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 – msclkid 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.
```

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