

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 \(V4\)](#)

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. On the left, the 'Logic' panel is expanded, showing the 'General' tab. Under 'General', the 'FIELD LABEL' is set to 'utm_campaign', 'SUPPORTING TEXT' is 'utm_campaign', and 'PLACEHOLDER' is 'utm_campaign'. The 'Required' checkbox is unchecked, and the 'Hidden' checkbox is checked. The 'Field-Specific' tab is also visible, showing 'Create Custom List' and 'Link to Smart List' options. The main form area displays a 'Sign up for our newsletter!' form with a title, a description, and several input fields. The fields are: 'Name', 'Email', and three hidden fields: 'utm_campaign', 'utm_source', 'utm_medium', and 'organic_source_str'. Each hidden field has a label and a placeholder, both set to the field name. The 'utm_campaign' field is highlighted with a green border.

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	haktan@domain.com
utm_campaign	SpringSale
utm_source	facebook
utm_medium	cpc
organic_source_str	https://www.formstack.com/
traffic_source	Paid
handl_landing_page	https://handl-sandbox/favicon.ico

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 V4 form builder interface. The top navigation bar includes tabs for Forms, Uncategorized, and a specific form named 'handl'. The 'Build' tab is active, showing a form titled 'Sign up for our newsletter!'. The form includes a header, a description, and several input fields. The left sidebar contains a 'Logic' section with a 'General' tab, where fields are configured. The 'FIELD LABEL' is 'utm_campaign', and the 'PLACEHOLDER' is 'utm_campaign'. The 'Required' checkbox is unchecked, and the 'Hidden' checkbox is checked. The 'Field-Specific' section shows 'Link to Smart List' selected, with a dropdown menu for selecting a smart list. The 'FIELD SIZE' section shows 'Minimum Characters' and 'Maximum Characters' both set to 0. The main form area shows the following fields: 'Name', 'Email', 'Hidden utm_campaign', 'Hidden utm_source', 'Hidden utm_medium', and 'Hidden organic_source_str'. Each field has a label and a placeholder, and the 'Hidden' checkbox is checked for the UTM fields.

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	haktan@domain.com
utm_campaign	SpringSale
utm_source	facebook
utm_medium	cpc
organic_source_str	https://www.formstack.com/
traffic_source	Paid
handl_landing_page	https://handl-sandbox/favicon.ico

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 top navigation bar includes 'Forms', 'Uncategorized', 'handl', 'Build', 'Conversion Kit', 'Settings', 'Share', 'Submissions', and 'Analytics'. The 'Build' tab is active. On the left, the 'Logic' panel is expanded, showing 'General' and 'Field-Specific' settings. The 'General' section includes 'FIELD LABEL' (utm_campaign), 'SUPPORTING TEXT' (utm_campaign), 'Use Callout' (unchecked), 'PLACEHOLDER' (utm_campaign), and 'Required' (unchecked). The 'Field-Specific' section includes 'Create Custom List' (unchecked), 'Link to Smart List' (checked), and a dropdown for 'Select Smart List to Link'. The 'FIELD SIZE' section includes 'Minimum Characters' (0) and 'Maximum Characters' (0). The main form area shows a 'Sign up for our newsletter!' form with a title, a description, and several input fields. The fields are: 'Name', 'Email', and three hidden fields: 'utm_campaign', 'utm_source', 'utm_medium', and 'organic_source_str'. Each field has a label and a placeholder. The 'utm_campaign' field is highlighted with a green border.

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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