

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...

| | | | | | | |
|--------------|---|------|--------|------------|--|----|
| utm_campaign | Enabled <input checked="" type="checkbox"/> | Text | Label: | | | 15 |
| | Required <input type="checkbox"/> | | Value: | [utm_campa | | |
| | Delete <input type="checkbox"/> | | | | | |

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