

# 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 Builder interface for a form titled "Sign up for our newsletter!". The form is configured with the following fields:

- Title:** Sign up for our newsletter!
- Description:** Fill out your information below to be signed up for our informative newsletter.
- Name:** A required text field.
- Email:** A required text field.
- Hidden Fields:** Four hidden fields are added to capture UTM parameters:
  - utm\_campaign:** Field label and supporting text are both "utm\_campaign".
  - utm\_source:** Field label and supporting text are both "utm\_source".
  - utm\_medium:** Field label and supporting text are both "utm\_medium".
  - organic\_source\_str:** Field label and supporting text are both "organic\_source\_str".

The left sidebar shows the "Logic" tab with the following settings:

- General:**
  - Field Label: utm\_campaign
  - Supporting Text: utm\_campaign
  - Use Callout: ☐
  - Placeholder: utm\_campaign
  - Required: ☐ Hidden: ☒ Read-only: ☐ Unique: ☐ Hide Label: ☐
  - Save this field for reuse later: ☐
- Field-Specific:**
  - Create Custom List: ☐ Link to Smart List: ☒
  - Select Smart List to Link: -- Select Smart List to Link --
  - Autocomplete Editor: ☐
  - 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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✕

**Submission 1** of 3

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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

Revision #4

Created Thu, May 9, 2024 1:55 AM by [Leman](#)

Updated Thu, May 9, 2024 7:15 PM by [Leman](#)