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.
```