2. Event: `UTMSimpleFBInitCompleted`

The `UTMSimpleFBInitCompleted` event is fired as soon as the Facebook script is initialized:

```
document.querySelector("body").addEventListener("UTMSimpleFBInitCompleted", (event) => {  
    // Trigger your script here...  
});
```

3. Event: `UTMSimpleFBEventCompleted`

The `UTMSimpleFBEventCompleted` event is fired as soon as any Facebook event (e.g., Purchase, Lead) is triggered:

```
document.querySelector("body").addEventListener("UTMSimpleFBEventCompleted", (event) => {  
    // Trigger your script here...  
});
```

4. Event: `UTMSimpleFB${EventName}Completed`

The `UTMSimpleFB${EventName}Completed` event is fired as soon as a specific Facebook event is triggered. For example, to trigger a script right after a purchase event, use the following:

```
document.querySelector("body").addEventListener("UTMSimpleFBPurchaseCompleted", (event) => {  
    // Trigger your script here...  
});
```

```
});
```

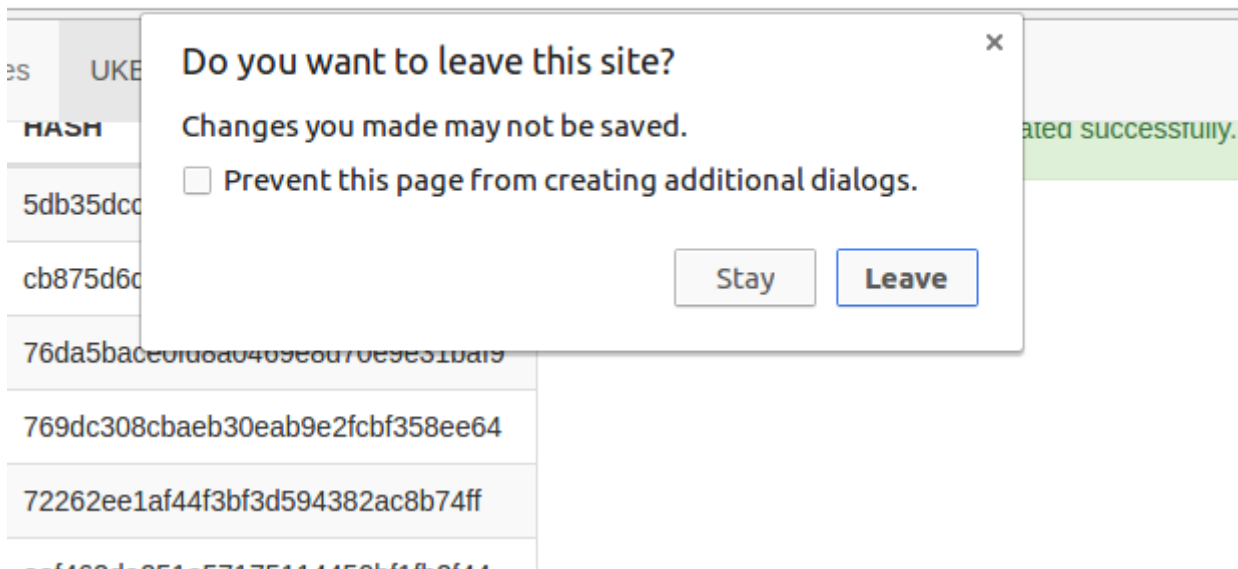
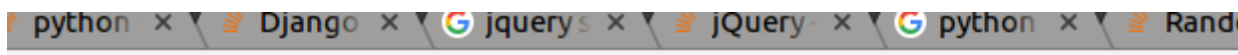
Various Known Issues

Craft CMS creates dialog when page refreshed or navigated

After implementing our plugin, you might be seeing this type of messages popping up "Changes you made may not be saved". This is a known problem with the forms used in Craft CMS.

To fix the problem:

Simply add the following code after page load.



```
Formie. forms. forEach( function( f ) {  
  f.removeEventListener( ' beforeunload' )  
})
```

Track Facebook within UTM Simple and trigger Events

You can track Facebook easily and accurately within UTM Simple without using Facebook's own pixel tracking. Details are available here: [Facebook Conversion Tracking](#).

Usage is straightforward. You only need to know your pixel ID and add it to your tracking code as follows: create a variable named `fb_pixel_id` and assign your pixel ID to it. The code will look like this:

```
<!-- Global site UTM Simple Tracking Start -->
<script>
    fb_pixel_id = "<YOUR FB PIXEL ID>";
    handl_custom_params = [];
    var handl_js = document.createElement("script");
    handl_js.setAttribute("src", "https://track.utmsimple.com/utm.js?license=<LICENSE KEY>");
    document.head.appendChild(handl_js);
    handl_js.onload = function() {
        /* This is the UTM Simple ready event. You can put any code you'd like to trigger
after the script fully loads here. */
    };
</script>
<!-- Global site UTM Simple Tracking End -->
```

After that, our script will initialize the Facebook pixel and collect all the data for Facebook.

If you want to trigger certain events for Facebook (such as Lead, Add To Cart, Purchase, etc.), you can use the following code:

```
HandL.sendFBEvent('InitiateCheckout');  
HandL.sendFBEvent('Lead', {value: 1, currency: 'USD'});  
HandL.sendFBEvent('Purchase', {value: '##total_amount##', currency: 'USD'}, {eventID:  
'<event_id>'});
```

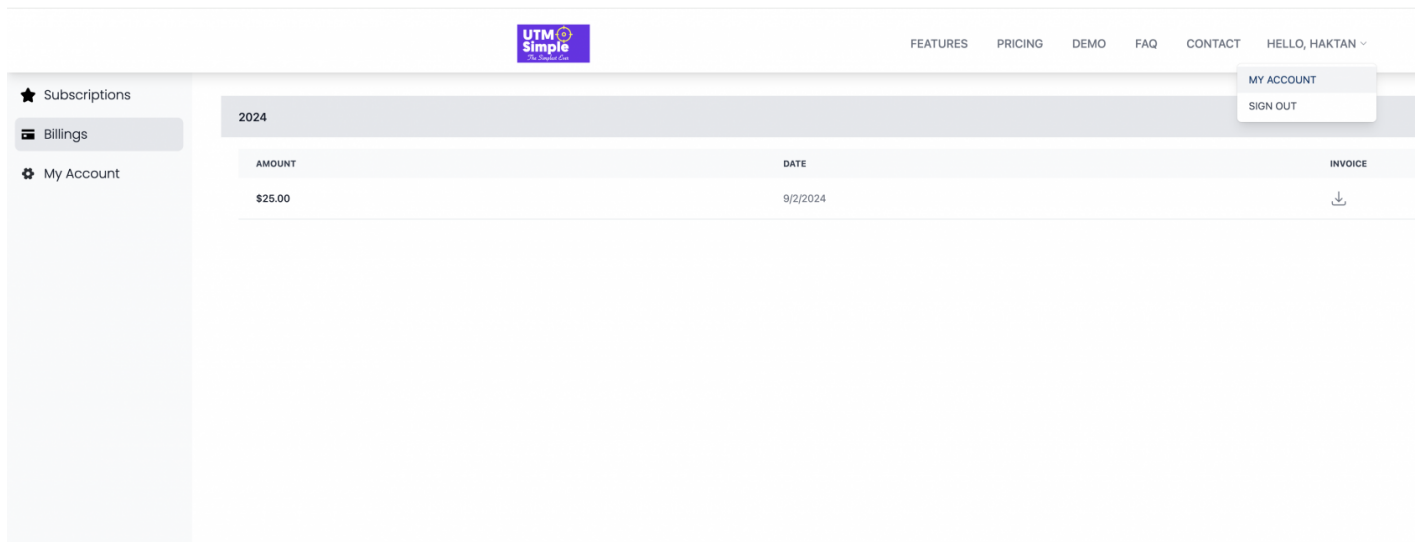
By following these steps, you'll effectively track Facebook events using UTMSimple.

I need an invoice


You can download your invoices from utmsimple.com.

Simply log in to your account at utmsimple.com.

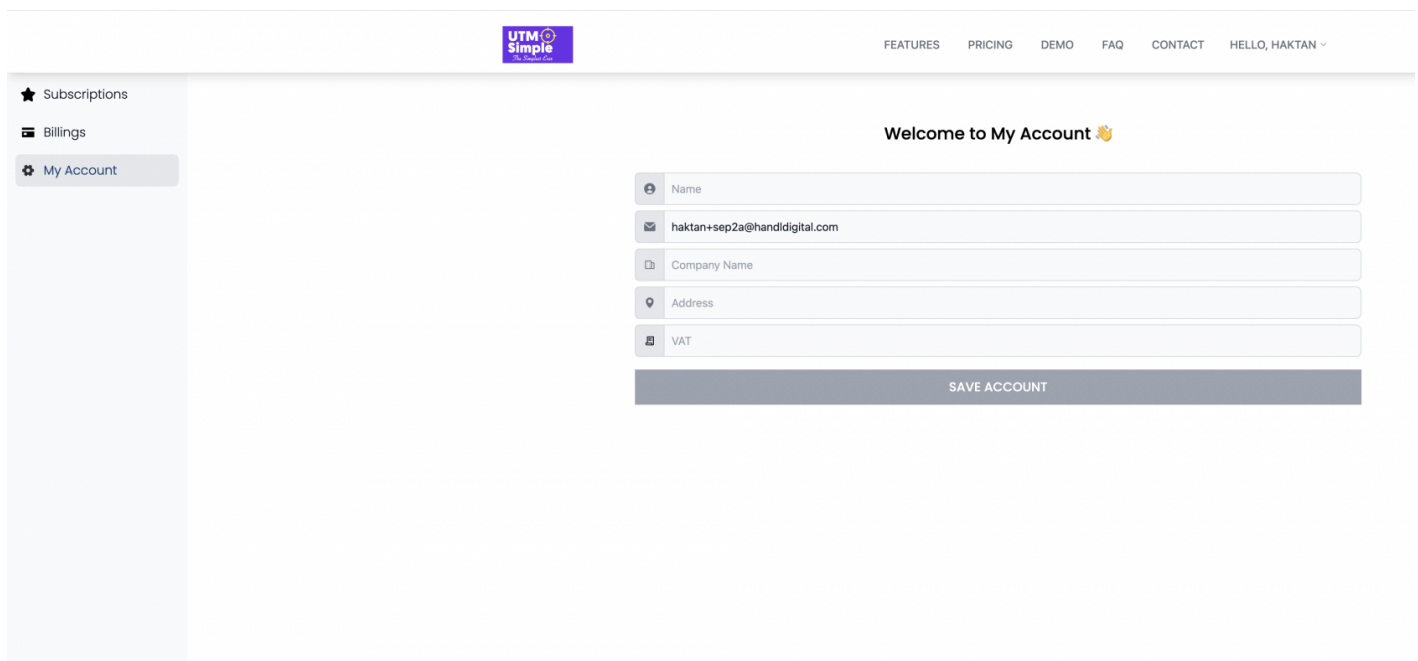
Navigate to My Account > Billings and click the download icon to retrieve the invoices.



The screenshot shows the UTM Simple website interface. The header includes the UTM Simple logo and navigation links: FEATURES, PRICING, DEMO, FAQ, CONTACT, and HELLO, HAKTAN. A dropdown menu for 'HELLO, HAKTAN' is open, showing 'MY ACCOUNT' and 'SIGN OUT'. The left sidebar has three items: 'Subscriptions', 'Billings', and 'My Account'. The 'My Account' section is active, displaying a table of invoices for the year 2024.

AMOUNT	DATE	INVOICE
\$25.00	9/2/2024	

If you need your VAT number on the invoice, please update your information at My Account > My Account, then proceed with downloading the invoice again.



The screenshot shows the UTM Simple website interface. The header includes the UTM Simple logo and navigation links: FEATURES, PRICING, DEMO, FAQ, CONTACT, and HELLO, HAKTAN. A dropdown menu for 'HELLO, HAKTAN' is open, showing 'MY ACCOUNT' and 'SIGN OUT'. The left sidebar has three items: 'Subscriptions', 'Billings', and 'My Account'. The 'My Account' section is active, displaying a 'Welcome to My Account' message and a form to update account information.

Welcome to My Account 🙌

How to Update Your Billing Information

To ensure uninterrupted service, please follow these steps to update your billing information on our site.

Step-by-Step Guide

1. Log In to Your Account

- Go to our website and enter your login credentials.

2. Navigate to the My Account Section

- Once logged in, find and click on "My Account" in the navigation menu on the left side of the page.

3. Access Your Subscription

- Under the "My Account" menu, click on "Subscriptions."

4. Select Your Subscription

- Locate and click on your active subscription. You will see details such as Plan, Terms, Status, etc.

5. Update Billing Information


- Click on the "Billing" tab next to "Code."
- You will see your current payment method and card details.
- Find the "Update Card Details" section.

- ★ Subscriptions
- 📅 Billings
- 📈 Monthly Reports
- 🔍 AI Knowledge Base
- 👤 My Account

PLAN	TERMS	STATUS	START	END	PAYMENT METHOD
Professional	\$99.00 / month	✓ Active	11/6/2024	12/6/2024	Credit Card

Code

Billing



..... 6085

Expiry date: 10/2028

Update Card Details

Card number

link

1013

Update Card

6. Enter New Card Information

- Enter your new card number in the provided field.
- Ensure that all details are correct.

7. Save Your Changes

- Click the "Update Card" button to save your new billing information.

8. Confirmation

- You should receive a confirmation that your billing information has been updated successfully.

For any issues or further assistance, please contact our customer support team.

UTMsimple Subscription Cancellation Guide

Follow the steps below to cancel your subscription to UTMsimple. The cancellation will take effect at the end of your billing period.

Step-by-Step Instructions

Log In to Your Account

Visit utmsimple.com and log in with your credentials. Access Your Account Settings

Click on your name at the top of the page to open the drop-down menu. Select My Account from the menu options. Open Subscription Management

On the left sidebar, click on Subscriptions. Choose Subscription to Cancel

Review your list of active subscriptions. Locate the subscription you wish to cancel. Cancel the Subscription

Click the Cancel button next to the specific membership you want to stop.

UTMsimple

FEATURESPRICINGDEMOFAQCONTACTHELLO, [REDACTED]

★ Subscriptions

📄 Billings

📈 Monthly Reports

🔍 AI Knowledge Base

📊 Google Click Reports

👤 My Account

PLAN	TERMS	STATUS	START	END	PAYMENT METHOD	DOMAIN	UPGRADE	CANCEL
Professional (Custom)	\$198.00 / month	✓ Active	3/27/2025	4/27/2025	Credit Card	[REDACTED]	Select Plan ▾	Cancel
Professional (Custom)	\$198.00 / month	✓ Active	3/27/2025	4/27/2025	Credit Card	[REDACTED]	Select Plan ▾	Cancel

Confirm any prompts to finalize your cancellation.

Important Notes

Cancellation Timing: Your subscription will remain active until the end of the current billing cycle.
Reactivation: You can reactivate your subscription anytime before the billing period ends by following the same steps and selecting a plan to continue. For further assistance, you can contact

UTMsimple's customer support through their contact page.

How to Create a Looker Studio Report in UTMSimple

This guide will walk you through generating and accessing your Looker Studio Analytics Report for any of your subscriptions in UTMSimple.

Step 1: Log in and Go to My Account

1. Log in to your UTMSimple account.
2. Navigate to the top right corner and click on **My Account**.
3. In the left-side menu, click **Subscriptions**.

UTMSimple

FEATURES PRICING DEMO FAQ CONTACT HELLO, DR. UTM ACCOUNTS ▾

MY ACCOUNT
SIGN OUT

★ Subscriptions

Billings

Monthly Reports

AI Knowledge Base

Google Click Reports

My Account

PLAN	TERMS	STATUS	START	END	PAYMENT METHOD	DOMAIN
Professional (Custom)	\$198.00 / month	Expiring	5/3/2025		Credit Card	https://touchstoneeducation.c... Select Plan ▾
Professional (Custom)	\$198.00 / month	Active	5/27/2025	6/27/2025	Credit Card	https://contentcreator.com Select Plan ▾

Code Billing Analytics

☒ Analytics Enabled

Your Looker Studio report will be shared with following email.
(Make sure you have google account for below image otherwise please change it)

[Update](#)

Please create your report by clicking on this Link: [Looker Studio](#)

Step 2: Choose Your Subscription

1. In **Subscriptions**, you'll see a list of your active and expired plans.
2. Find the subscription you want to use and click the **Analytics** tab for that subscription.

Professional (Custom) \$198.00 / month

✓ Active

3/27/2025

6/27/2025

Credit Card

Code

Billing

Analytics



Analytics Disabled

Update

Step 3: Enable Analytics

1. If Analytics is disabled, toggle the switch to enable it.
2. Enter your preferred email address (must be a Google account) to receive the Looker Studio report.
3. Click **Update**.

📌 **Note:** Make sure the email you provide is connected to a Google account.

Step 4: Access the Looker Studio Report Link

1. Once analytics are enabled and you've updated your email, a link labeled **Looker Studio** will appear.
2. Click on this link.

Code

Billing

Analytics



Analytics Enabled

Your Looker Studio report will be shared with following email.

(Make sure you have google account for below image otherwise please change it)

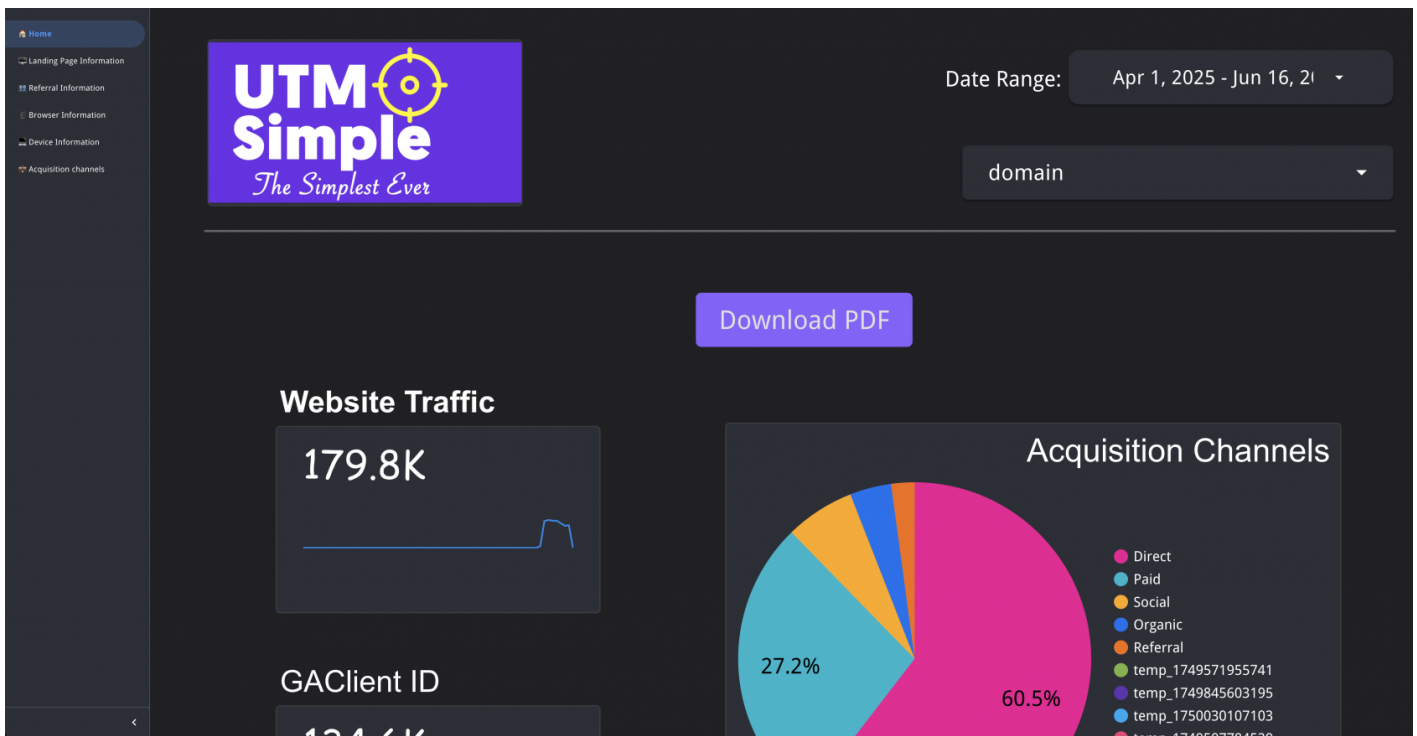
haktan@handldigital.com

Update

Please create your report by clicking on this Link: [Looker Studio](#)

Step 5: View Your Report in Looker Studio

1. You will be taken directly to your custom Looker Studio report.
2. Explore your traffic, channels, and acquisition analytics.
3. Use features like date range selection, filters, and PDF downloads as required.



Troubleshooting

- If you don't see the link, double-check that Analytics is enabled and your email is correct.
- The Google email provided must have access to Google Looker Studio.

You're all set! If you have any issues, contact support via the options in your UTMSimple dashboard.