

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top, there's a navigation bar with a 'Back to all forms' link, a 'Demo' button, and a status indicator 'Auto-saved with unpublished changes' along with an 'Update' button.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 form configuration for 'Edit utm_campaign'. On the left, a sidebar contains settings for the contact property 'utm_campaign', including field type (Single-line text), tabs for 'Basic' and 'Logic', and checkboxes for 'Make this field required' (unchecked) and 'Make this field hidden' (checked). Below these are fields for 'Label' (containing 'UTM Campaign') and 'Help Text'. The main area shows the form layout with fields for 'First Name *', 'Last Name *', 'Email *', and the 'UTM Campaign' field. The 'UTM Campaign' field is configured with the property 'utm_campaign' and is marked as a 'Hidden Field'. A '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)

The screenshot displays the HubSpot 'Manage properties' interface. On the left, the 'About' section shows the account name 'Demo Demo' and email 'demo@utmgrabber.com'. Below this, there's a 'Reset to account defaults' button and a list of default properties: Email, Phone number, and Contact owner. The main area is titled 'All properties' and features a search bar with 'utm' entered. A section titled 'Web analytics history' shows a list of properties: utm_campaign, campaign, utm_content, utm_medium, utm_source, and utm_term. The 'utm_campaign' and 'campaign' entries are circled in red.

Revision #5

Created Fri, Oct 29, 2021 3:34 PM by [Leman](#)

Updated Fri, Dec 17, 2021 2:42 PM by [Leman](#)