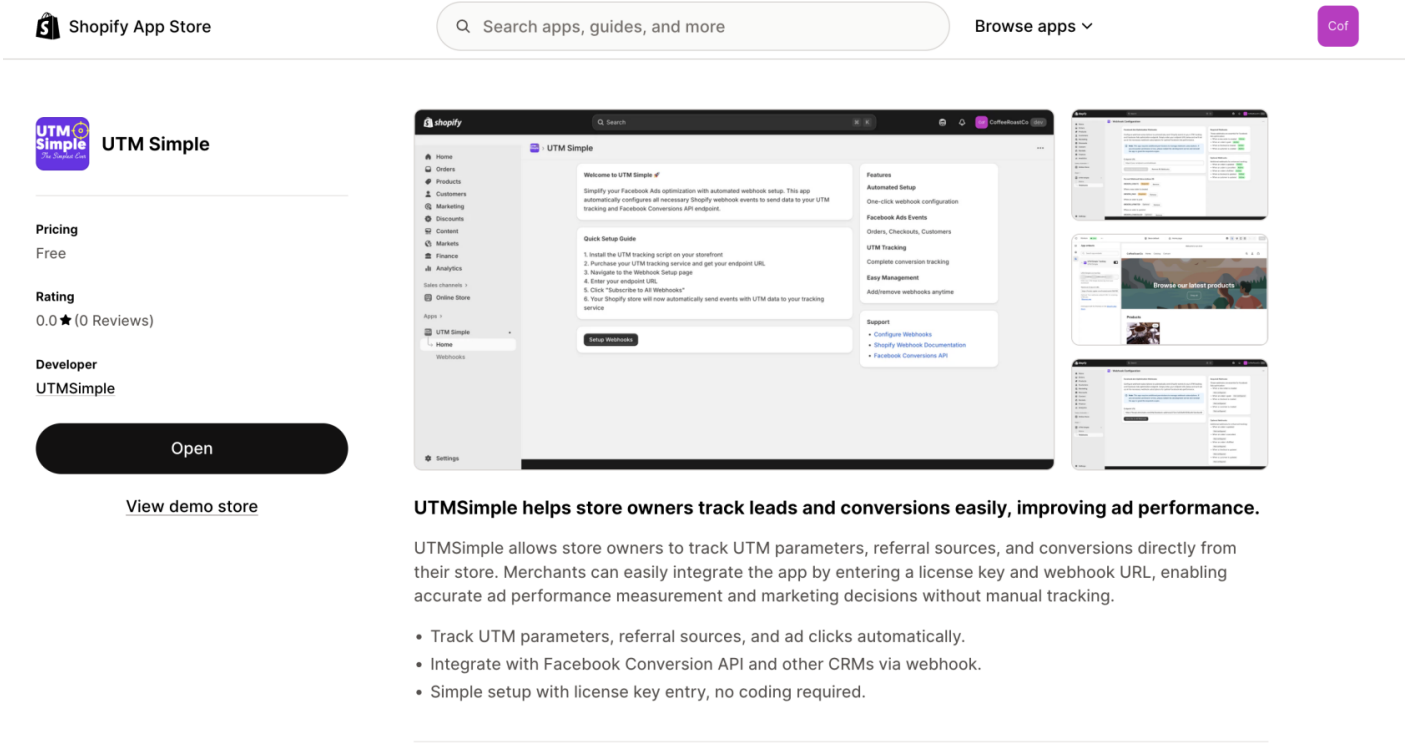
Getting Started with UTM Simple Shopify Extension

UTM Simple is a free Shopify app that automatically captures UTM parameters from your store visitors, tracks conversions, and helps you understand which marketing campaigns are driving sales.

[Click Here to check our Shopify App]



What UTM Simple Does

- **Captures UTM parameters** (source, medium, campaign, term, content) from every visitor
- **Tracks conversions** across orders, checkouts, and customer signups
- **Sends data to Facebook Conversions API** via webhooks for better ad optimization
- **Provides monthly analytics** with charts and AI-generated insights
- **100% free** for all Shopify merchants — no paid plans, no hidden fees

Prerequisites

- A Shopify store with an active theme
- A free UTM Simple license key (see Step 1 below)

Setup (5 Steps)

Step 1: Get Your Free License Key

1. Visit utmsimple.com/utmsimple-with-shopify
2. Sign up and get your free license key
3. Your key will look like this: `XXXX-XXXX-XXXX-XXXX`

Step 2: Activate Your License

1. Open the UTM Simple app in your Shopify admin
2. Click **License** in the left sidebar
3. Paste your license key into the input field
4. Click **Activate License**
5. You'll see a success message once your license is activated

Your license key is stored securely in your shop's metafields and linked to your store's domain.

Step 3: Install the Theme Extension

1. Click **Setup** in the left sidebar
2. Click the **Install UTM Simple Tracking** button — this opens your Shopify theme editor
3. In the theme editor, find the **UTM Simple Tracking** block in the app blocks section
4. Drag it into your theme's **Header** or **Footer** section (so it loads on every page)
5. Click **Save** in the theme editor

> **Tip:** Installing in the Header or Footer ensures tracking runs on every page of your store, giving you the most complete data.

Step 4: Configure Webhooks

Webhooks allow UTM Simple to receive real-time data when orders are placed, checkouts are started, and customers sign up.

1. Click **Webhooks** in the left sidebar

2. (Optional) Enter a custom webhook endpoint URL if you want to receive data at your own server
3. Click **Subscribe to All Webhooks**
4. You'll see a confirmation that all webhook subscriptions were created

UTM Simple subscribes to the following Shopify events:

Event	Description
Orders Created	When a new order is placed
Orders Paid	When an order payment is confirmed
Orders Updated	When order details change
Orders Cancelled	When an order is cancelled
Orders Fulfilled	When an order is shipped/fulfilled
Checkouts Created	When a customer starts checkout
Checkouts Updated	When checkout details change
Customers Created	When a new customer account is created

Step 5: View Your Analytics

1. Click **Analytics** in the left sidebar
2. Select a month and year using the date picker
3. Click **Get Report** to load your analytics
4. Review your traffic and conversion data in the charts and AI-generated summary

That's it! UTM Simple is now tracking your store visitors and their UTM data.

Next Steps

- Understanding Your Analytics — How to read your reports
- Webhook Configuration — Advanced webhook setup
- Troubleshooting — Common issues and fixes

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