

Hubspot Integration

HandL UTM Grabber/Tracker HubSpot Integration set up

- [Track UTMs in Hubspot Form](#)

Track UTMs in Hubspot Form

Add UTM fields to your form

This is assuming you already created Contact properties (ideally under Web Analytics) and make sure you name them after HandL UTM Grabber properties (such as `utm_campaign`, `utm_source`, `gclid`, `fbclid` etc). See the full list here [Native WP Shortcodes](#)

Make sure the fields are hidden

The screenshot displays the HubSpot form editor interface. At the top, there's a dark header bar with a 'Back to all forms' link, a 'Demo' button, a status indicator 'Auto-saved with unpublished changes', and an 'Update' button. Below the header, a navigation bar shows tabs for 'Form', 'Follow-up', 'Options', and 'Style & preview'. The 'Form' tab is active, showing a sidebar on the left and a main form preview on the right.

Left Sidebar (Form Configuration):

- Edit utm_campaign**
- Contact property name:** utm_campaign
- Field Type:** Single-line text
- Basic / Logic** tabs are present.
- Make this field required:** ☐
- Make this field hidden:** ☒ (with an information icon)
- Label:** A text box containing 'UTM Campaign' with rich text formatting options (B, I, U, T, S).
- Help Text:** A text box with rich text formatting options.
- Placeholder text:** A text box.
- Default value:** A text box.

Main Form Preview:

- Fields for 'First Name * *firstname*' and 'Last Name * *lastname*' are shown, both linked to 'Contact Property'.
- An 'Email * *email*' field is also linked to 'Contact Property'.
- The 'UTM Campaign utm_campaign' field is highlighted with a light blue background. It is linked to 'Contact Property' and has a 'Hidden Field' tag.
- A red 'Submit' button is at the bottom of the form.

Copy paste the form embed code


Clicking the share button will generate the embed code looks like this



Share your form

Embed code

Share link

To embed this form, simply copy and paste the code below into the HTML code on your website. [Learn more](#) 

```
<!--[if lte IE 8]>
<script charset="utf-8" type="text/javascript"
src="//js.hsforms.net/forms/v2-legacy.js">
</script>
<![endif]-->
<script charset="utf-8" type="text/javascript"
src="//js.hsforms.net/forms/v2.js"></script>
```

Copy

Add the following modifications Simply add the `onFormReady` event as is

```
<!--[if lte IE 8]><script charset="utf-8" type="text/javascript"
src="//js.hsforms.net/forms/v2-legacy.js"></script>
<![endif]--><script charset="utf-8" type="text/javascript"
src="//js.hsforms.net/forms/v2.js"></script>
<script>
  hbspt.forms.create({
    region: "na1",
    portalId: "{portal_id}",
    formId: "{form_id}",
    onFormReady: function(f){
```

```


f.serializeArray().map(x=>{
  let cookie_val = Cookies.get(x.name)
  if (cookie_val && cookie_val != ''){
    f.find('input[name="'+x.name+'"]').val(cookie_val).change();
  }
})
});
</script>

```

That's it! Your form will track the parameters and you'll get all the tracked parameters under submissions in Hubspot (in contact property for the contact)

[< Back](#)

Manage properties



Demo Demo
 demo@utmgrabber.com

About

These properties will appear when you view information about a contact. These changes will only affect you.

You may set the default properties all users will see in settings. [Set default properties](#)

Reset to account defaults

Email

Phone number

Contact owner

All properties

☐ Hide blank properties

Web analytics history 5 of 36 properties

- utm_campaign
- campaign
- utm_content
- utm_medium
- utm_source
- utm_term