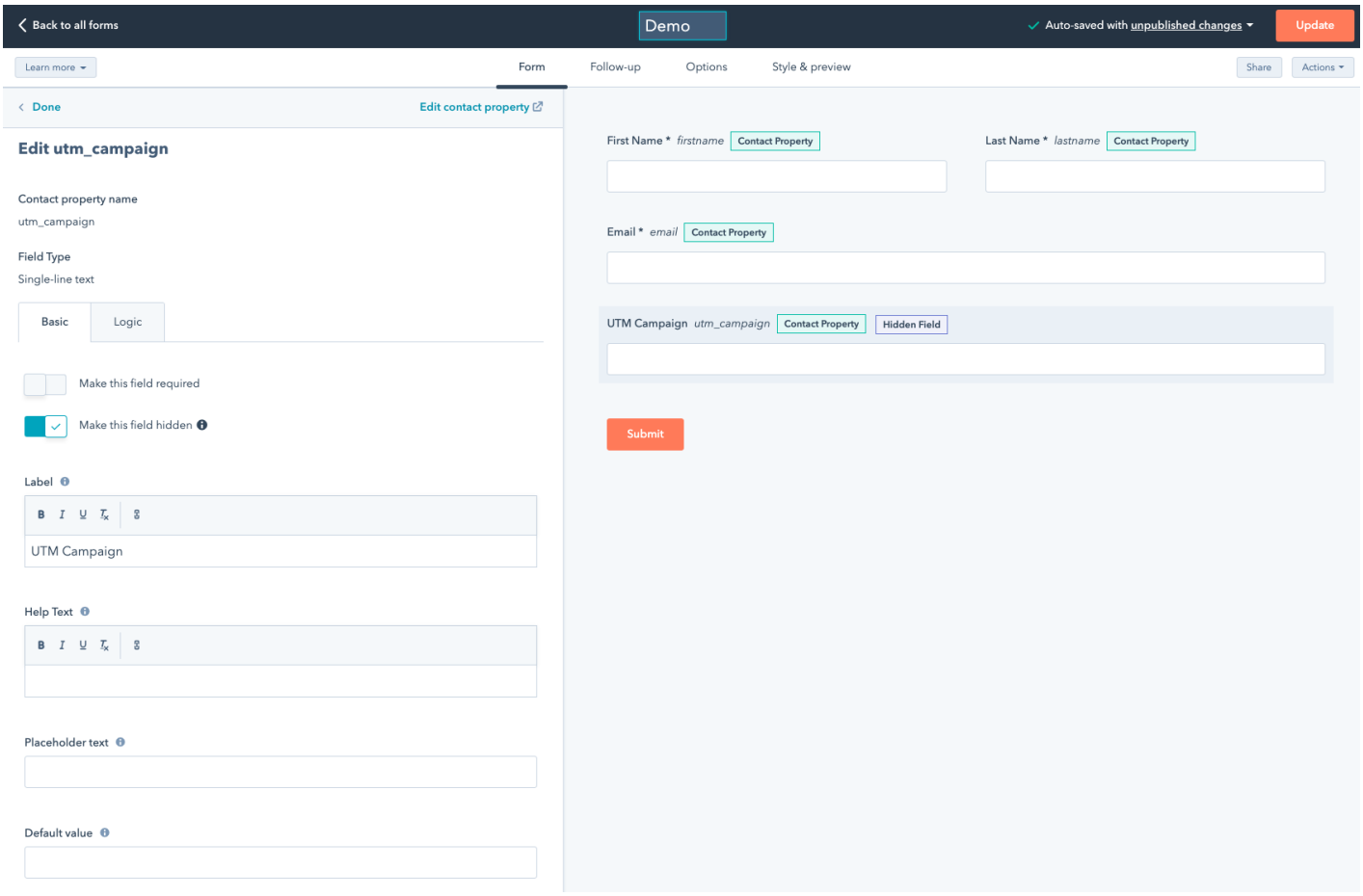
Track UTMs in Hubspot Form

Add UTM fields to your form

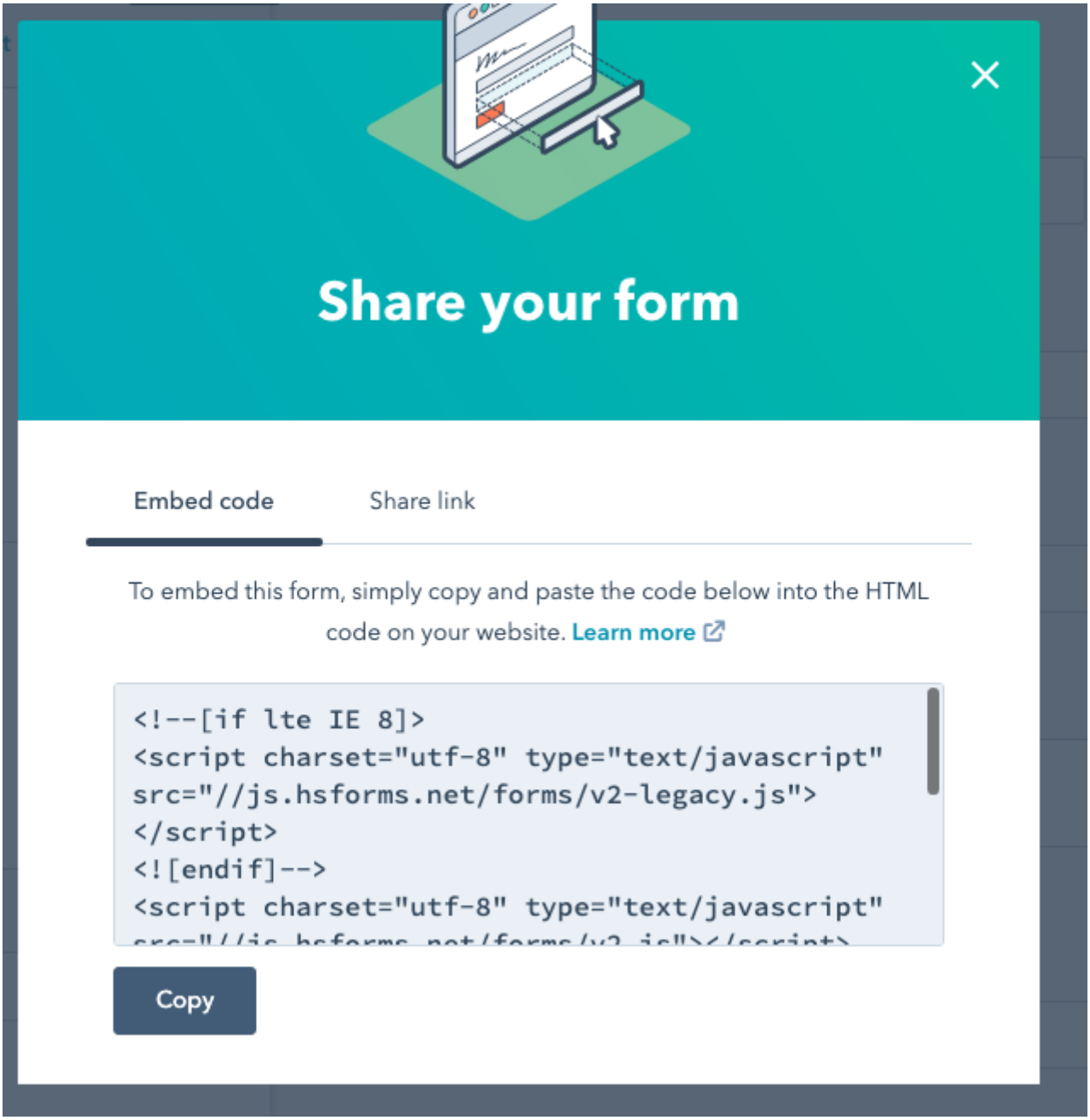
This is assuming you already created Contact properties (ideally under Web Analytics) and make sure you name them after HandL UTM Grabber properties (such as utm_campaign, utm_source, gclid, fbclid etc). See the full list here Native WP Shortcodes

Make sure the fields are hidden



Copy paste the form embed code

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

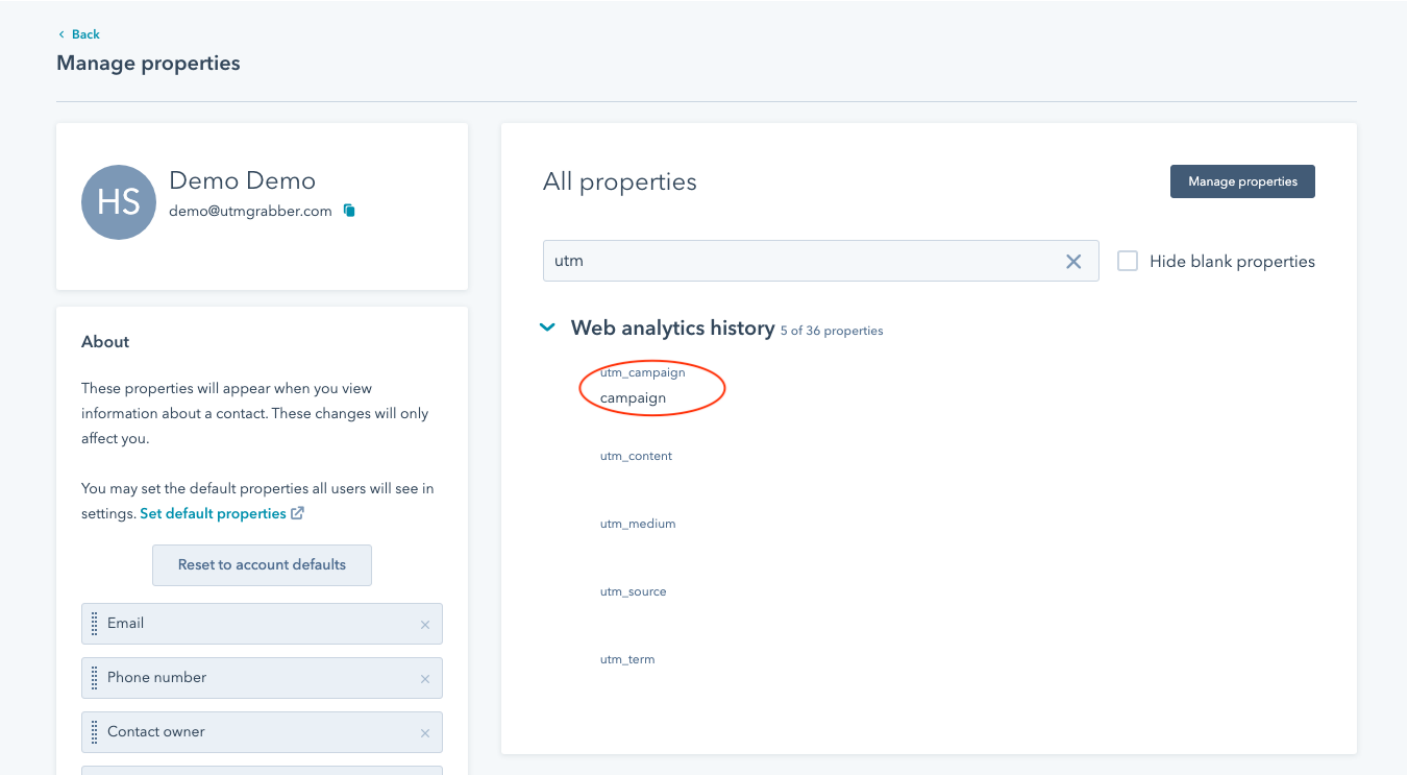


Add the following modifications Simply add the `onFormReady` event as is

```
<!--[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)



Revision #5

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