

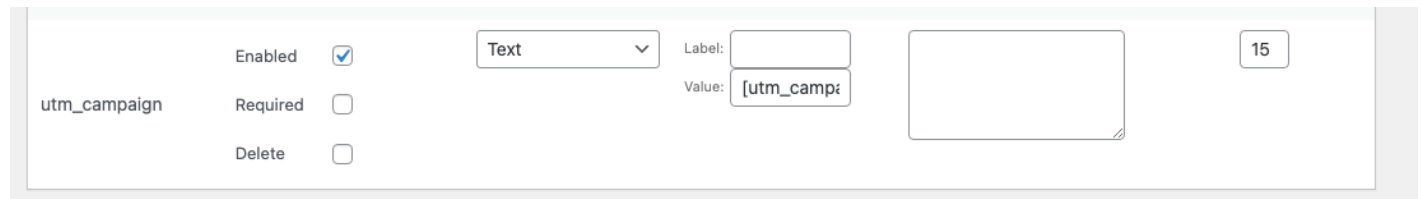
# Brilliant Web-to-Lead for Salesforce

HandL UTM Grabber / Tracker How to collect and track UTM variables via Brilliant Web-to-Lead step by step

- [Capture UTMs in Brilliant Web-to-Lead for Salesforce](#)

# Capture UTMs in Brilliant Web-to-Lead for Salesforce

Edit your form and use the shortcode in the value field...



The screenshot shows a form editor interface for a field named 'utm\_campaign'. On the left, there are three checkboxes: 'Enabled' (checked), 'Required' (unchecked), and 'Delete' (unchecked). In the center, there is a dropdown menu currently set to 'Text'. To the right of the dropdown, there are two input fields: 'Label:' (empty) and 'Value:' (containing the shortcode '[utm\_camp:'). Further right is a large empty text area. On the far right, there is a small box containing the number '15'.

See here for the list of shortcodes you can use [Native WP Shortcodes](#)