

Cognito Form: Capture UTMs using Iframe

First, make sure all the UTM fields are created in Cognito Form. Each field should be separate and Field Name should match the name you will use later in the implementation (see the image below).

The image shows the Cognito Form editor interface. On the left, the 'Field Settings - Textbox' panel is visible. It contains the following fields:

- Label:** A text input field containing 'utm campaign'.
- Field Name:** A text input field containing 'Utmcampaign'.
- Type:** Three radio button options: 'Single Line' (selected), 'Multiple Lines', and 'Password'.
- Placeholder Text:** A text input field containing 'test'.
- Format Validation:** A dropdown menu with a downward arrow.
- Default Value:** A text input field (partially visible).

On the right, a preview of the form is shown. It includes a title 'test', a subtitle 'testing', an 'Email' field with an envelope icon, a 'utm campaign' field with a text input containing 'A test', a dashed box with a plus sign, a 'Submit' button, and a thank you message: 'Thank you for filling out the form. Your response has been recorded.'

Your default iframe code from Cognito Form should look like this

```
<iframe src="https://www.cognitoforms.com/f/<YOUR FORM ID>?id=2"
style="position:relative;width:1px;min-width:100%;*width:100%;" frameborder="0"
scrolling="yes" seamless="seamless" height="323" width="100%"></iframe><script
src="https://www.cognitoforms.com/scripts/embed.js"></script>
```

Modify the iframe code from Cognito Forms like the following. Notice that, we are adding entry fields to the `Cognito.prefill`.

```
<iframe src="https://www.cognitoforms.com/f/<YOUR FORM ID>?id=2"
style="position:relative;width:1px;min-width:100%;*width:100%;" frameborder="0"
scrolling="yes" seamless="seamless" height="323" width="100%"></iframe><script
```

```
src="https://www.cognitoforms.com/scripts/embed.js"></script>
<script>
Cognito.prefill({
  ["Utmcampaign": "[utm_campaign]",
    "UTMSource": "[utm_source]" ,
    "UTMMedium": "[utm_medium]",
    "UTMContent": "[utm_content]",
    "UTMTerm": "[utm_term]",
    "IP": "[handl_ip]",
    "Organic": "[organic_source_str]"
  });
</script>
```

Here we only illustrated `utm_*` and `handl_ip`. However you can use all the other parameters very similar way. See the list of all the parameters available here

Native WP Shortcodes

NOTE: Cognito does not support hidden field in the form out of the box. However you can make a regular text field hidden by creating a condition that never satisfies like this.

The screenshot displays the 'Visible When...' dialog box in the Cognito Forms editor. The dialog is set to show a field when the 'Email' field contains the text '123131312asdsad'. The background shows the form editor interface with various field settings like Placeholder Text, Format Validation, Default Value, Number of Characters, Help Text, Show This Field, Require This Field, Read-Only, Limit Quantity, and Show Custom Error.

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