

Cognito Form: Embed script implementation

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 label 'testing', an 'Email' field with an envelope icon, a 'utm campaign' field with a text input containing 'A test', a 'Submit' button, and a thank you message: 'Thank you for filling out the form. Your response has been recorded.' A context menu is open over the 'utm campaign' field, showing options: Cut, Copy, Delete, Insert Field, Make Smaller, Make Bigger, and Justify Row.

Your default embed code from Cognito Form should look like this

```
<script src="https://services.cognitoforms.com/s/<YOUR FORM ID>"></script>
<script>Cognito.load("forms", { id: "2"});</script>
```

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

```
<script src="https://services.cognitoforms.com/s/<YOUR FORM ID>"></script>
<script>Cognito.load("forms", { id: "2",
entry: {
  "UTMCampaign":Cookies.get("utm_campaign"),
  "UTMSource":Cookies.get("utm_source") ,
```

```
"UTMMedium":Cookies.get("utm_medium"),  
"UTMContent":Cookies.get("utm_content"),  
"UTMTerm":Cookies.get("utm_term"),  
"IP": Cookies.get("handl_ip"),    "Organic": Cookies.get("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 shows a form configuration interface with a 'Visible When...' modal open. The modal has a teal header and a white body. It contains a rule configuration area with the following elements:

- A dropdown menu set to 'Email'.
- A dropdown menu set to 'contains'.
- A text input field containing '123131312asdsad'.
- A dropdown menu set to 'and'.
- A trash icon.
- A '+' icon to add more conditions.
- An 'or' label below the '+' icon.

At the bottom of the modal, there are two tabs: 'Basic Editor' and 'Advanced Editor'. To the right of the tabs are 'Cancel' and 'Save' buttons. The background shows a form configuration panel with various 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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