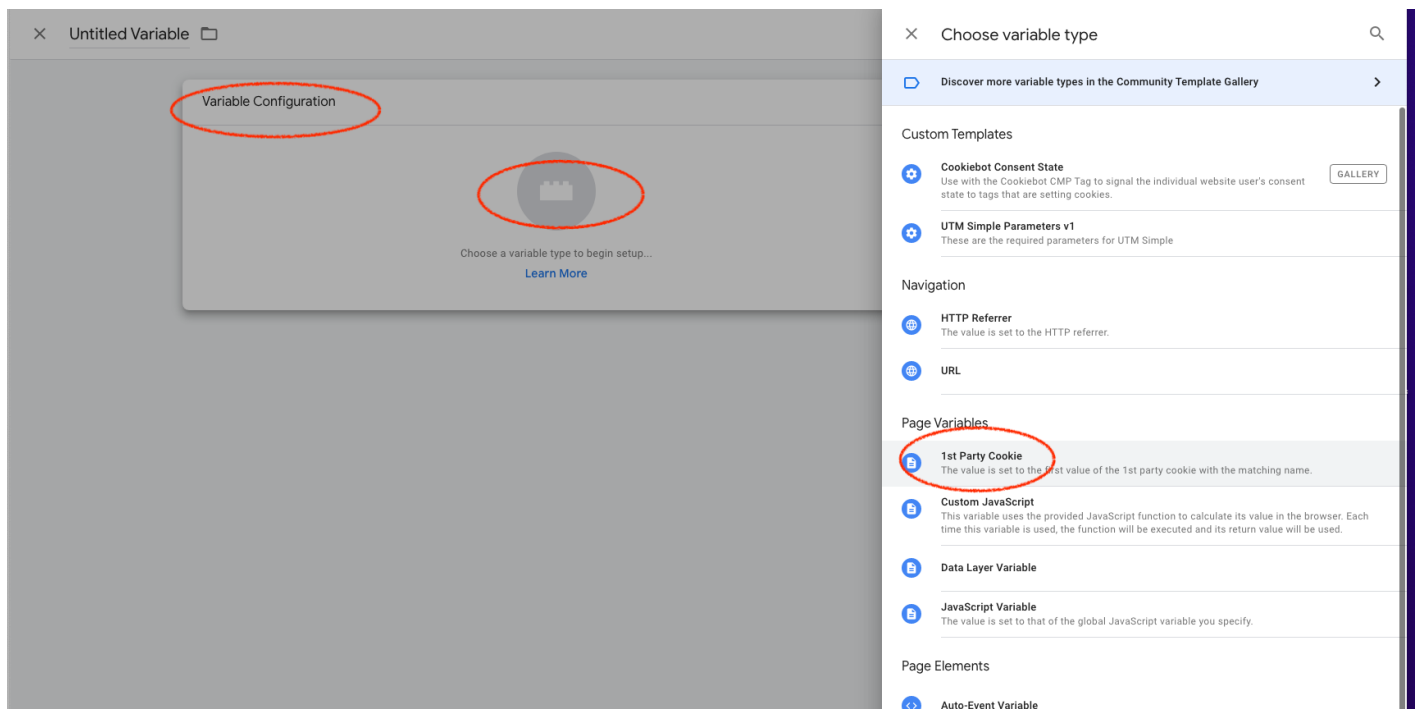# Creating Variables in GTM for UTM Tracking

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?