

# Shopify

UTMSimple / UTM Tracker How to collect and track UTM variables via Shopify step by step

- [Collect UTMs after Shopify Purchase \(Zapier\)](#)

# Collect UTMs after Shopify Purchase (Zapier)

Click Settings and Checkout

And copy paste the following script in "Order Status Page"

Settings

Abandoned checkout emails ⓘ [Customize email](#)

Send an email to customers who didn't finish checking out.

☒ Send abandoned checkout emails automatically

Send to

☒ Anyone who abandons their checkout

☐ Email subscribers who abandon their checkout

Send after

☐ 1 hour

☐ 6 hours

☒ 10 hours (recommended)

☐ 24 hours

Post-purchase page ⓘ

Use an app to add features at checkout after customers have selected to pay for their order.

Select app

☐ None

☒ One Click Upsell - Zipify OCU

Go to the selected app and make sure it's set up to show on your post-purchase page

Order status page ⓘ

Add tracking scripts and other customizations.

Don't forget to replace `<license>` with your license key and `https://hooks.zapier.com/hooks/catch/111111/aaaaaa/` with your Zapier URL.

```
<!-- Global site UTM Simple Tracking Start-->
<script>
handl_custom_params=[];var
handl_js=document.createElement("script");handl_js.setAttribute("src","https://track.utmsimple.
handl_js.onload=function(){

{% if first_time_accessed %}

setTimeout(function(){
    all_params = HandL.getAll()
    all_params.checkout_order_unmber = "{{ checkout.order_number }}"
```

```

    all_params.checkout_id = "{{ checkout.id }}"
    all_params.checkout_email = "{{ checkout.email }}"
    all_params.checkout_total_price = "{{ checkout.total_price }}"
    all_params.checkout_customer_address1= "{{
checkout.shipping_address.address1 }}"
    all_params.checkout_customer_address2= "{{
checkout.shipping_address.address2 }}"
    all_params.checkout_customer_city= "{{ checkout.shipping_address.city }}"
    all_params.checkout_customer_country= "{{
checkout.shipping_address.country }}"
    all_params.checkout_customer_country_code= "{{
checkout.shipping_address.country_code }}"
    all_params.checkout_customer_first_name = "{{
checkout.shipping_address.first_name }}"
    all_params.checkout_customer_last_name = "{{
checkout.shipping_address.last_name }}"
    all_params.checkout_customer_province = "{{
checkout.shipping_address.province }}"
    all_params.checkout_customer_province_code = "{{
checkout.shipping_address.province_code }}"
    all_params.checkout_customer_street = "{{
checkout.shipping_address.street }}"
    all_params.checkout_customer_zip = "{{ checkout.shipping_address.zip }}"
    all_params.checkout_customer_phone = "{{ checkout.shipping_address.phone }}"

    {% for line in checkout.line_items %}
    all_params.checkout_product_{{ forloop.index }} = "{{ line.title }}"

    {% if line.title == 'Product Name' %}
    {% endif %}
    {% endfor %}

    Object.keys(all_params).map(function(x,y){console.log(all_params[x] =
decodeURIComponent(all_params[x]))})
    var data = handlj.param(all_params)
    var xmlHttp = new XMLHttpRequest();
    xmlHttp.open( "GET", 'https://hooks.zapier.com/hooks/catch/111111/aaaaaaa/?'+data,
false );
    xmlHttp.send( null );
    }, 500);
    {% endif %}

```

```
};  
</script>  
<!-- Global site UTM Simple Tracking End-->
```