

# Formstack Forms

HandL UTM Grabber / Tracker How to collect and track UTM variables via Formstack Forms step by step

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# Capture UTMs using Formstack forms

This form only works in HandL UTM Grabber V3

Add the hidden fields as follows. Make sure the hidden field name (either field label or placeholder exactly matches with our naming convention here [Native WP Shortcodes](#))

The screenshot shows the Formstack form builder interface. The form is titled "Sign up for our newsletter!". The form fields include:

- A text area for the sign-up message: "Fill out your information below to be signed up for our informative newsletter."
- A "Name" field.
- An "Email" field.
- A "Hidden utm\_campaign" field with placeholder text "utm\_campaign".
- A "Hidden utm\_source" field with placeholder text "utm\_source".
- A "Hidden utm\_medium" field with placeholder text "utm\_medium".
- A "Hidden organic\_source\_str" field with placeholder text "organic\_source\_str".

The left sidebar shows the "Logic" panel with the "General" section expanded. The "FIELD LABEL" is set to "utm\_campaign", the "SUPPORTING TEXT" is "utm\_campaign", and the "PLACEHOLDER" is "utm\_campaign". The "Hidden" checkbox is checked. The "Field-Specific" section is set to "Link to Smart List".

After activating the plugin, insert the following code in your custom javascript file:

```
function FF_OnAfterRender(){
  console.log("Form rendered successfully!");
  var vars =
    ["Lead.UTM_Campaign__c", "Lead.UTM_Medium__c", "Lead.UTM_Source__c", "Lead.UTM_Term__c", "Lead.UTM_
  for (v of vars){
    escape_v = v.replace(/\.\/g, '\\.\/')
    jQuery("#"+escape_v).val(Cookies.get(v));
  }
```

```
    }  
    return true;  
}
```

And the fields will be automatically populated after lead is submitted.

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Sign up for our newsletter!	
Name	Haktan S
Email	<a href="mailto:haktan@domain.com">haktan@domain.com</a>
utm_campaign	SpringSale
utm_source	facebook
utm_medium	cpc
organic_source_str	<a href="https://www.formstack.com/">https://www.formstack.com/</a>
traffic_source	Paid
handl_landing_page	<a href="https://handl-sandbox/favicon.ico">https://handl-sandbox/favicon.ico</a>

1 field was not displayed

# Capture UTMs using Formstack forms (V4) - Old

This form is only compatible with HandL UTM Grabber V3.

Please add the hidden fields as outlined below. Ensure that the hidden field name (either the field label or placeholder) exactly matches our naming convention detailed here: [Native WP Shortcodes](#).

The screenshot displays the Formstack form builder interface for a form titled "handl". The form is in "Build" mode and is titled "Sign up for our newsletter!". The form content includes a heading, a sub-heading, and four input fields: "Name", "Email", and two "Hidden" fields. The "Hidden" fields are labeled "utm\_campaign", "utm\_source", "utm\_medium", and "organic\_source\_str". The left sidebar shows the "Logic" panel with "General" and "Field-Specific" sections. The "General" section includes options for "FIELD LABEL", "SUPPORTING TEXT", "PLACEHOLDER", "Use Callout", "Required", "Read-only", "Hide Label", and "Hidden" (checked). The "Field-Specific" section includes options for "Create Custom List" and "Link to Smart List" (selected). The "FIELD SIZE" section includes "Minimum Characters" and "Maximum Characters" (both set to 0). The "Save Field" button is visible at the bottom of the sidebar.

As of version 3.0.59, you do not need to perform any additional steps, as Formstack V4 is natively supported.

If you are using HandL UTM Grabber 3.0.58 and below. Then proceed with the following step:

Upon activating the UTM Grabber V3 plugin, insert the following code into your custom JavaScript file:

```
setTimeout(function(){
  [handl_utm_all_params.map(function(v){      var element = document.querySelector('.fsForm
  [placeholder="'+v+'"]')
    if (element){
      var curVal = Cookies.get(v) ?? "";      var event = new Event('input', {
bubbles: true })
      var previousValue = element.value
      element.value = curVal
      element._valueTracker.setValue(previousValue)
    element.dispatchEvent(event)
  }
  ]})
}, 500)
```

This code will automatically populate the fields after a lead is submitted.

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Sign up for our newsletter!	
Name	Haktan S
Email	<a href="mailto:haktan@domain.com">haktan@domain.com</a>
utm_campaign	SpringSale
utm_source	facebook
utm_medium	cpc
organic_source_str	<a href="https://www.formstack.com/">https://www.formstack.com/</a>
traffic_source	Paid
handl_landing_page	<a href="https://handl-sandbox/favicon.ico">https://handl-sandbox/favicon.ico</a>

1 field was not displayed

# Capture UTMs using Formstack forms (V4)

This form is only compatible with HandL UTM Grabber V3.

Please add the hidden fields as outlined below. Ensure that the hidden field name (either the field label or placeholder) exactly matches our naming convention detailed here: [Native WP Shortcodes](#).

The screenshot shows the Formstack form builder interface. The form is titled "Sign up for our newsletter!" and includes a "Name" field, an "Email" field, and four hidden UTM tracking fields. The left sidebar shows the "Logic" and "Field-Specific" settings for the selected field. The "Field-Specific" settings are set to "Link to Smart List" and "Hidden". The "Field Size" is set to 0 for both minimum and maximum characters.

Form Fields:

- Field Label: utm\_campaign
- Supporting Text: utm\_campaign
- Placeholder: utm\_campaign
- Required:
- Read-only:
- Hide Label:
- Hidden:
- Unique:

Field-Specific Settings:

- Create Custom List:
- Link to Smart List:
- Select Smart List to Link: -- Select Smart List to Link --

Field Size:

- Minimum Characters: 0
- Maximum Characters: 0

Add `Embed Code` in FormStack at the top of your form and include the following script there. Make sure to replace `<FORM ID>` with your own form id

```
<script>
var form = window.fsApi().getForm(<FORM ID>);
form.registerFormEventListener({
  type: 'ready',
  onFormEvent: function (event) {
```

```

    if (window.handl_utm_all_params){
        handl_utm_all_params.map(function(v) {
            var element =
document.querySelector('.fsForm [placeholder="'+v+'"]')
            if (element){
                var curVal = Cookies.get(v);
                if (curVal){
                    var field_id = element.getAttribute('data-fs-field-id');
                    var dest_field =
form.getField(field_id);
                    dest_field.setValue(curVal);
                }
            }
        });
    }
    return Promise.resolve(event);
}
});
</script>

```

This code will automatically populate the fields after a lead is submitted.

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Sign up for our newsletter!	
Name	Haktan S
Email	<a href="mailto:haktan@domain.com">haktan@domain.com</a>
utm_campaign	SpringSale
utm_source	facebook
utm_medium	cpc
organic_source_str	<a href="https://www.formstack.com/">https://www.formstack.com/</a>
traffic_source	Paid
handl_landing_page	<a href="https://handl-sandbox/favicon.ico">https://handl-sandbox/favicon.ico</a>

**1 field was not displayed**