

# 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, containing 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 live 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.' 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 modal titled "Visible When...". The modal is used to define conditions for when a field is visible. The background interface includes sections for "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".

The "Visible When..." modal contains the following elements:

- A header bar with a close button (X).
- A list of conditions: "Email" (selected from a dropdown), "contains" (selected from a dropdown), and "123131312asdsad" (selected from a dropdown). There are "and" and "or" operators between conditions, and a "+" button to add more.
- A section for "or" conditions, currently empty.
- At the bottom, there are tabs for "Basic Editor" and "Advanced Editor", and buttons for "Cancel" and "Save".

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