

# 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.
```

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