

UTM Tracker Plugin - Documentation

□ Overview

The **UTM Tracker Plugin** allows you to store UTM parameters, propagate them across internal and external links, and dynamically replace email addresses for tracking purposes. It also includes caching bypass features to ensure accurate UTM tracking when using caching plugins.

□ Installation & Setup

1. **Download & Upload** the plugin ZIP file in WordPress >> Plugins >> Add New >> Upload Plugin.
 2. **Activate** the plugin
 3. Navigate to [Settings > UTM Tracker](#) to configure the plugin.
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□ Feature Breakdown

Each setting in the **UTM Tracker Settings Page** serves a specific purpose:

1□ UTM Parameters (comma-separated)

- Define which UTM parameters to track (e.g., [utm_campaign](#), [utm_source](#), [utm_medium](#)).
- These will be stored in session data and appended to internal/external links as needed.

Use Case:

Imagine a user clicks on a **Facebook Ad** with the URL:

```
https://yourwebsite.com?utm\_source=facebook&utm\_campaign=spring\_sale
```

The user then navigates to other pages on your site. Without this feature, UTM parameters would be lost. With this plugin, those parameters remain **stored** and are

automatically **added to internal links**. This means if the user fills out a **contact form or makes a purchase**, you'll still have UTM data associated with them.

2 Host Propagation List

- Specify domains where UTM parameters should be propagated.
- Example: Adding `example.com` ensures UTM parameters are retained when linking to <https://example.com/page>.

Use Case:

Suppose you have multiple websites and the user arrives on your main website with the UTM parameters, but then, navigates to one of your other linked websites and fills a form on website #2. Since UTMs will be propagated to website #2 as well, you will still know that the user arrived at your first website and then navigated to the 2nd one from your campaign.

3 Replace Emails with UTM Versions

- **Automatically swap displayed email addresses** for users who arrive via UTM-tracked links.
- Example: A user arriving via `utm_campaign=spring_sale` sees `utm.sales@company.com` instead of `contact@company.com`.
- **To configure:** Click + `Add Email Rule`, enter the **Original Email** and **UTM Email Replacement**.

Use Case:

A user clicks on your **Google Ads campaign** and lands on your contact page. Instead of filling out a form, they copy your **email address** and email you directly.

- **Without this feature:** You receive an email at `contact@yourwebsite.com`, but you have no idea if this lead came from a campaign.
- **With this feature:** The user sees `campaign@yourwebsite.com` instead of `contact@yourwebsite.com`. If you receive an email at `campaign@yourwebsite.com`, you **know** this user came from a **UTM-tracked campaign**.
This helps you **accurately measure** which campaigns bring direct email inquiries.

4 Hide UTM Parameters

- When enabled, **UTM parameters are stored in session but removed from the URL**.

- Ensures a cleaner URL while still tracking users correctly.

Use Case:

Say a user lands on

https://yourwebsite.com?utm_source=facebook&utm_campaign=sale.

After a few seconds, the URL automatically updates to <https://yourwebsite.com> (without UTM parameters), but the data is **still stored**.

This:

- Prevents users from **manually sharing** links with UTM parameters.
- Avoids URL clutter.
- Ensures privacy while maintaining accurate tracking.

5 Enable Debug Logs

- Displays detailed logs in the browser console ([console.log](#)) for debugging purposes.
- Helps troubleshoot UTM propagation issues.

Use Case:

If UTM parameters are **not being stored** or **email replacements are failing**, enabling this setting will log key events in the **browser console** and in **WordPress logs**.

This allows developers or site admins to **troubleshoot** potential issues.

6 Bypass Cache

- **Prevents caching conflicts** by dynamically bypassing cache mechanisms.
- Recommended **only** if using a caching plugin that interferes with UTM tracking.
- [Tooltip](#) provides guidance on usage.

Use Case:

- If you are using **WP Rocket**, **W3 Total Cache**, or **Cloudflare**, UTM parameters may be ignored due to caching.
 - Enabling **Bypass Cache** ensures UTM data is **processed dynamically** by preventing full-page caching on the first visit.
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□ How to Use Email Replacement Rules

1. ****Navigate to [Settings > UTM Tracker](#)**
2. Scroll to [Replace Emails with UTM Versions](#)
3. Click [+ Add Email Rule](#)
4. Enter the **original email** and the **UTM replacement email**
5. Click [Save Changes](#)
6. Users with UTM parameters in their session will see the modified email!

Using the Plugin with Caching Plugins (WP Rocket, W3 Total Cache, etc.)

□ Best Practice: Enable [Bypass Cache](#)

If you're using a caching plugin, you may experience issues where **UTM parameters don't persist across pages**. The solution:

- Enable the [Bypass Cache toggle](#) in [Settings > UTM Tracker](#).
- This dynamically forces pages to ignore cache where necessary.

□ Manual Caching Plugin Exclusions

If you prefer to manually configure caching plugins, **exclude the following**:

- **Pages where UTMs are essential** (e.g., landing pages, checkout pages)
- **Exclude session cookies from cache:**
 - [utm_tracker](#) (Used to store UTM data in PHP sessions)
- **Exclude URLs containing UTM parameters from caching**

Example Exclusions for WP Rocket:

- Go to [Settings > WP Rocket > Advanced Rules](#)

Add this to [Never Cache URLs](#):

```
*utm_campaign*  
*utm_source*  
*utm_medium*  
*utm_content*  
*utm_term*
```

□ Troubleshooting & Common Issues

Issue	Solution
UTM parameters disappear after page load	Enable Hide UTM Parameters to store them in session.
Emails are not being replaced	Ensure the original email exactly matches the one displayed on the site.
UTM parameters are not tracking	Disable cache or enable Bypass Cache in settings.
Debug logs are too verbose	Disable Enable Debug Logs in settings.
Settings do not take effect	Make sure you clear the cache after changing settings.

? FAQs

1. How do I know if UTM tracking is working?

- Open your browser's **developer console (F12)**, go to [Console](#) and check the debug logs (Enable [Debug Mode](#) first).

2. Does this plugin modify database entries?

- No, it only works with **session-based UTM tracking** and dynamically modifies displayed elements.

3. Can I use this plugin for affiliate tracking?

- Yes, you can track **where users come from and which links they click**, but it does **not** handle affiliate commission tracking.

4. What happens if a user clears cookies?

- The stored UTM parameters in session will be lost, and tracking resets.

5. Can I use this with Google Analytics?

- Yes! Just ensure **Google Tag Manager** or **GA scripts** are set to read UTM parameters from the URL or session.
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