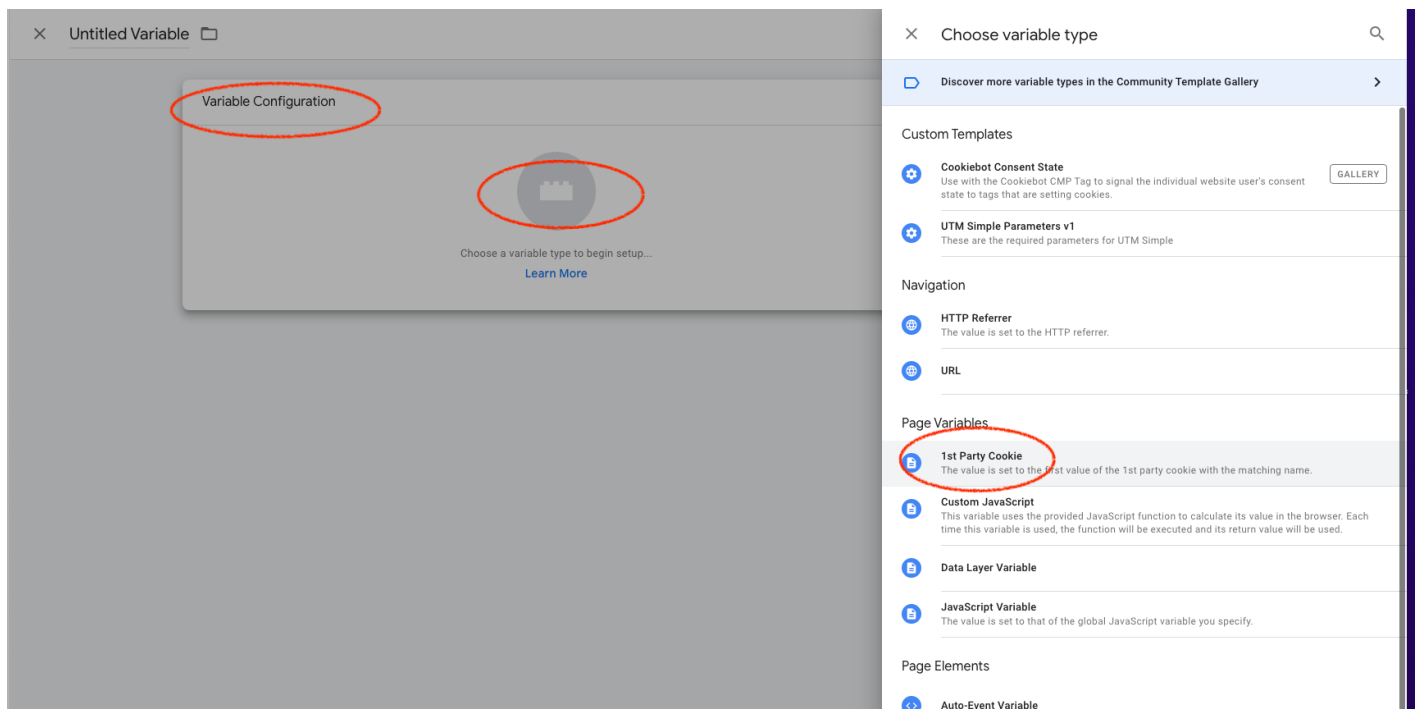


# Creating Variables in GTM

## for UTM Tracking

### Creating the variables

Login to your GTM and click "Variables" and "New". Then select, "Choose Variable" and select "1st Party Cookie" as shown in the image.



Enter `utm_campaign` as cookie name and check "URI-encoded cookie"

Repeat this for any parameters you'd like to track for. See here for the full list [What can I track with UTMSimple?](#)

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