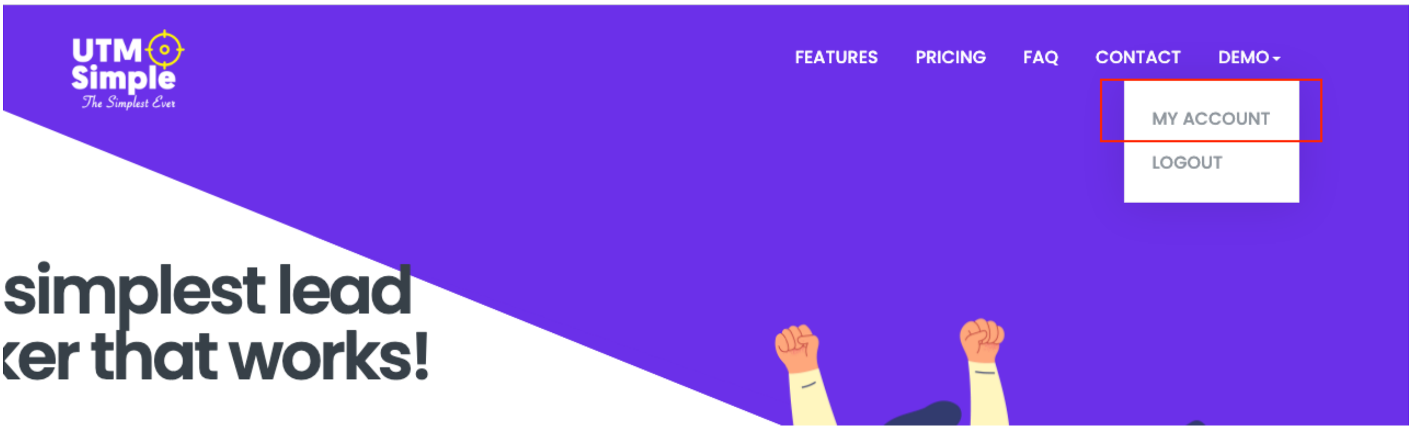
101. Let's Start

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?

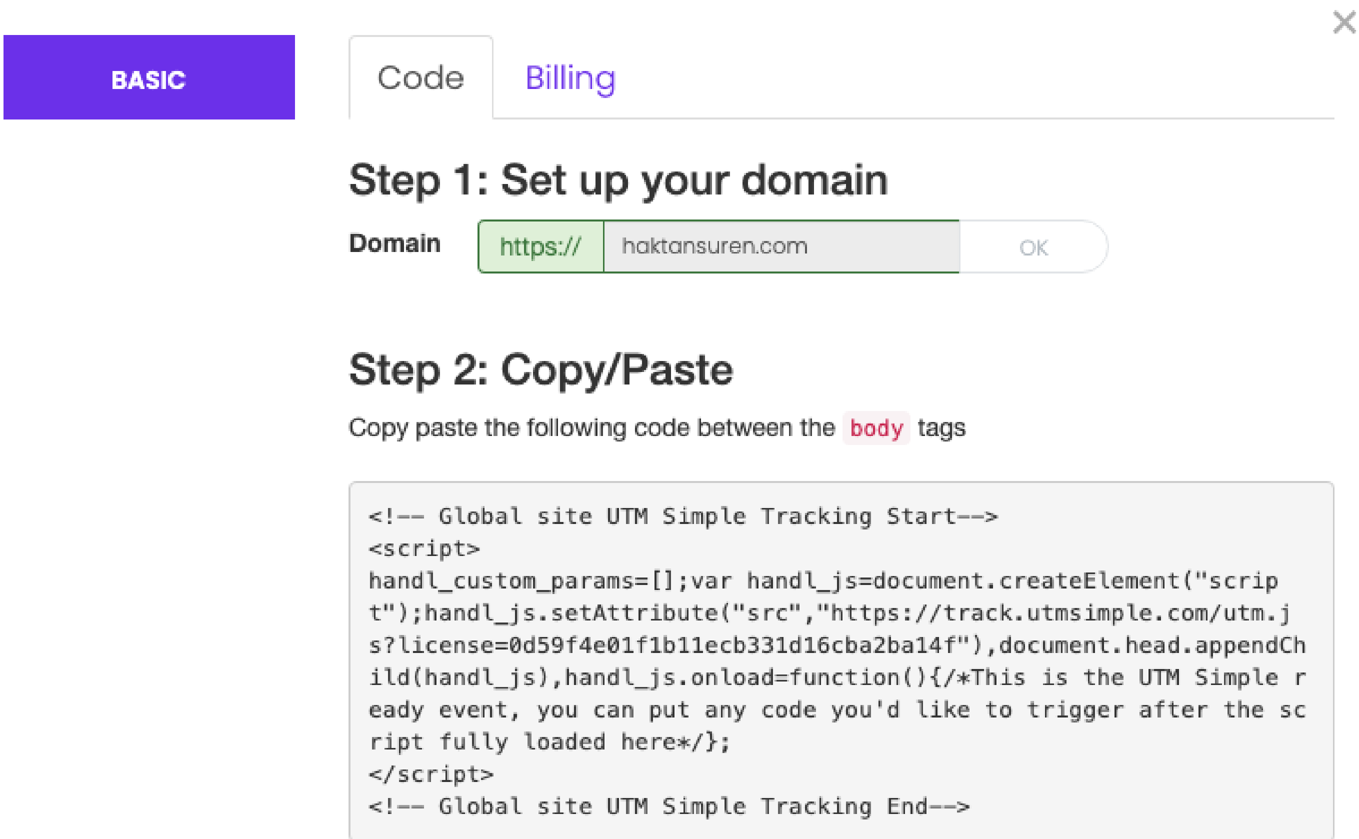
How can I register to UTMSimple?

Where is the tracking code?

Your tracking code is under My Account.



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



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
_fbc – fbclick 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.
```

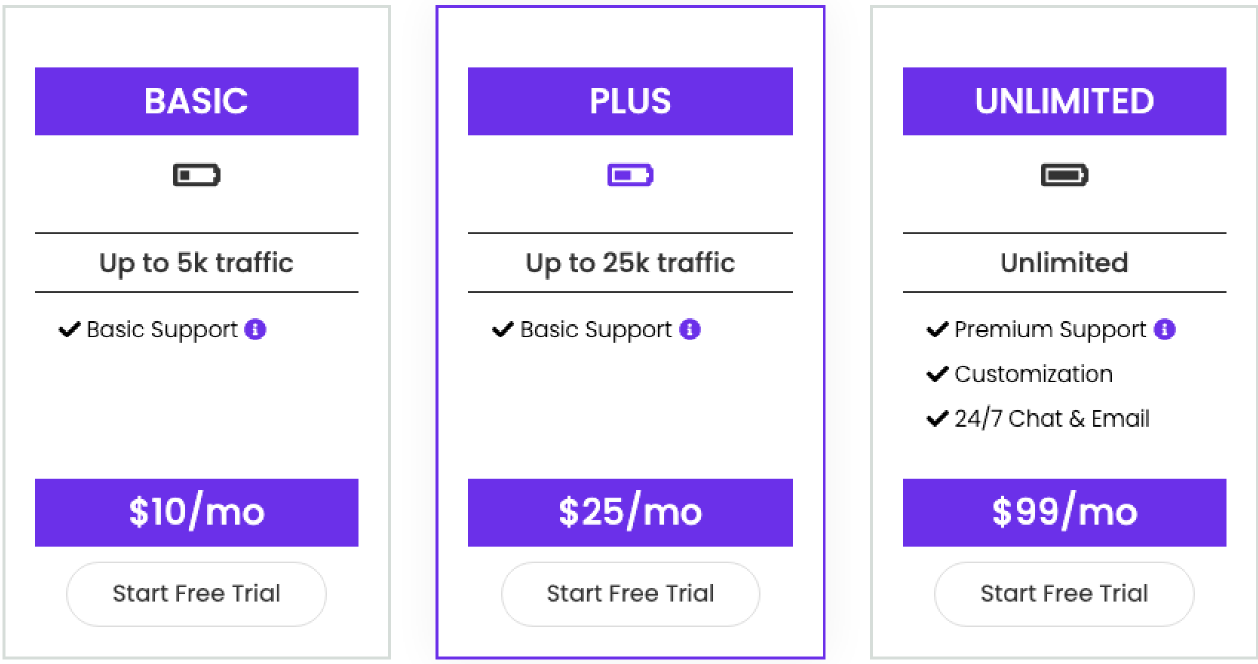
Google Ads Related Parameters [Google Ads ValueTrack Parameters]

```
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.
```

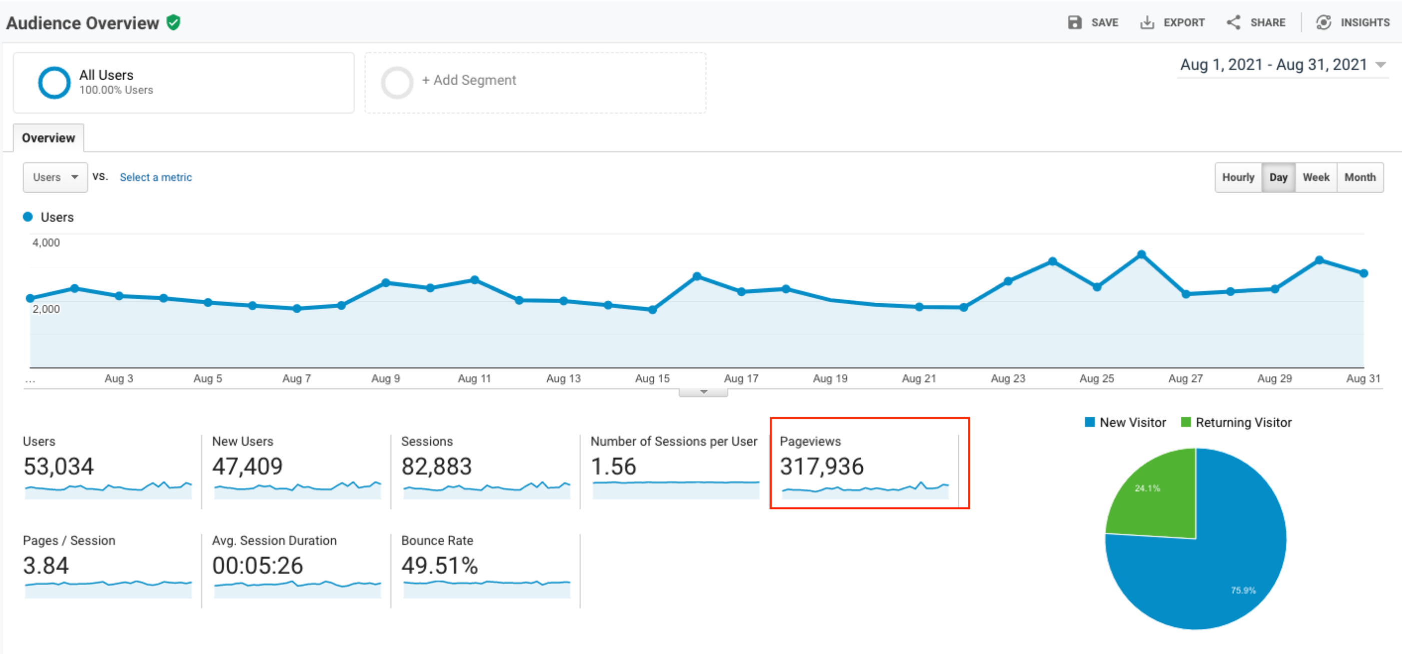
Which UTMSimple Plan is best for me?

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



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
All Users
100.00% Users
+ Add Segment
Aug 1, 2021 - Aug 31, 2021
Overview
Users
VS.
Select a metric
Hourly
Day
Week
Month
Users
4,000
2,000
...
Aug 3
Aug 5
Aug 7
Aug 9
Aug 11
Aug 13
Aug 15
Aug 17
Aug 19
Aug 21
Aug 23
Aug 25
Aug 27
Aug 29
Aug 31
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
24.1%
75.9%

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 approproately wihout you doing anyting (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 affid?

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.c
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...

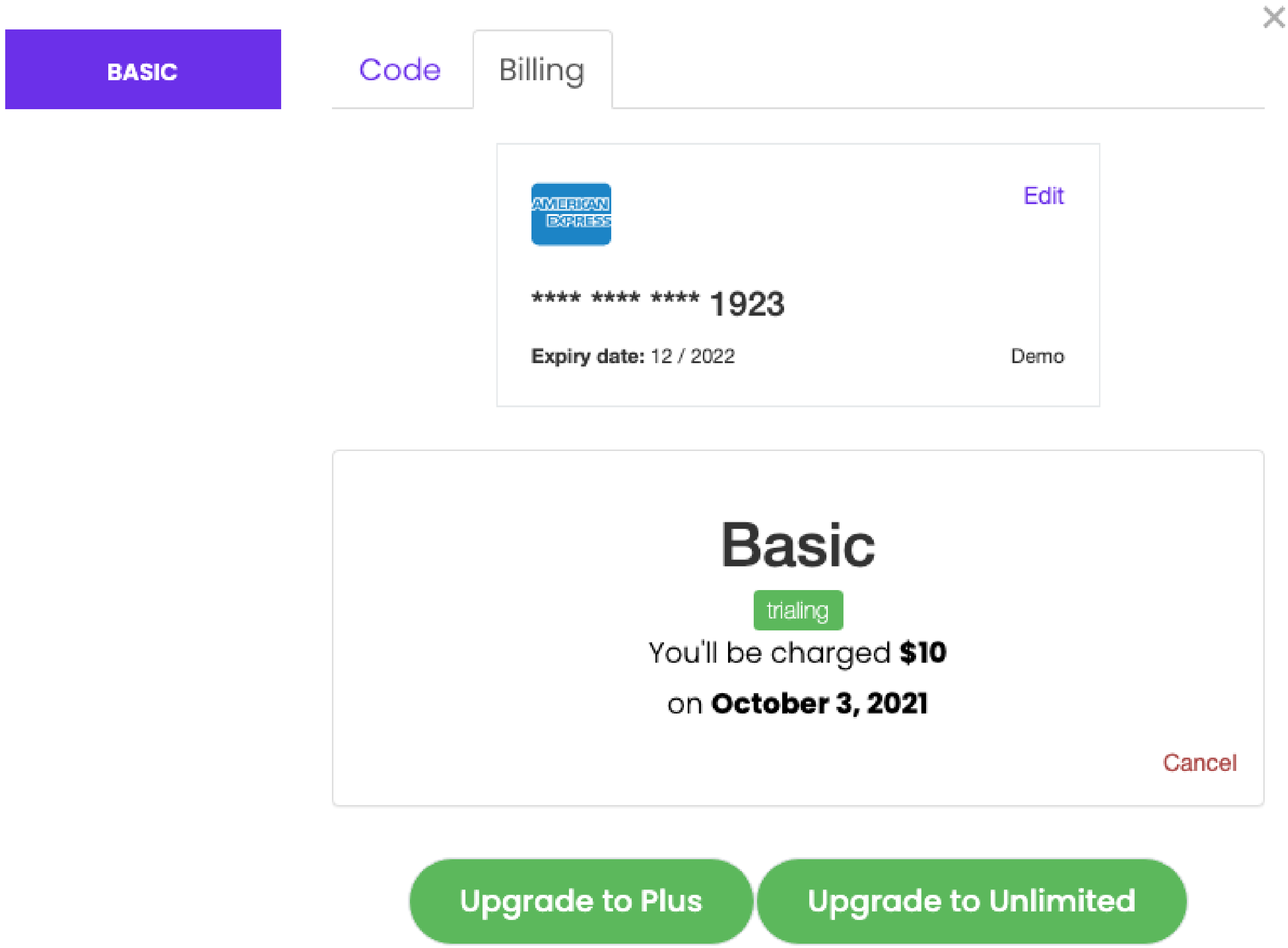
```
handl_custom_params=['affid','user_id','id'];
```

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 :)



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 -->
```

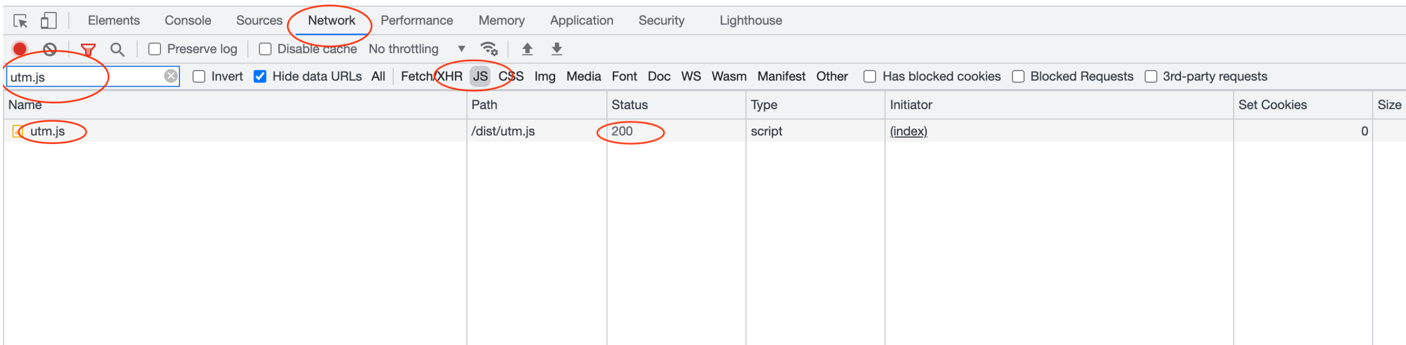
How do I know If I'm tracking?

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 as 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:

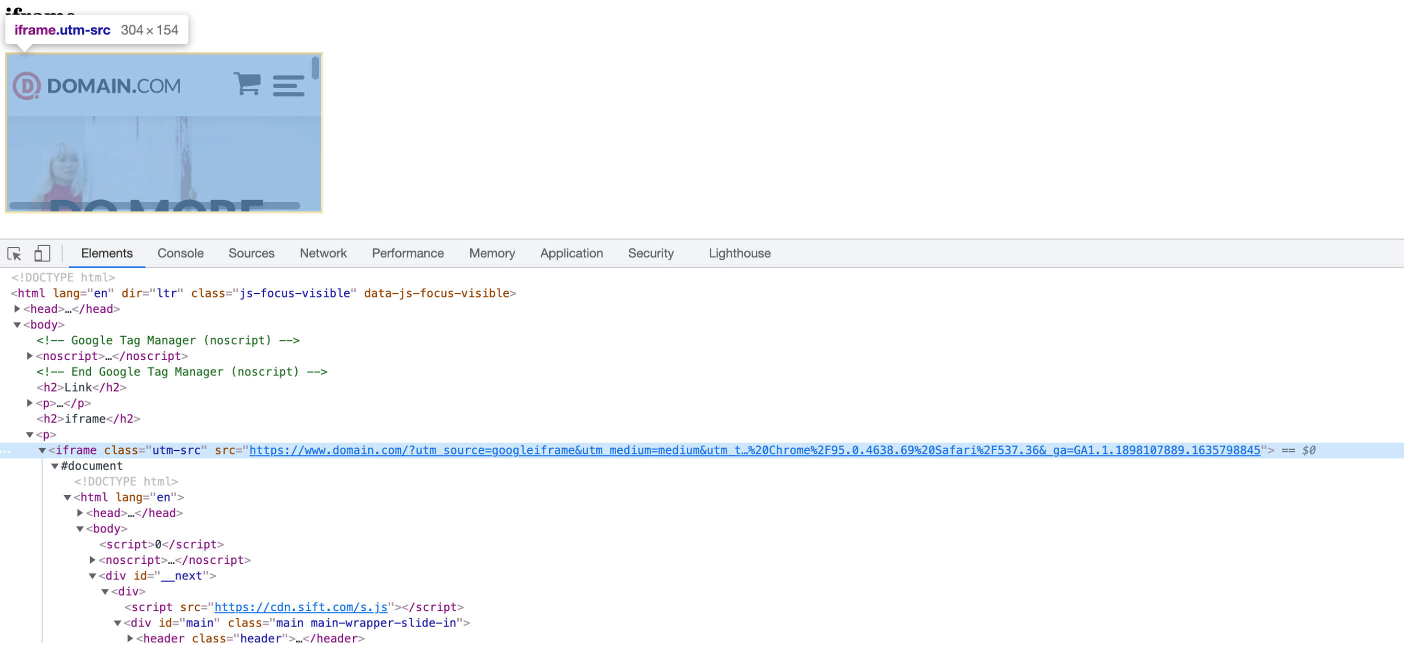
```
<h2>Link</h2>
<p><a class="utm-out" href="https://www.google.com/?utm_source=googlelink">Google Link</a></p>
```

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 reocmmend 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().hid
				}
        	})

        })
	}, 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 folow the 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...
```

```
});
```

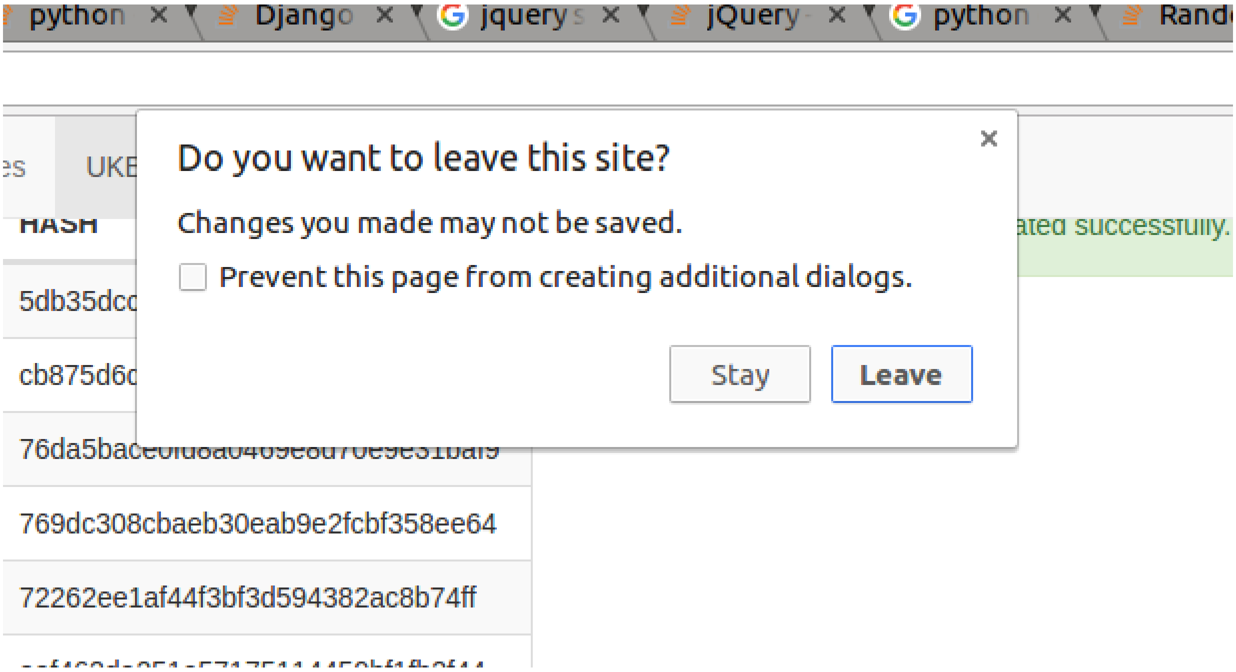
Various Known Issues

Craft CMS creates dialog when page refreshed or navigated

After implementing our plugin, you might be seing 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 UTMSimple and trigger Events

You can track Facebook easily and accurately within UTMSimple 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>'});
```

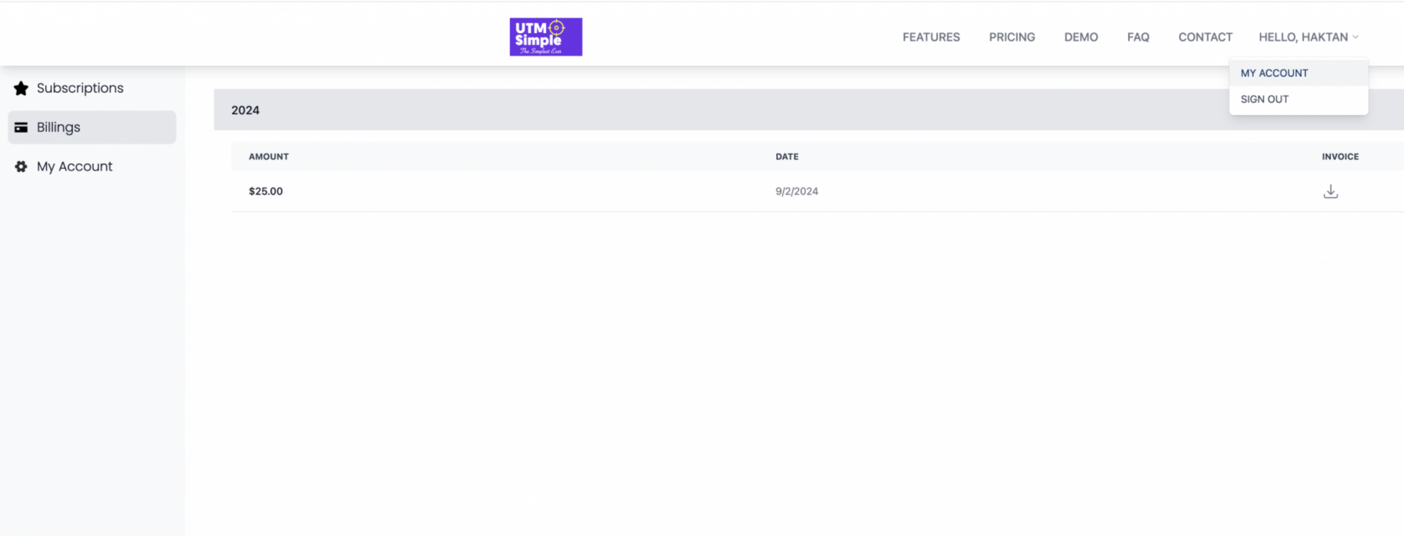
By following these steps, you'll effectively track Facebook events using UTMSimple.

I need an invoice

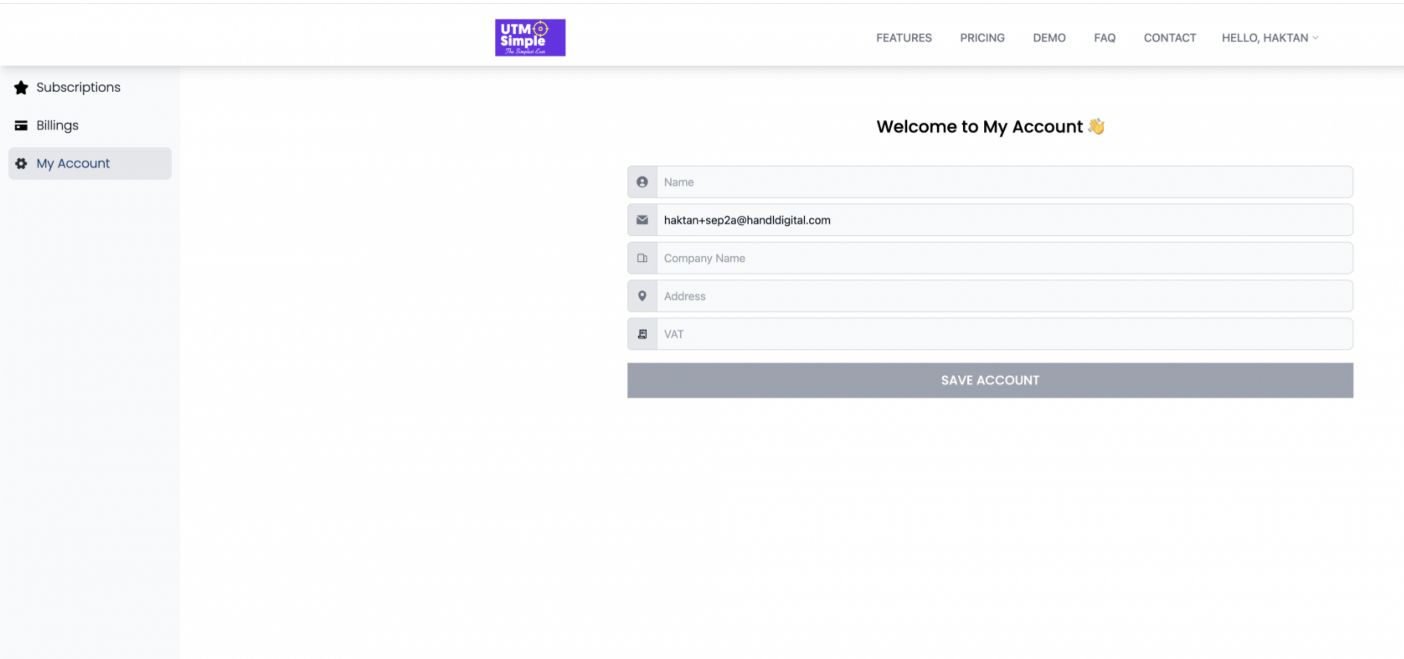
You can download your invoices from utmsimple.com.

Simply log in to your account at utmsimple.com.

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



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.



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

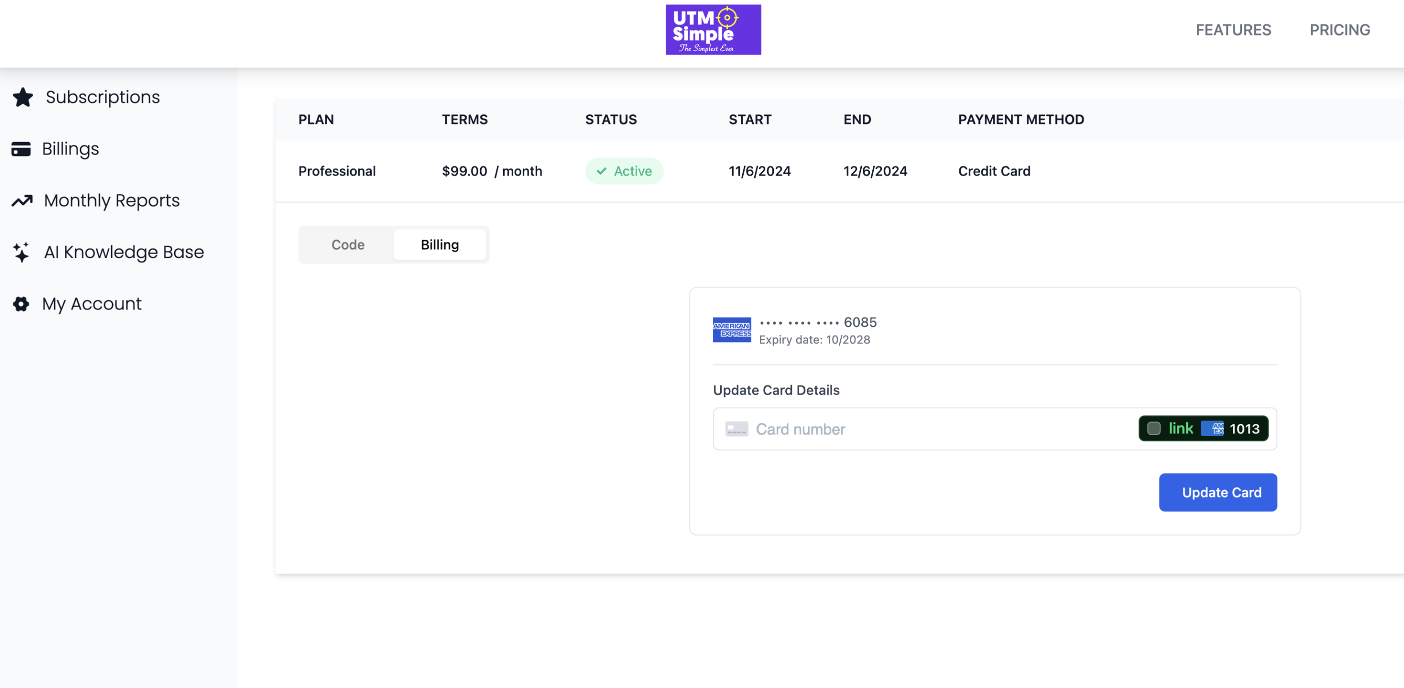
- Under the "My Account" menu, click on "Subscriptions."

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.



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

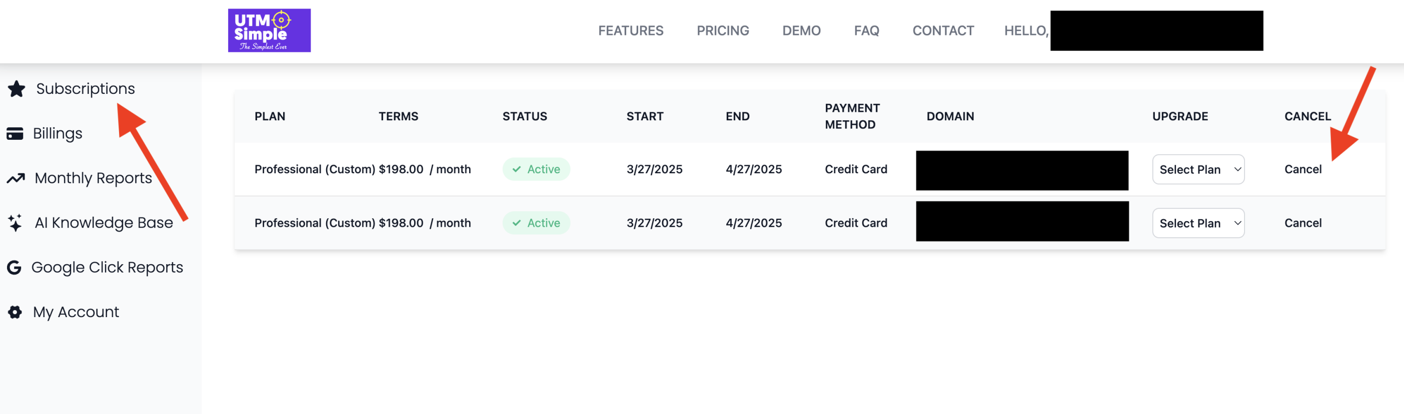
Visit utmsimple.com and log in with your credentials. Access Your Account Settings

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.



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

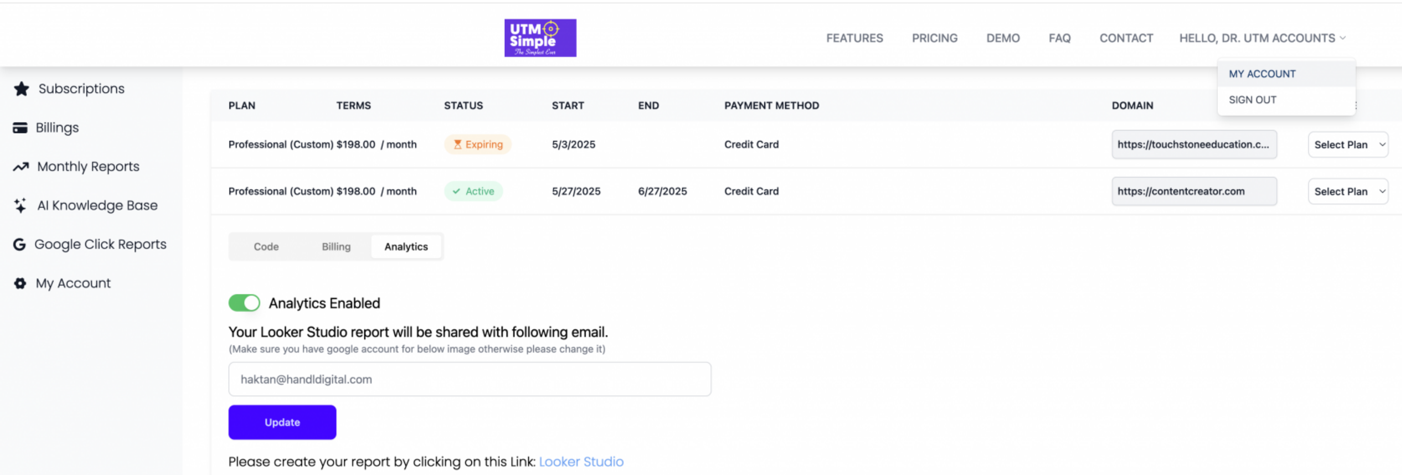
UTMsimple's customer support through their contact page.

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.

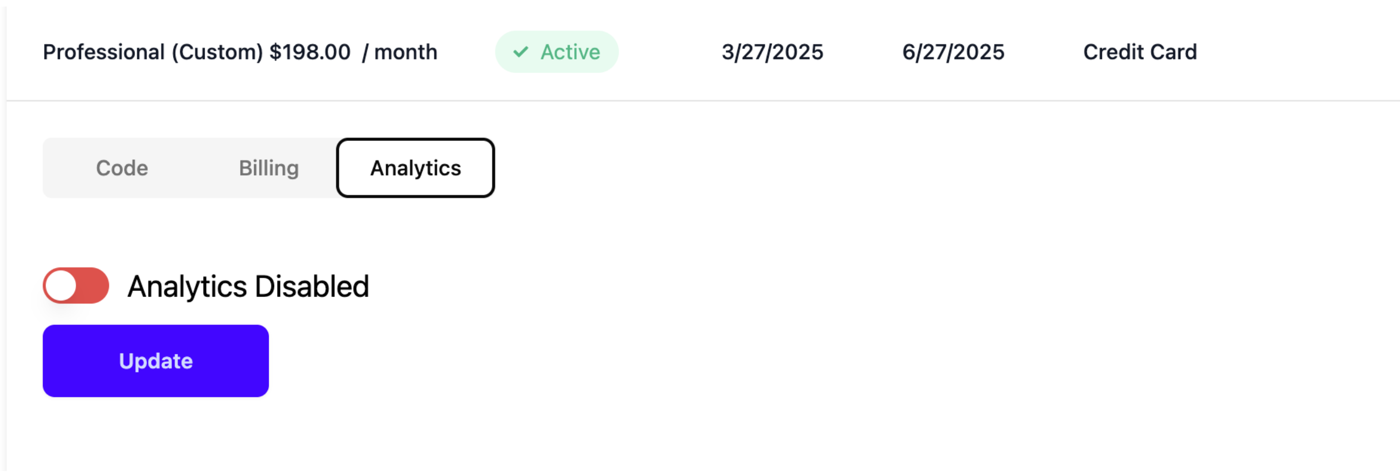
Step 1: Log in and Go to My Account

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**.



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.



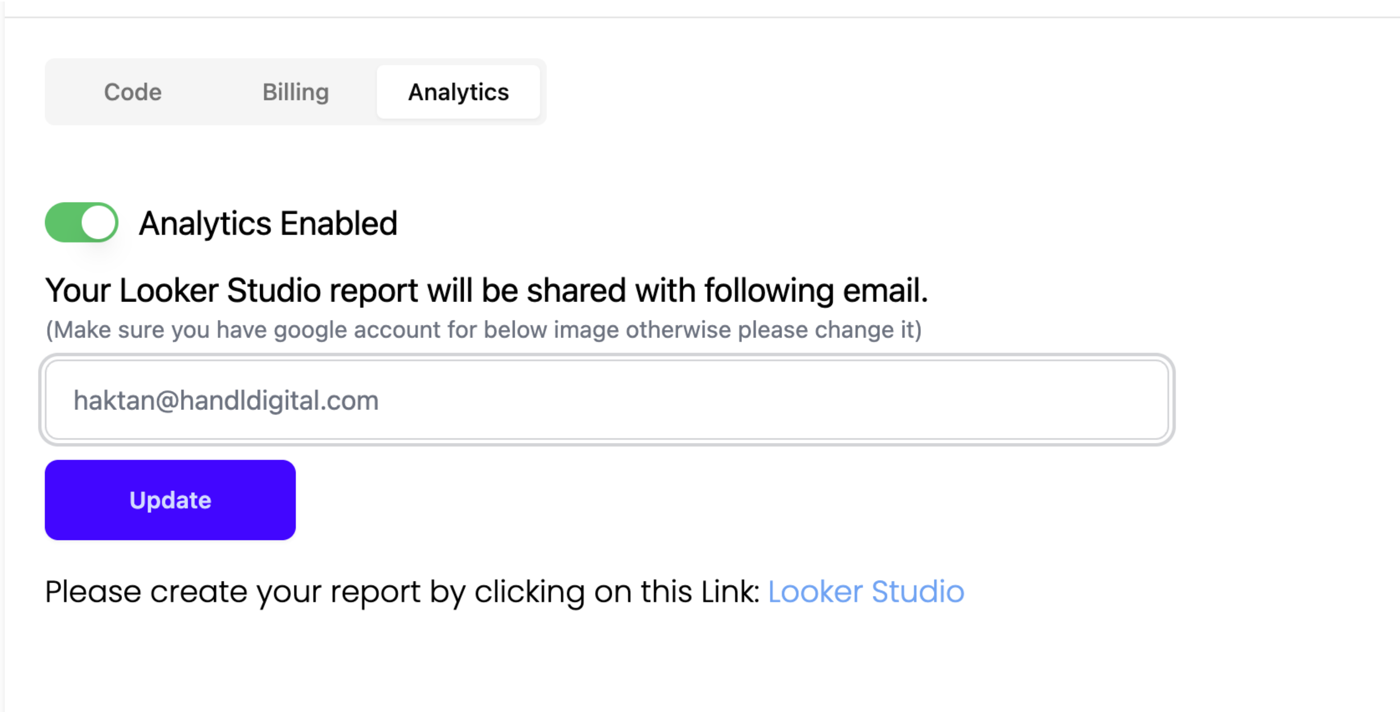
Step 3: Enable Analytics

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.

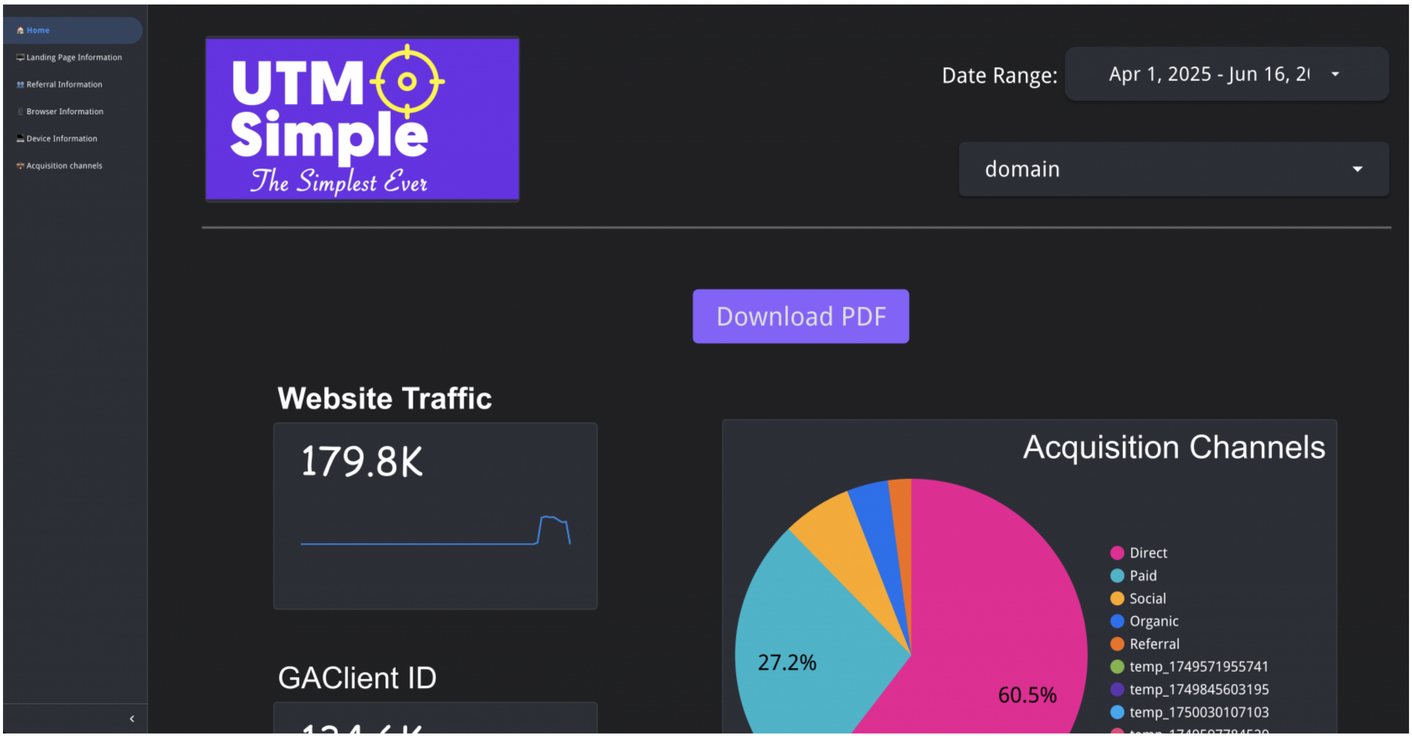
Step 4: Access the Looker Studio Report Link

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



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.

Split Testing Guide

What is Split Testing?

Split testing (also known as A/B testing) allows you to show different content to different visitors on your website. This feature helps you test which version of your content performs better - whether it's different headlines, call-to-action buttons, pricing, or any other element.

How It Works

The split testing feature automatically divides your website visitors into two groups:

- **Group A** (handl_split1): Shows your control/original content
- **Group B** (handl_split2): Shows your test content

Important: The split ratio controls how many visitors see the **control version** (Group A). For example, if you set `handl_split_ratio = 90`, then 90% of visitors will see the control version and 10% will see the test version.

Once a visitor is assigned to a group, they'll consistently see the same version across all pages on your website.

Setup Instructions

1. Configure Split Ratio

Set the percentage of visitors who should see the **control version** (Group A). The default is 50% (50/50 split).

```
window.handl_split_ratio = 70; // 70% see control version, 30% see test version
```

Common split ratios:

- `50` - Equal split (50% each)
- `70` - 70% control, 30% test

- `80` - 80% control, 20% test
- `90` - 90% control, 10% test

2. Add CSS Classes to Your Content

Wrap the content you want to test with the appropriate CSS classes:

```
<!-- Control version (Group A) -->
<div class="handl_split1">
    <h1>Original Headline</h1>
    <p>Original description text</p>
    <button class="btn-primary">Original CTA</button>
</div>

<!-- Test version (Group B) -->
<div class="handl_split2">
    <h1>New Headline</h1>
    <p>New description text</p>
    <button class="btn-secondary">New CTA</button>
</div>
```

Real-World Examples

Example 1: Headline Testing

Goal: Test which headline converts more visitors to sign up

```
<!-- Control headline -->
<div class="handl_split1">
    <h1>Get Your Free Trial Today</h1>
    <p>Start using our platform with a 30-day free trial</p>
</div>

<!-- Test headline -->
<div class="handl_split2">
    <h1>Join 10,000+ Happy Customers</h1>
    <p>Start using our platform with a 30-day free trial</p>
```

```
</div>
```

Example 2: Call-to-Action Button Testing

Goal: Test different button colors and text

```
<!-- Control CTA -->
<div class="handl_split1">
    <button class="btn-blue">Start Free Trial</button>
</div>

<!-- Test CTA -->
<div class="handl_split2">
    <button class="btn-green">Get Started Now</button>
</div>
```

Example 3: Pricing Display Testing

Goal: Test different pricing presentations

```
<!-- Control pricing -->
<div class="handl_split1">
    <div class="pricing-card">
        <h2>Pro Plan</h2>
        <div class="price">$29/month</div>
        <ul>
            <li>Feature 1</li>
            <li>Feature 2</li>
        </ul>
    </div>
</div>

<!-- Test pricing -->
<div class="handl_split2">
    <div class="pricing-card">
        <h2>Pro Plan</h2>
        <div class="price">$29/month</div>
        <div class="savings">Save $120/year</div>
```

```
        <ul>
            <li>Feature 1</li>
            <li>Feature 2</li>
        </ul>
    </div>
</div>
```

Example 4: Form Testing

Goal: Test different form layouts

```
<!-- Control form -->
<div class="handl_split1">
    <form>
        <input type="email" placeholder="Enter your email">
        <input type="text" placeholder="Your name">
        <button type="submit">Subscribe</button>
    </form>
</div>

<!-- Test form -->
<div class="handl_split2">
    <form>
        <input type="text" placeholder="Your name">
        <input type="email" placeholder="Enter your email">
        <button type="submit">Get Started</button>
    </form>
</div>
```

Example 5: Hero Section Testing

Goal: Test different hero section layouts

```
<!-- Control hero -->
<div class="handl_split1">
    <div class="hero">
        <h1>Transform Your Business</h1>
        <p>Our platform helps you grow faster</p>
```

```
        <button>Learn More</button>
    </div>
</div>


<!-- Test hero -->
<div class="handl_split2">
    <div class="hero">
        <h1>Grow Your Business 10x Faster</h1>
        <p>Join thousands of successful businesses</p>
        <button>Start Growing</button>
    </div>
</div>
```

Best Practices

1. Test One Element at a Time

Focus on testing one specific element (headline, button, image) rather than multiple changes at once. This helps you identify what's driving the difference in performance.

2. Run Tests Long Enough

Allow your tests to run for at least 1-2 weeks to get statistically significant results. Don't make decisions based on just a few days of data.

3. Set Clear Goals

Before starting a test, define what success looks like:

- More sign-ups?
- Higher click-through rates?
- Increased time on page?
- More purchases?

4. Monitor Performance

Track your key metrics during the test to ensure the test version isn't hurting your overall performance.

Advanced Usage

Testing Multiple Elements

You can test multiple elements on the same page:

```
<!-- Header testing -->
<div class="handl_split1">
    <header>Control Header</header>
</div>
<div class="handl_split2">
    <header>New Header</header>
</div>

<!-- Footer testing -->
<div class="handl_split1">
    <footer>Control Footer</footer>
</div>
<div class="handl_split2">
    <footer>New Footer</footer>
</div>
```

Testing Different Page Layouts

```
<!-- Control layout -->
<div class="handl_split1">
    <div class="sidebar-left">
        <nav>Navigation</nav>
    </div>
    <div class="main-content">
        <h1>Content</h1>
    </div>
</div>
```

```html
<!-- Test layout -->
<div class="handl_split2">
    <div class="main-content">
        <h1>Content</h1>
    </div>
    <div class="sidebar-right">
        <nav>Navigation</nav>
    </div>
</div>
```

Troubleshooting

Visitors See Both Versions

- Make sure you have the correct CSS classes (`handl_split1` and `handl_split2`)
- Check that the split testing is properly initialized

Split Ratio Not Working

- Verify that `handl_split_ratio` is set correctly
- Clear browser cookies to reset the test assignment

Content Not Showing

- Check that your CSS classes are properly applied
- Ensure the split testing script is loaded before your content

Analytics Integration

The split testing feature automatically triggers events that you can track in your analytics:

- `UTMSimpleSplitTestInitialized` - Fired when split testing is set up
- The assigned split group is stored in cookies for tracking

You can use these events to track conversion rates for each version in your analytics platform.

UTMSimpleSplitTestInitialized Event

This event is triggered when split testing is initialized and includes detailed information about the split assignment.

Event Details

Event Name: `UTMSimpleSplitTestInitialized`

Event Data:

```
{
    splitDecision: "handl_split1" | "handl_split2",  // The assigned split group
    splitRatio: 50  // The configured split ratio percentage
}
```

Listening for the Event

```
document.addEventListener('UTMSimpleSplitTestInitialized', function(event) {
    console.log('Split Decision:', event.detail.splitDecision);
    console.log('Split Ratio:', event.detail.splitRatio);

    // Track in Google Analytics
    if (typeof gtag !== 'undefined') {
        gtag('event', 'split_test_assigned', {
            'split_group': event.detail.splitDecision,
            'split_ratio': event.detail.splitRatio
        });
    }

    // Track in Facebook Pixel
    if (typeof fbq !== 'undefined') {
        fbq('track', 'CustomEvent', {
            event_name: 'split_test_assigned',
            split_group: event.detail.splitDecision,
            split_ratio: event.detail.splitRatio
        });
    }
```

```
});
```

Use Cases

1. **Analytics Tracking**

```
document.addEventListener('UTMSimpleSplitTestInitialized', function(event) {
    // Send to your analytics platform
    analytics.track('Split Test Assigned', {
        splitGroup: event.detail.splitDecision,
        splitRatio: event.detail.splitRatio,
        timestamp: new Date().toISOString()
    });
});
```

2. **Conversion Tracking**

```
document.addEventListener('UTMSimpleSplitTestInitialized', function(event) {
    // Store split group for later conversion tracking
    sessionStorage.setItem('splitGroup', event.detail.splitDecision);
});

// Later, when tracking conversions
function trackConversion() {
    const splitGroup = sessionStorage.getItem('splitGroup');
    if (splitGroup) {
        analytics.track('Purchase', {
            splitGroup: splitGroup,
            value: 99.99
        });
    }
}
```

3. **Debugging Split Tests**

```
document.addEventListener('UTMSimpleSplitTestInitialized', function(event) {
    console.log('   Split Test Debug Info:');
    console.log('  - Assigned Group:', event.detail.splitDecision);
    console.log('  - Split Ratio:', event.detail.splitRatio + '%');
    console.log('  - Test Version:', event.detail.splitDecision === 'handl_split2' ?
'B' : 'A');
});
```

4. **Conditional Logic Based on Split**

```
document.addEventListener('UTMSimpleSplitTestInitialized', function(event) {
    if (event.detail.splitDecision === 'handl_split2') {
        // Apply special styling or functionality for test group
        document.body.classList.add('test-version');
    }
});
```

Event Timing

The event is fired:

- When the page loads and split testing is initialized
- After the split decision is made and stored in cookies
- Before the content is displayed to the visitor

Best Practices

1. **Listen Early**: Add your event listener as early as possible in your page load
2. **Handle Missing Data**: Always check if `event.detail` exists before accessing properties
3. **Track Consistently**: Use the same event data structure across all your analytics platforms
4. **Debug Mode**: Add console logging during development to verify split assignments

```
// Complete example with error handling
document.addEventListener('UTMSimpleSplitTestInitialized', function(event) {
    if (!event.detail) {
        console.warn('Split test event missing detail data');
        return;
    }

    const { splitDecision, splitRatio } = event.detail;
```

```
    // Track in multiple analytics platforms
    if (typeof gtag !== 'undefined') {
        gtag('event', 'split_test_assigned', {
            split_group: splitDecision,
            split_ratio: splitRatio
        });
    }

    if (typeof fbq !== 'undefined') {
        fbq('track', 'CustomEvent', {
            event_name: 'split_test_assigned',
            split_group: splitDecision,
            split_ratio: splitRatio
        });
    }

    // Store for later use
    sessionStorage.setItem('splitTestData', JSON.stringify({
        splitDecision,
        splitRatio,
        assignedAt: new Date().toISOString()
    }));
});
```

Conclusion

Split testing is a powerful way to optimize your website's performance. Start with simple tests like headlines and buttons, then gradually test more complex elements as you become comfortable with the process.

Remember: The goal is to improve your website's performance, so always test with a clear hypothesis and measure the results!