

Cognito Form: Capture UTMs 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 configuration interface. On the left, the 'Field Settings - Textbox' panel is visible, containing the following fields:

- Label:** A text input field containing 'utm campaign'.
- Field Name:** A text input field containing 'Utmcampaign'.
- Type:** Three radio button options: 'Single Line' (selected), 'Multiple Lines', and 'Password'.
- Placeholder Text:** A text input field containing 'test'.
- Format Validation:** A dropdown menu with a downward arrow.
- Default Value:** A text input field (partially visible).

On the right, a live preview of the form is shown. It includes a title 'test', a subtitle 'testing', an 'Email' field with an envelope icon, and a 'utm campaign' field with a text input containing 'A test'. A context menu is open over the 'utm campaign' field, showing options: Cut, Copy, Delete, Insert Field, Make Smaller, Make Bigger, and Justify Row. Below the form fields is a 'Submit' button and a confirmation 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 Cognito Forms configuration interface. A modal dialog titled "Visible When..." is open, showing a condition: "Email" contains "123131312asdsad". The background shows various form configuration options:

- Placeholder Text:** test
- Format Validation:**
- Default Value:**
- Number of Characters:** Minimum to Maximum
- Help Text:**
- Show This Field:** When *Email is filled out*
- Require This Field:** Always When Never
- Read-Only:** Always When Internally Never
- Limit Quantity:** No Duplicates Specific Quantity Never
- 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](#)