

Cognito Form: Capture UTM's using Iframe

First, make sure all the UTM fields are created in Cognito Form. Each field should be separate and Field Name should match the name you will use later in the implementation (see the image below).

The image shows the Cognito Form editor interface. On the left is the 'Field Settings - Textbox' panel with the following fields: 'Label' (utm campaign), 'Field Name' (Utmcampaign), 'Type' (Single Line selected), 'Placeholder Text' (test), 'Format Validation' (empty), and 'Default Value' (empty). On the right is a preview of the form titled 'test' with the label 'testing'. It contains an 'Email' field, a 'utm campaign' field (highlighted with a green border), a plus sign for adding more fields, a 'Submit' button, and a thank you message: 'Thank you for filling out the form. Your response has been recorded.'

Your default iframe code from Cognito Form should look like this

```
<iframe src="https://www.cognitoforms.com/f/<YOUR FORM ID>?id=2"
style="position:relative;width:1px;min-width:100%;*width:100%;" frameborder="0"
scrolling="yes" seamless="seamless" height="323" width="100%"></iframe><script
src="https://www.cognitoforms.com/scripts/embed.js"></script>
```

Modify the iframe code from Cognito Forms like the following. Notice that, we are adding entry fields to the `Cognito.prefill`.

```
<iframe src="https://www.cognitoforms.com/f/<YOUR FORM ID>?id=2"
style="position:relative;width:1px;min-width:100%;*width:100%;" frameborder="0"
scrolling="yes" seamless="seamless" height="323" width="100%"></iframe><script
```

```
src="https://www.cognitoforms.com/scripts/embed.js"></script>
<script>
Cognito.prefill({
  ["Utmcampaign": "[utm_campaign]",
    "UTMSource": "[utm_source]" ,
    "UTMMedium": "[utm_medium]",
    "UTMContent": "[utm_content]",
    "UTMTerm": "[utm_term]",
    "IP": "[handl_ip]",
    "Organic": "[organic_source_str]"
  });
</script>
```

Here we only illustrated `utm_*` and `handl_ip`. However you can use all the other parameters very similar way. See the list of all the parameters available here

Native WP Shortcodes

NOTE: Cognito does not support hidden field in the form out of the box. However you can make a regular text field hidden by creating a condition that never satisfies like this.

The screenshot displays the 'Visible When...' dialog box in the Cognito Forms editor. The dialog is set to show a field when the 'Email' field contains the text '123131312asdsad'. The background shows the form editor interface with various settings for a text field, including Placeholder Text, Format Validation, Default Value, Number of Characters, Help Text, Show This Field, Require This Field, Read-Only, Limit Quantity, and Show Custom Error.

Revision #1

Created Tue, Jul 6, 2021 11:41 PM by [Leman](#)

Updated Tue, Jul 6, 2021 11:43 PM by [Leman](#)