

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there's a dark navigation bar with a 'Back to all forms' link, a 'Demo' button, and a status indicator 'Auto-saved with unpublished changes' along with an 'Update' button. Below this is a tabbed interface with 'Form', 'Follow-up', 'Options', and 'Style & preview' tabs. The 'Form' tab is active, showing a left sidebar and a main form preview area.

Left Sidebar (Configuration):

- Header:** '< Done' and 'Edit contact property' link.
- Title:** 'Edit utm_campaign'.
- Contact property name:** 'utm_campaign'.
- Field Type:** 'Single-line text'.
- Basic / Logic tabs:** 'Basic' is selected.
- Options:** 'Make this field required' (unchecked), 'Make this field hidden' (checked).
- Label:** 'UTM Campaign'.
- Help Text:** (Empty).
- Placeholder text:** (Empty).
- Default value:** (Empty).

Main Form Preview Area:

- Fields:** 'First Name *', 'Last Name *', 'Email *', and 'UTM Campaign utm_campaign'.
- UTM Campaign Field:** Labeled 'Contact Property' and 'Hidden Field'.
- Submit Button:** 'Submit'.

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

Revision #5

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