GRAVITY Forms Integration

HandL UTM Grabber / Tracker Gravity Forms Integration step by step

- Gravity Forms to Zapier SIMPLE Integration Video Tutorial
- Gravity Forms to Zapier Integration Video Tutorial
- Gravity Forms Integration
- Gravity Form to Facebook Conversion API (FB CAPI) - v3.1

Gravity Forms to Zapier SIMPLE Integration Video Tutorial

Please watch the related Video Tutorial below

and click right to the video and open link in new tab



Gravity Forms to Zapier Integration Video Tutorial

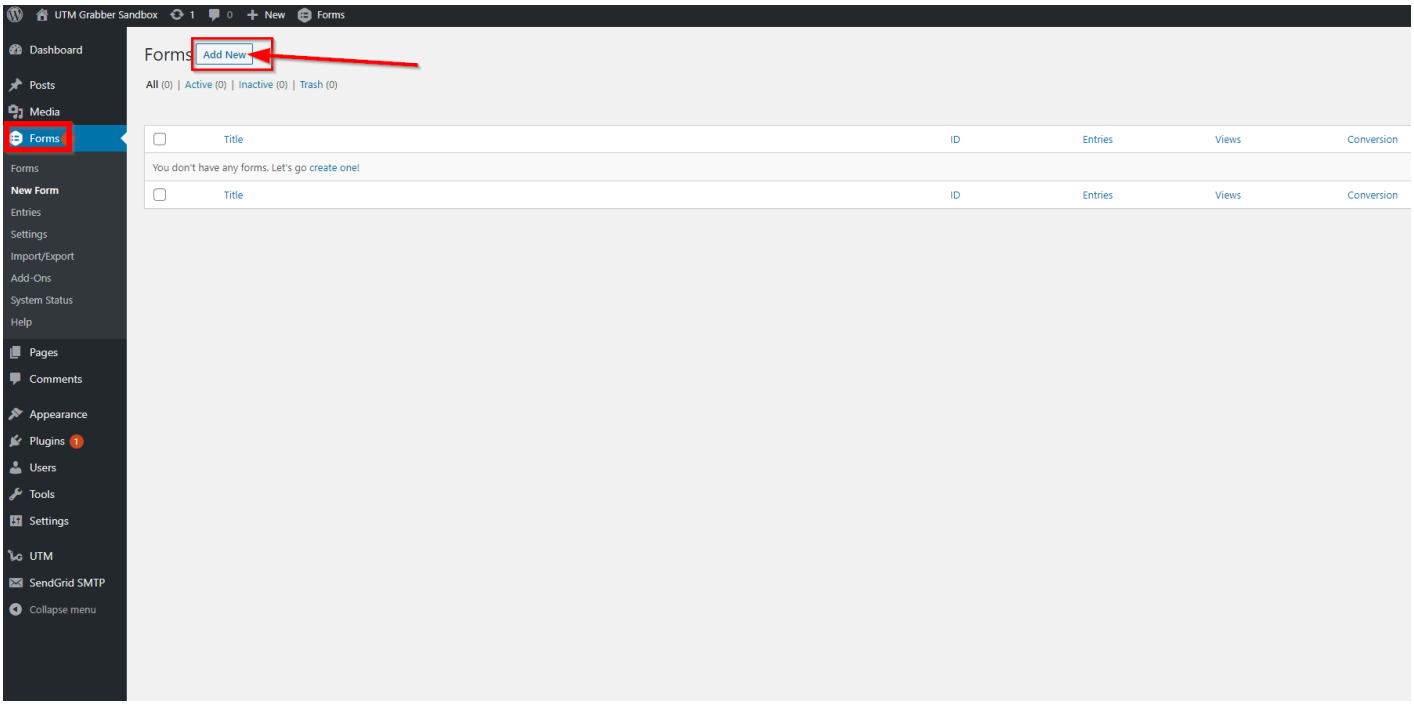
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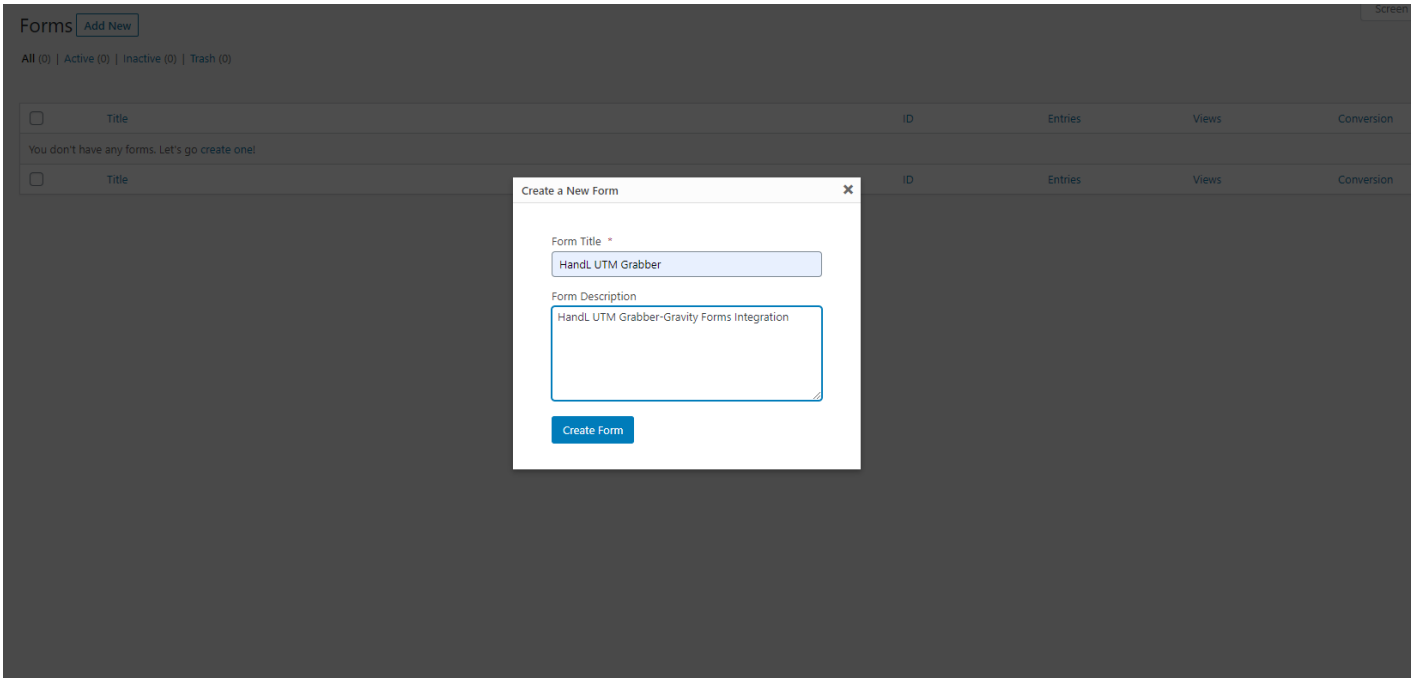
Gravity Forms Integration

1. Click Forms and 'Add New' Button



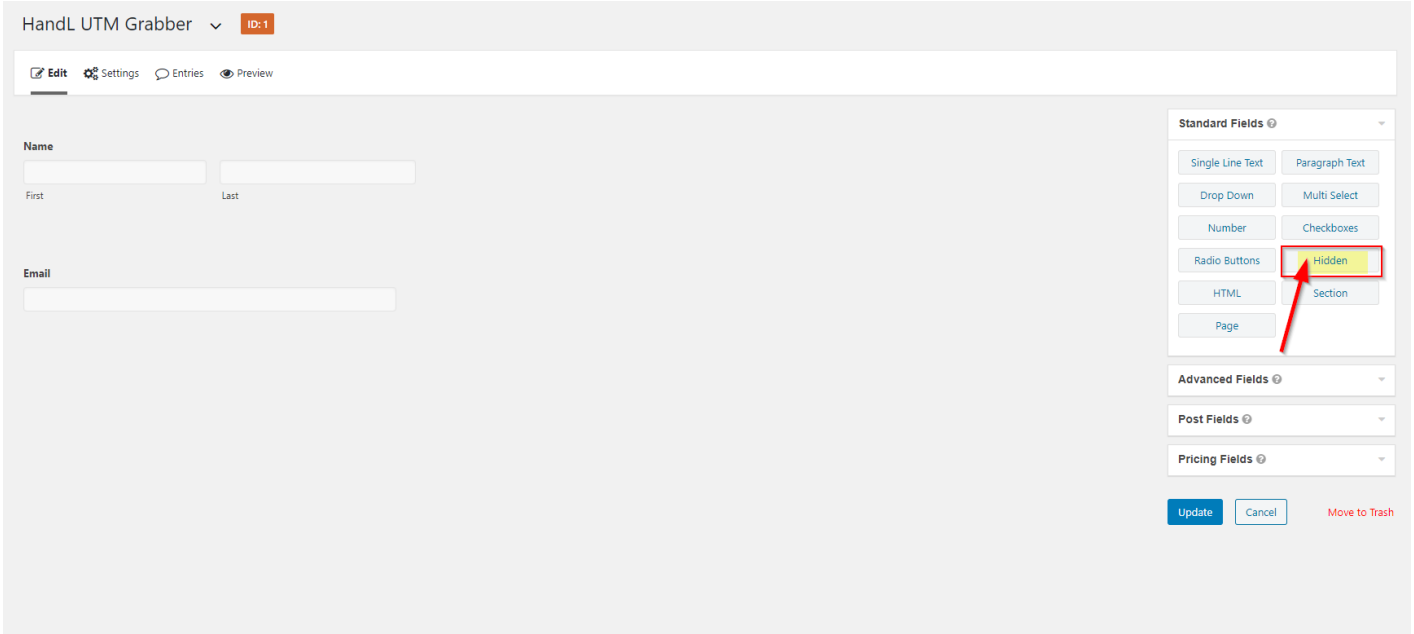
2. Write Your Form Title and Description as you wish

Then Click 'Create Form' Button

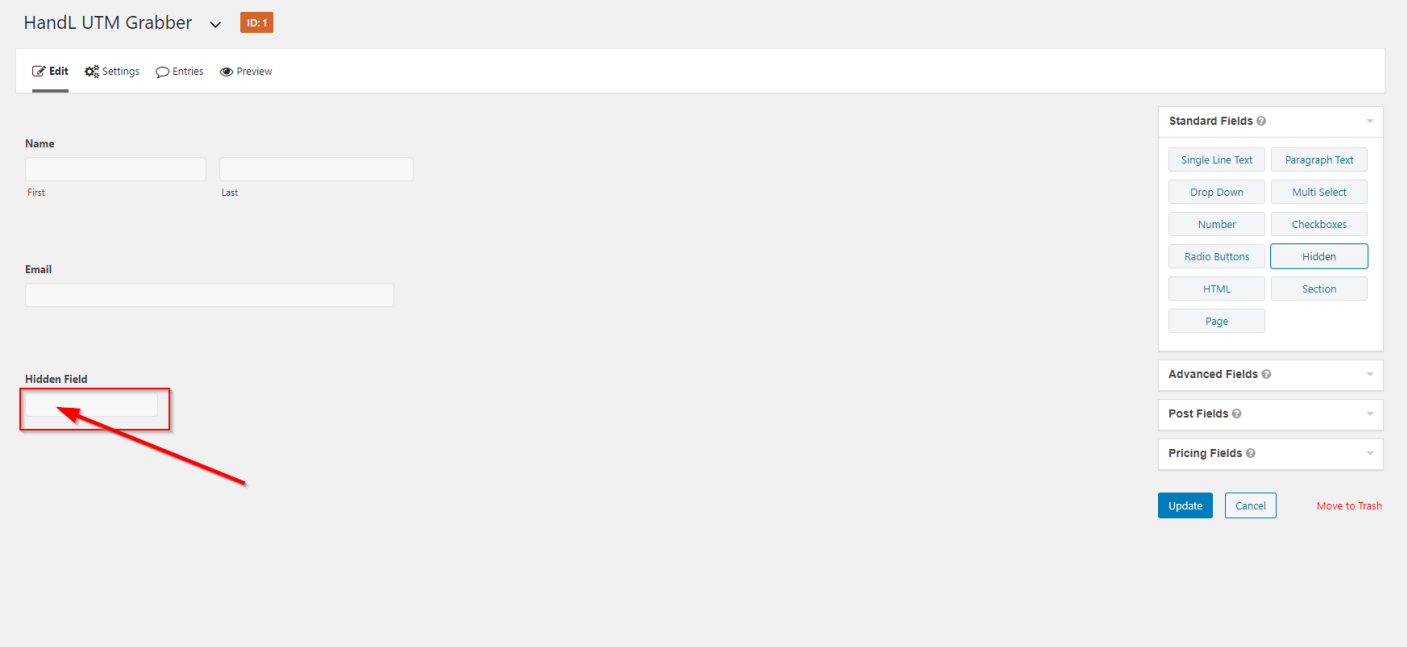


3. First Add your'Hidden' Element on your form

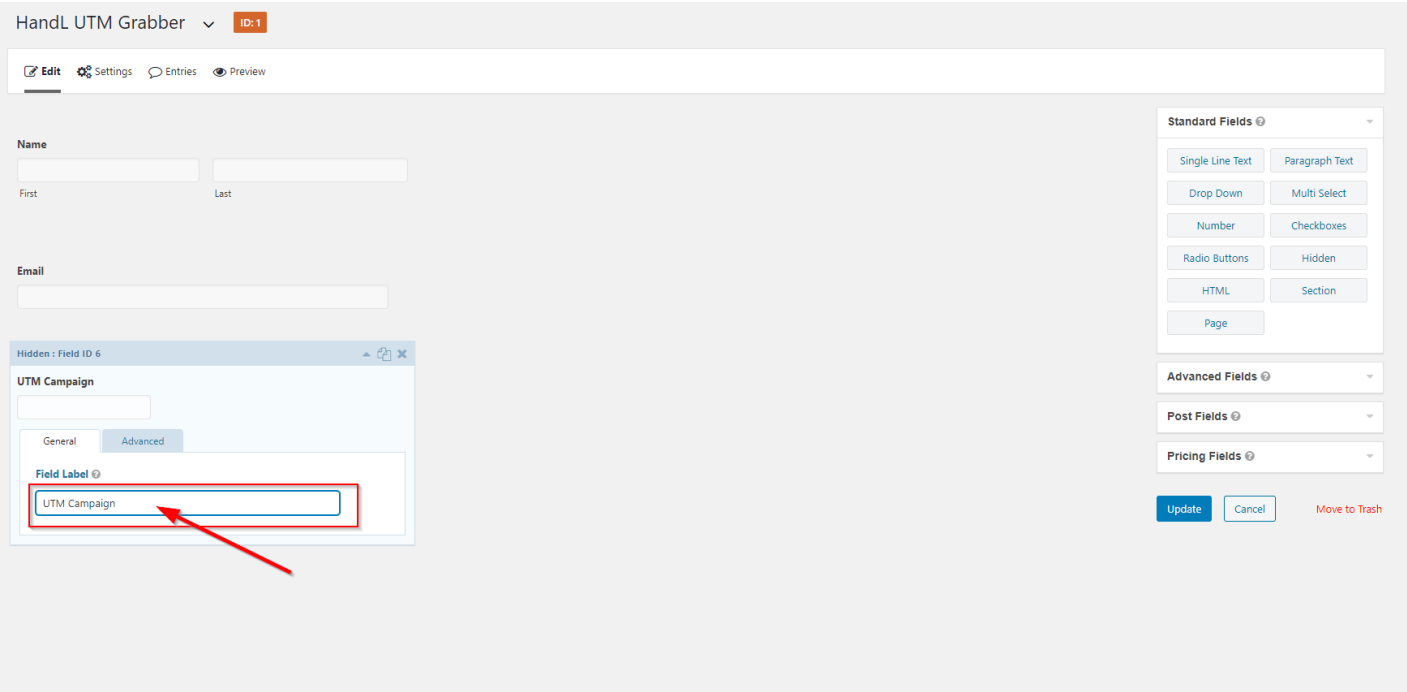
Click the 'Hidden' Button on the menu right



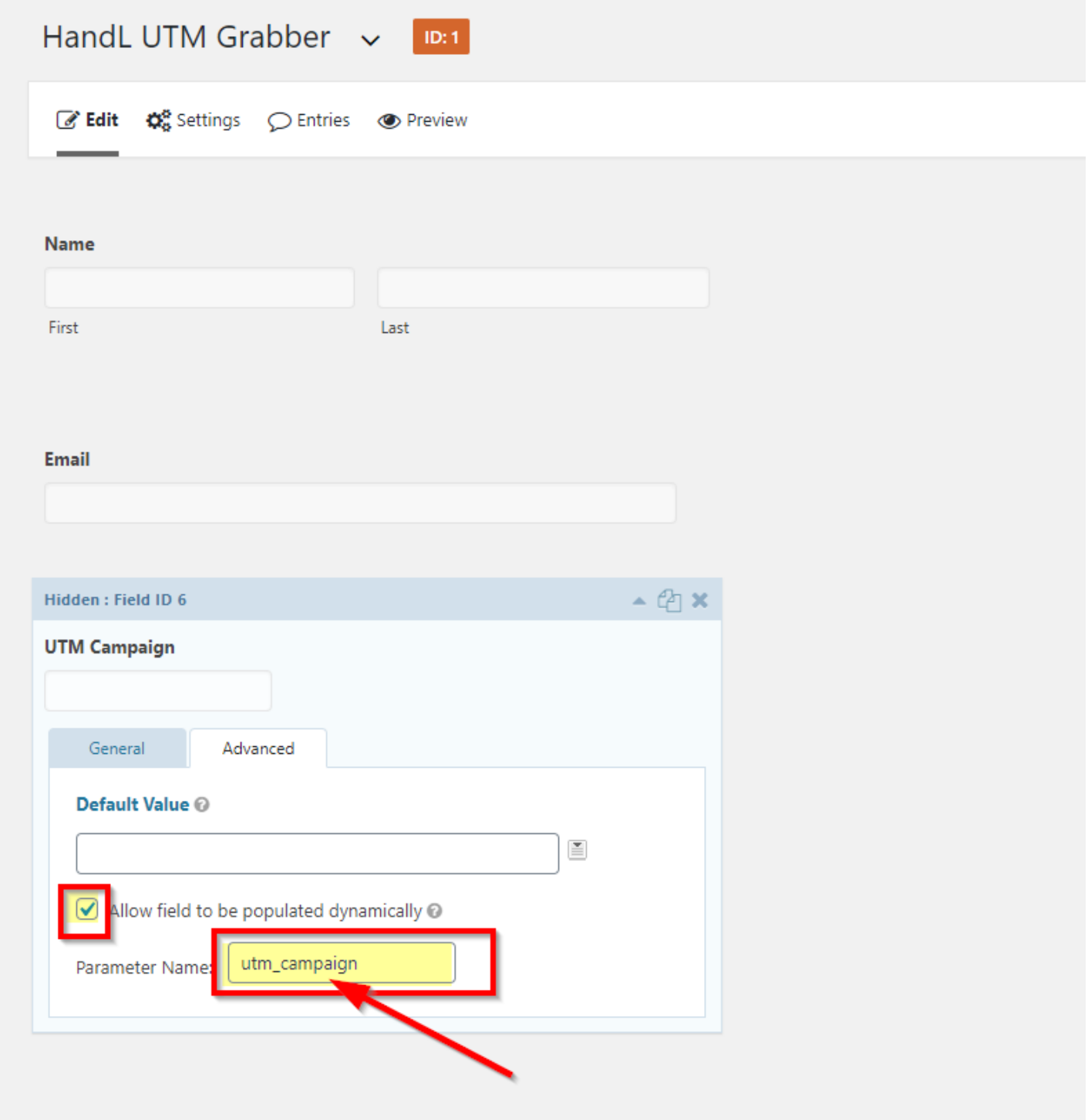
4. Click Hidden Field



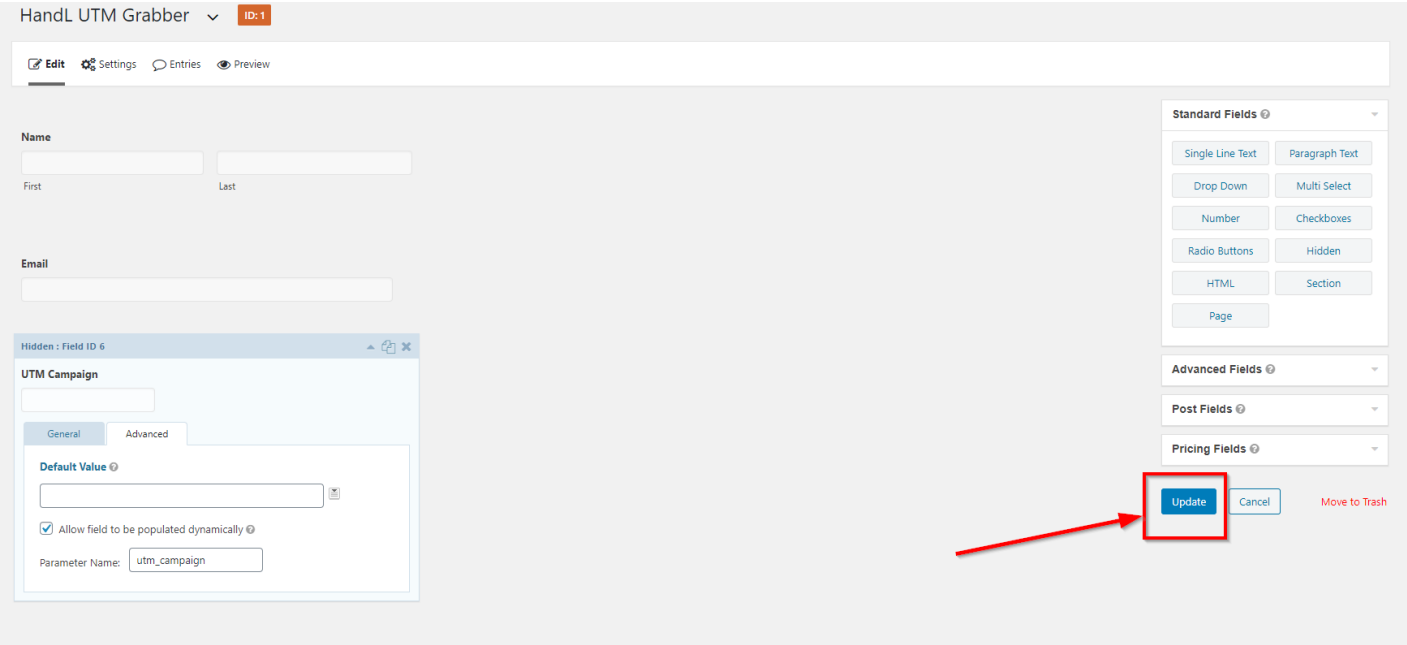
5. Give any name for your label



6. Click “Advanced” tab and check “Allow field to be populated dynamically” and use the shortcode in “Parameter Name”



7. Click Update Button



8. Preview of Your Form

HandL UTM Grabber

HandL UTM Grabber-Gravity Forms Integration

Name

First

Last

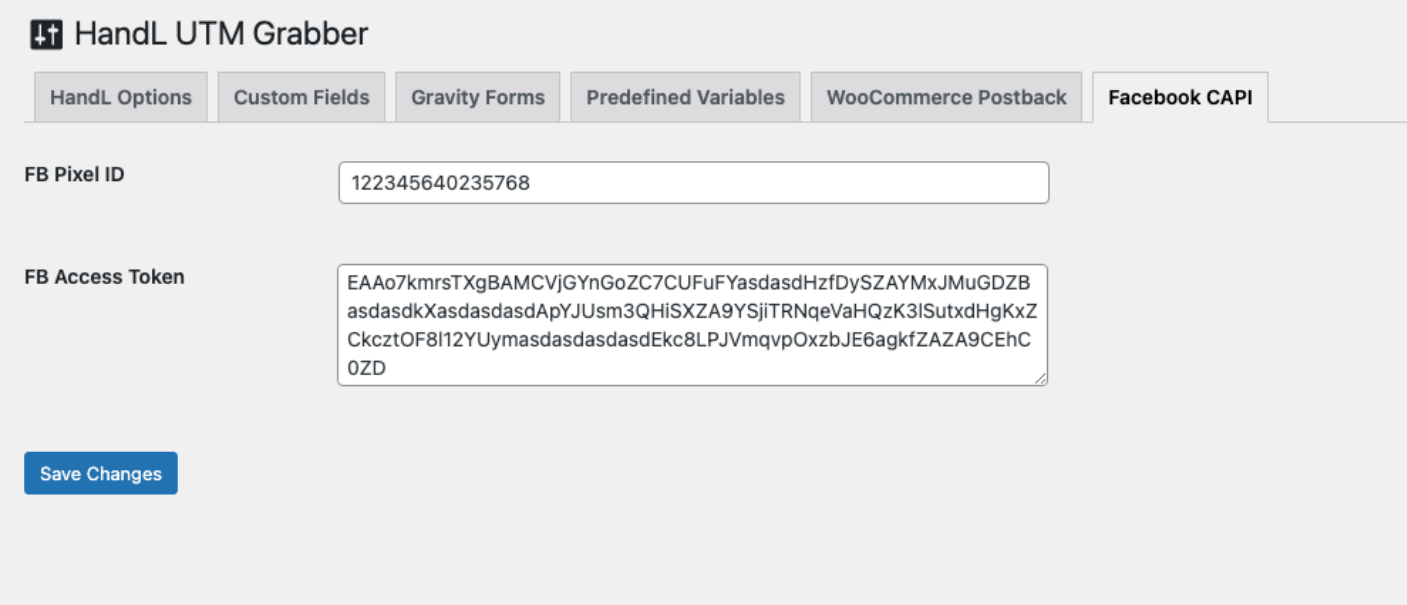
Email

Submit

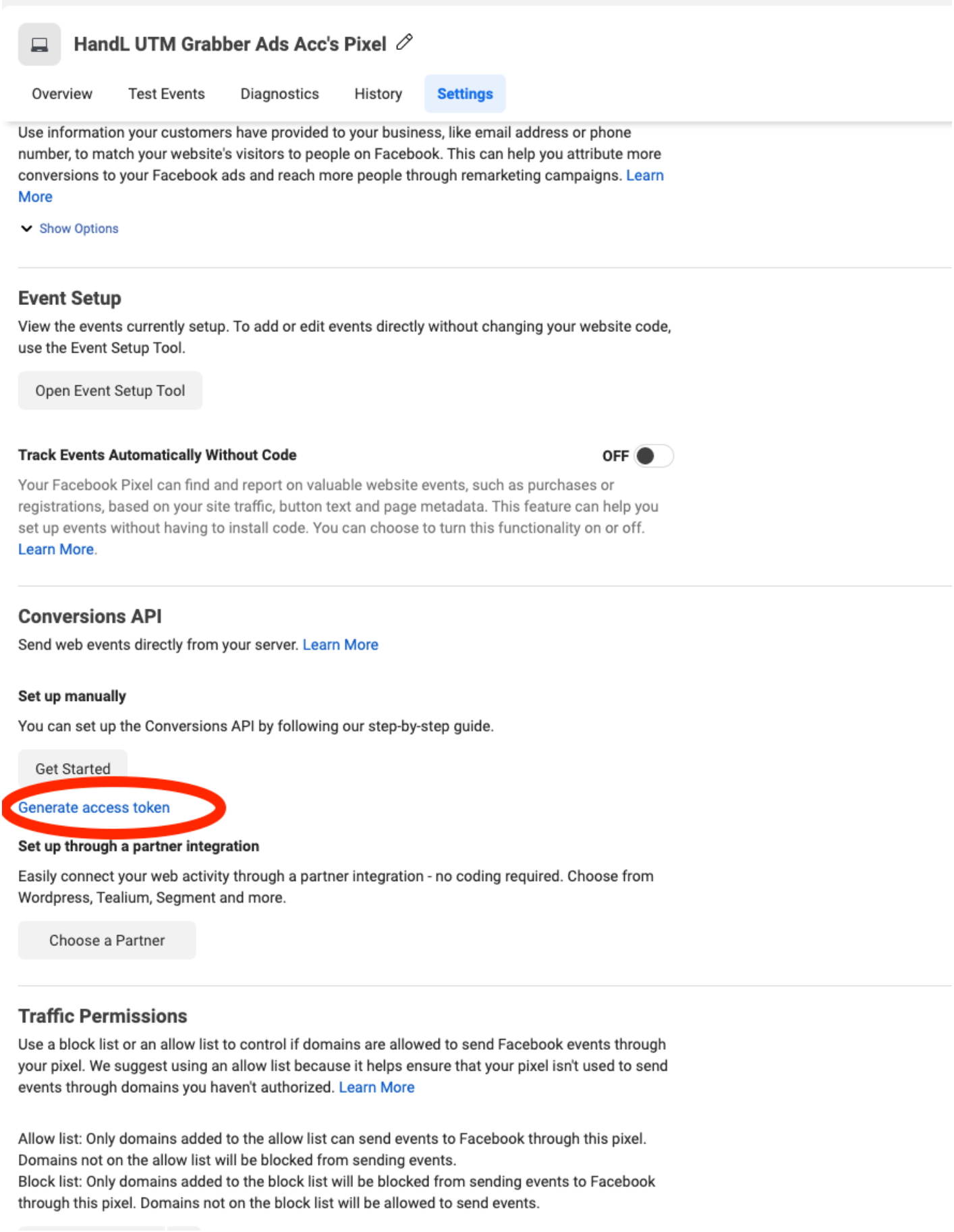
Here we only illustrated `utm_campaign`. However you can use all the other parameters very similar way. See the list of all the parameters available here Native WP Shortcodes

Gravity Form to Facebook Conversion API (FB CAPI) - v3.1

Click the Facebook CAPI menu in UTM and enter the Facebook pixel ID and access token



How to generate an Access Token: Go to your pixel, click "Settings," scroll down to the Conversion API section, and click "Generate Access Token."

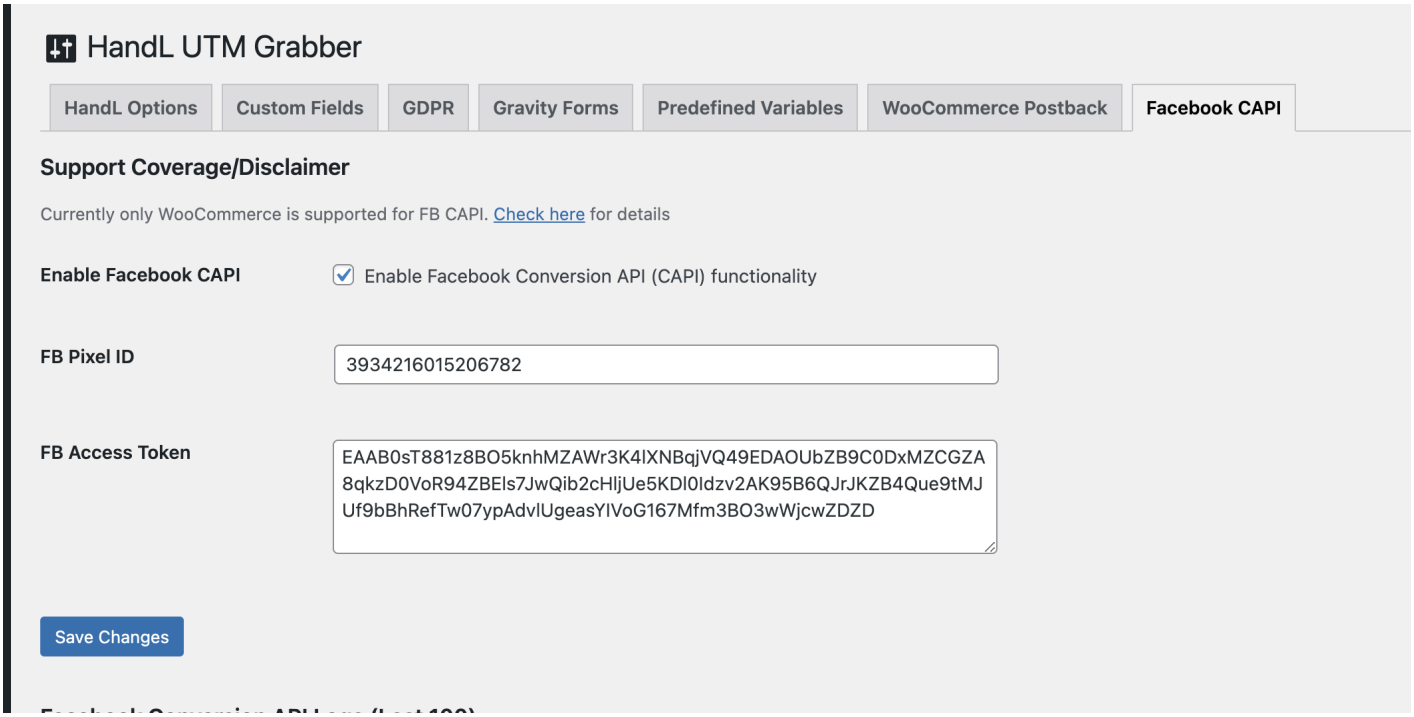


Once you have set everything up, keep monitoring your events and watch your event match

increases to the high 8-9s.

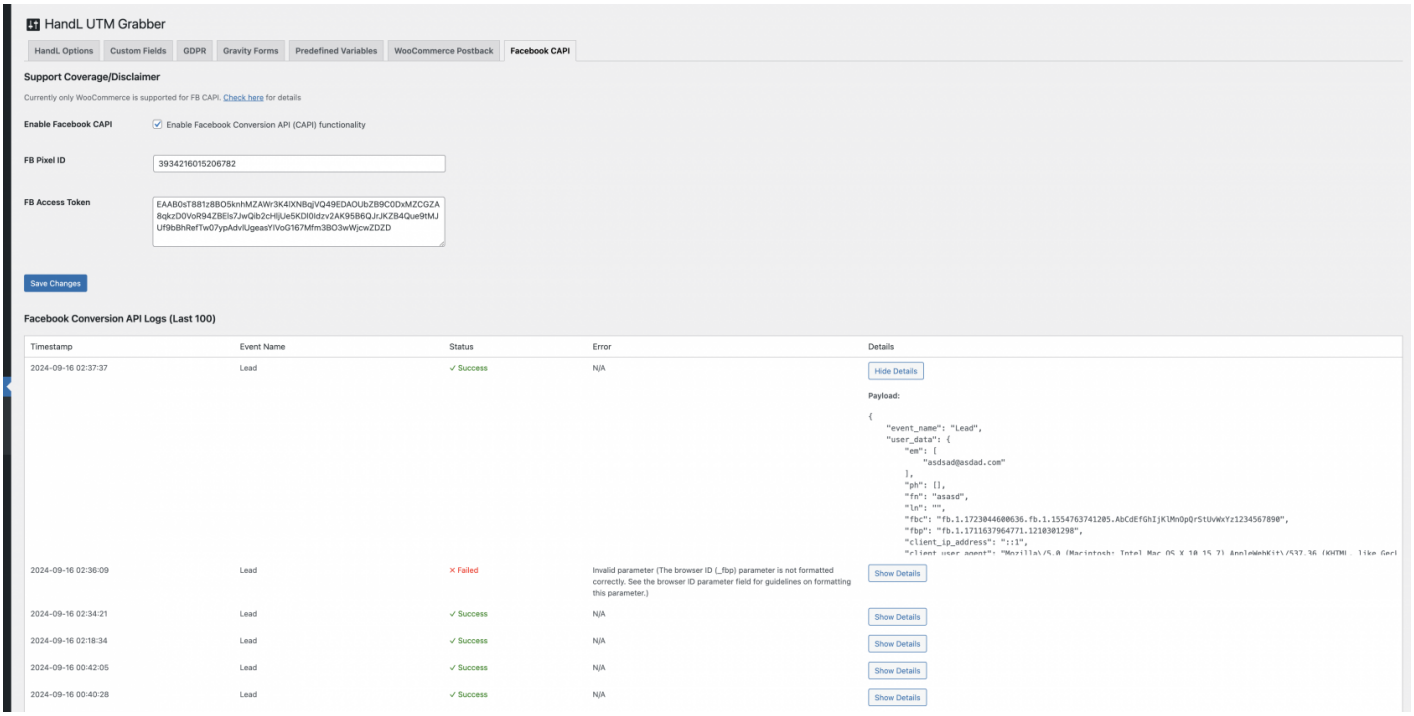


When you are ready, enable the feature by checking the "Enable Facebook Conversion API (CAPI)" functionality.



After that, as soon as one of your forms is submitted, the Lead event will be sent to Facebook as well.

You can check the events in the Facebook Conversion API Logs after they are sent. If there is any failure, it will be reported there, detailing what went wrong.


HandL UTM Grabber
HandL Options
Custom Fields
GDPR
Gravity Forms
Predefined Variables
WooCommerce Postback
Facebook CAPI
Support Coverage/Disclaimer
Currently only WooCommerce is supported for FB CAPI. Check here for details
Enable Facebook CAPI
Enable Facebook Conversion API (CAPI) functionality
FB Pixel ID
3934216015206782
FB Access Token
EAAB0sT881z8BO5knhMZAWr3K4IXNBqjVQ49EDAOUbZB9C0DxMZCGZA
8qkzD0VoR94ZBEls7JwQib2cHjUe5KDI0ldzv2AK95B6QJrJKZB4Que9tMJ
Uf9bBhRefTw07ypAdvlUgeasYlVoG167Mfm3BO3wWjcwZDZD
Save Changes
Facebook Conversion API Logs (Last 100)
Timestamp
Event Name
Status
Error
Details
2024-09-16 02:37:37
Lead
✓ Success
N/A
Hide Details
Payload:
{
"event_name": "Lead",
"user_data": {
"em": [
"asdsad@asdad.com"
],
"ph": [],
"fn": "asasd",
"ln": "",
"fbc": "fb.1.1723044600636.fb.1.1554763741205.AbCdEfGhIjKlMnOpQrStUvWxYz1234567890",
"fbp": "fb.1.1711637964771.1210301298",
"client_ip_address": "::1",
2024-09-16 02:36:09
Lead
✕ Failed
Invalid parameter (The browser ID (_fbp) parameter is not formatted correctly. See the browser ID parameter field for guidelines on formatting this parameter.)
Show Details
2024-09-16 02:34:21
Lead
✓ Success
N/A
Show Details
2024-09-16 02:18:34
Lead
✓ Success
N/A
Show Details
2024-09-16 00:42:05
Lead
✓ Success
N/A
Show Details
2024-09-16 00:40:28
Lead
✓ Success
N/A
Show Details