

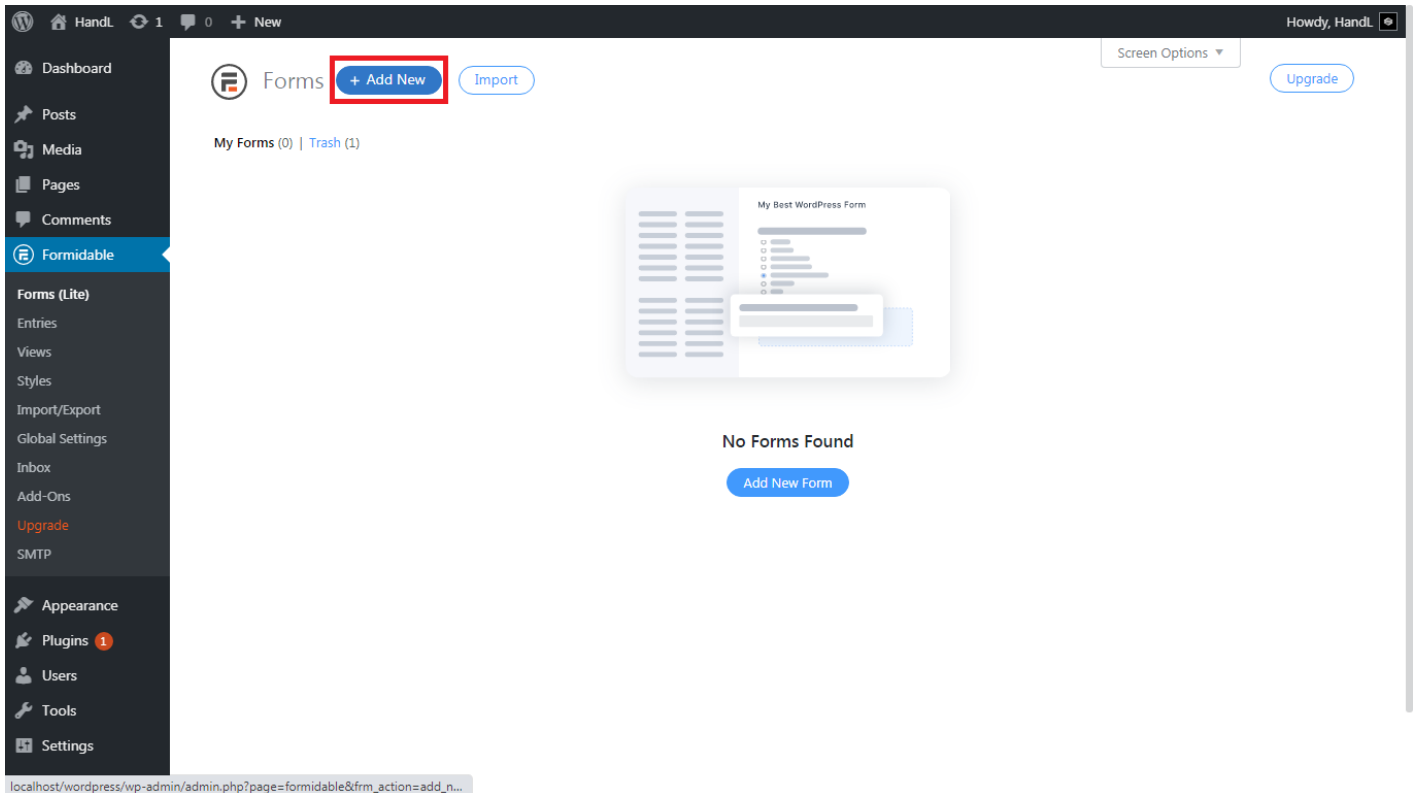
Formidable Forms Integration

HandL UTM Grabber / Tracker How to collect and track UTM variables via Formidable Forms step by step

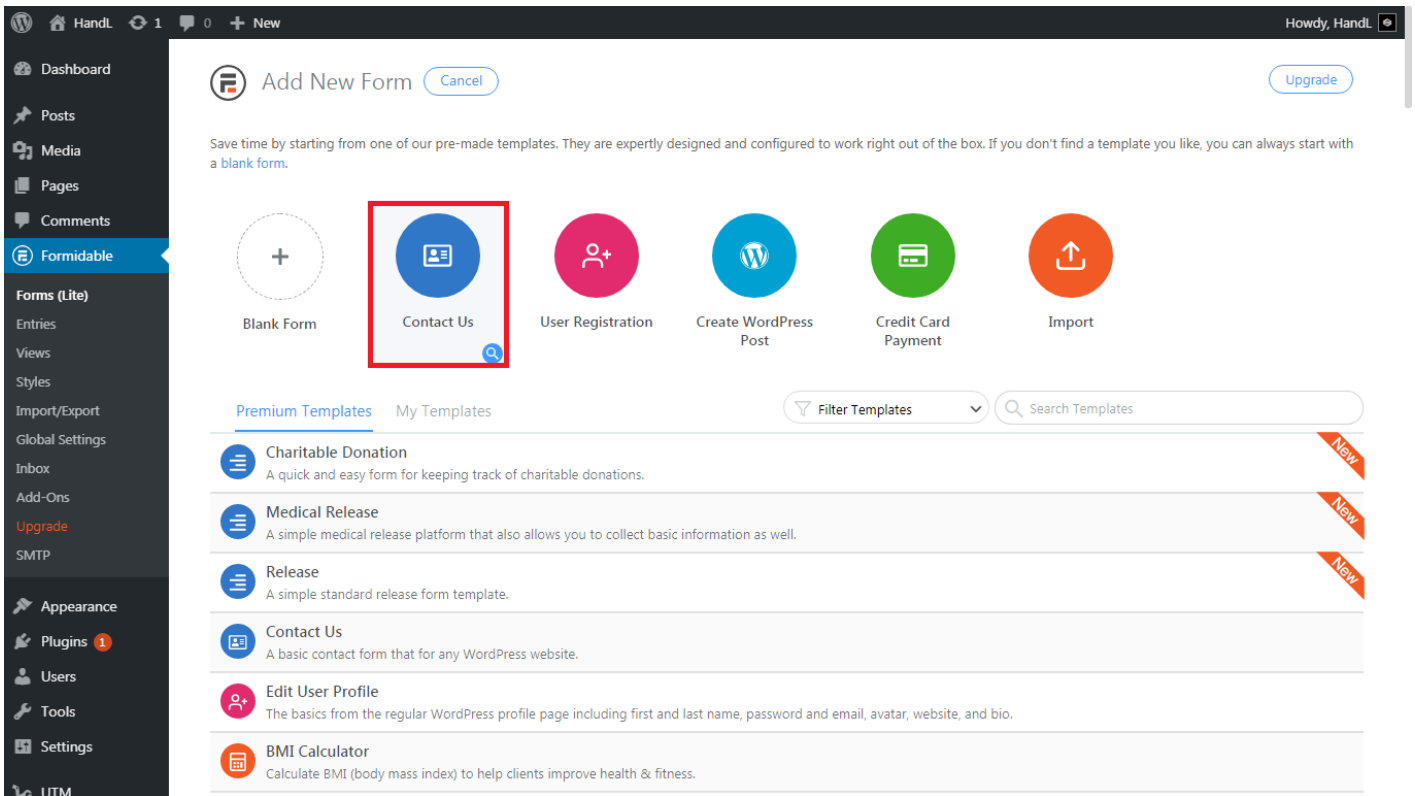
- [Formidable Form Integration](#)
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Formidable Form Integration

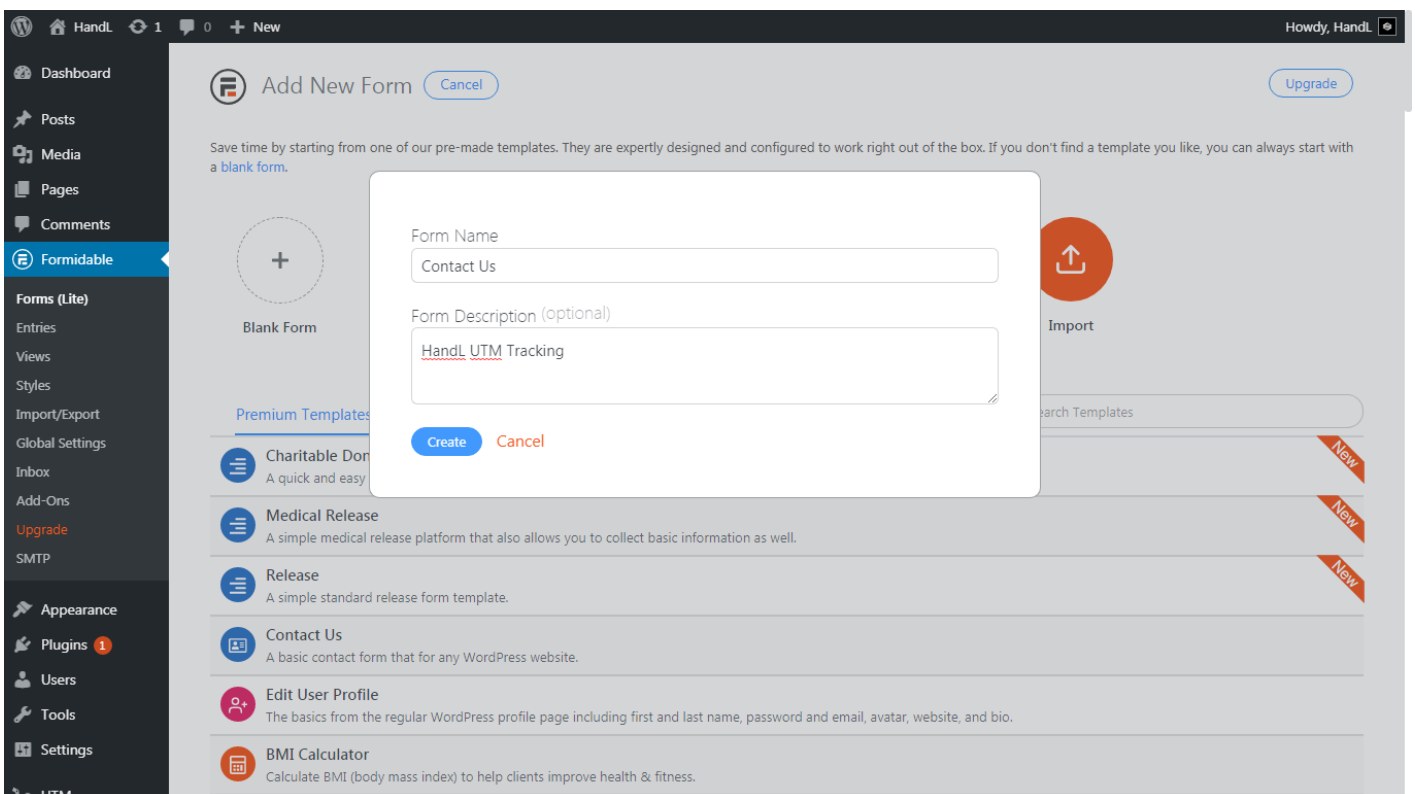
1. Open Formidable and click "Add New"



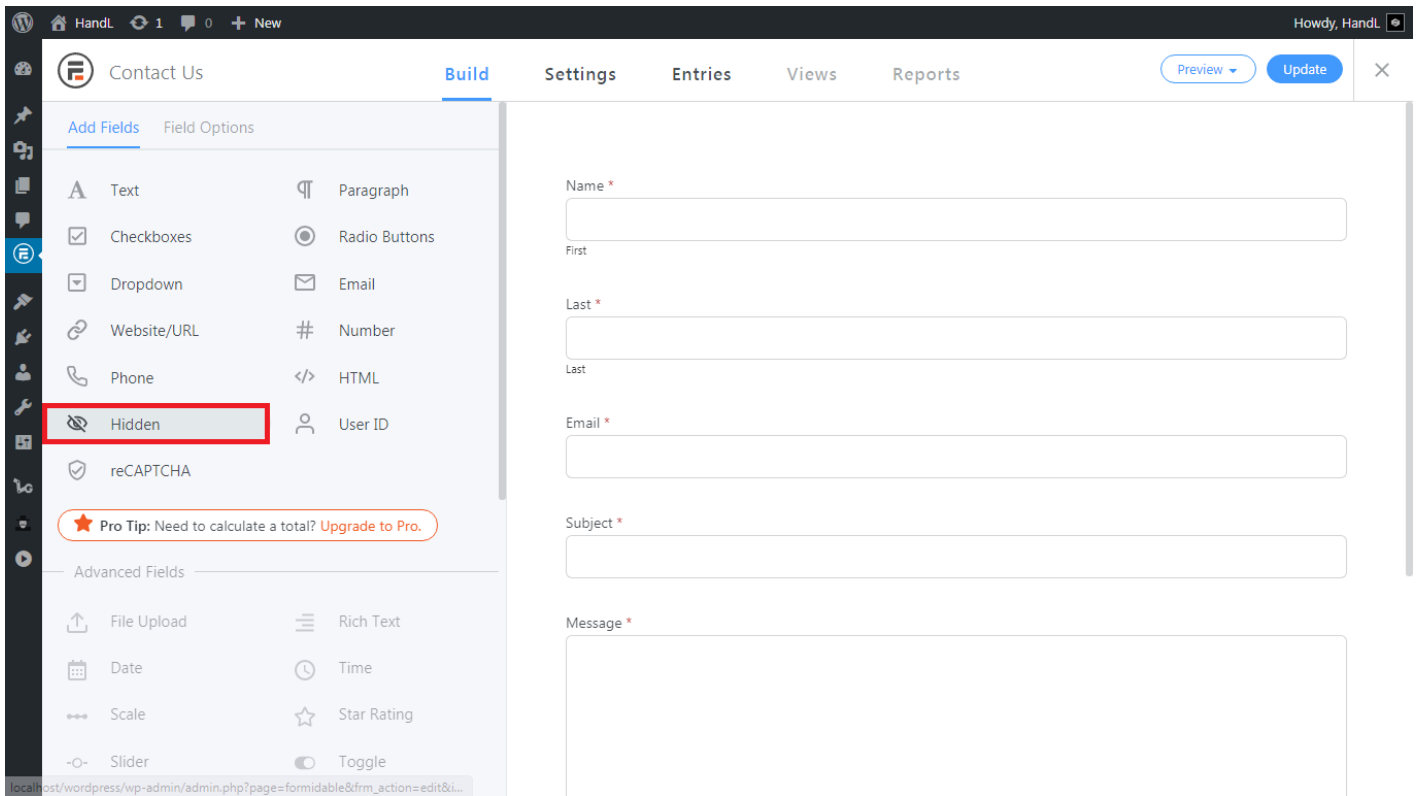
2. Choose a form type



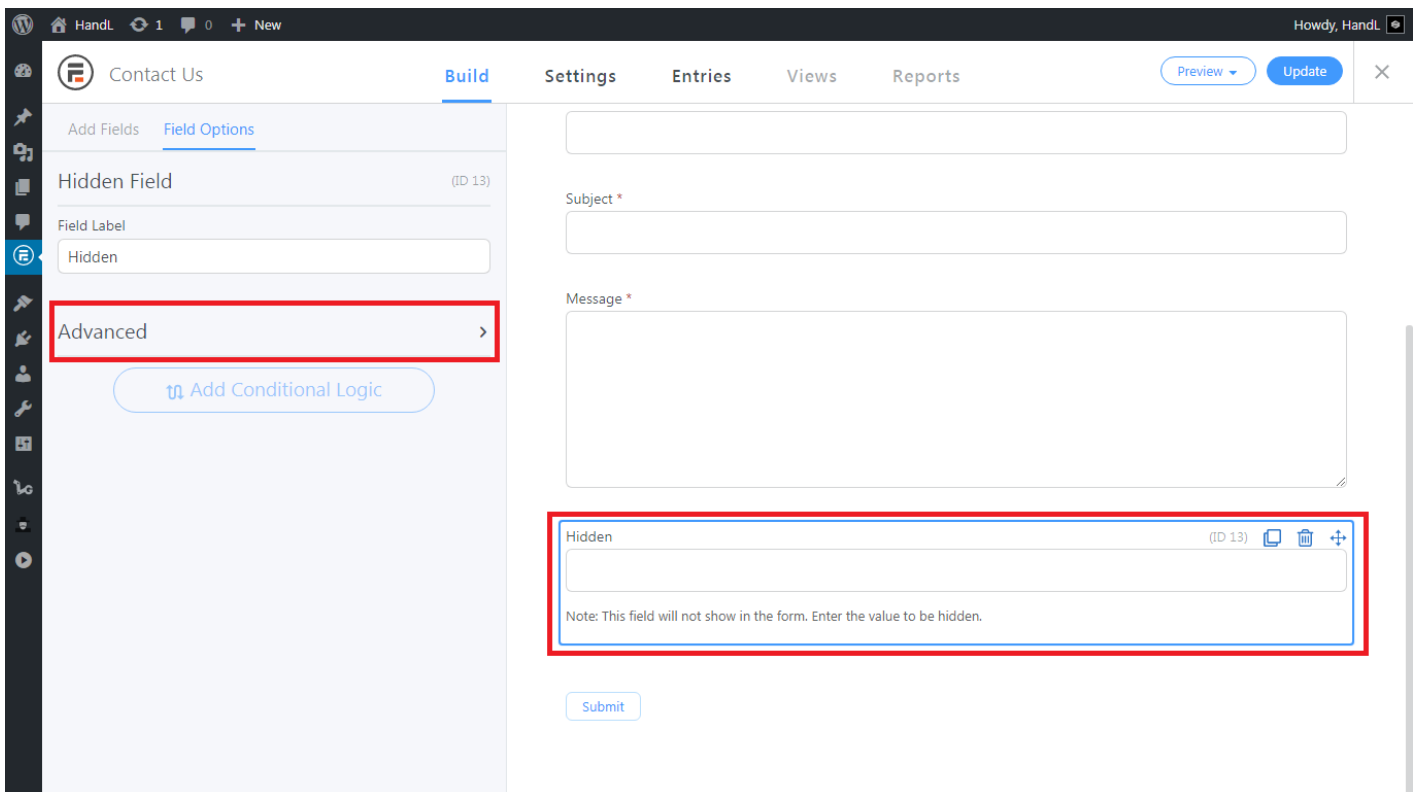
3.Name your form and type the description you want



4.Choose "Hidden" in the left menu



5. Click your new hidden area, then click "Advanced"



6. Type the "Field Key" like that and click "Update"

HandL 1 0 + New Howdy, HandL

Contact Us Build Settings Entries Views Reports Preview Update

Add Fields Field Options

Hidden Field (ID 13)

Field Label

Hidden

Advanced

Default Value

Field Key: utm_campaign Field Type: Hidden

Add Conditional Logic

Subject *

Message *

Hidden (ID 13)

utm_campaign

Note: This field will not show in the form. Enter the value to be hidden.

Submit

7.Copy the shortcode of the form

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Forms + Add New Import Screen Options Upgrade

My Forms (1) | Trash (1)

Bulk Actions Apply 1 item

| ID | Form Title | Entries | Key | Shortcodes | Date |
|----|--|---------|------------|-------------------|------------|
| 2 | Contact Us Edit Settings Duplicate Form Trash Preview | 0 | contact-us | [formidable id=2] | 2019/01/24 |

Dashboard Posts Media Pages Comments Formidable Forms (Lite) Entries Views Styles Import/Export Global Settings Inbox Add-Ons Upgrade SMTP Appearance Plugins 1 Users Tools Settings UTM

8.Edit your form page

WordPress Dashboard: Pages section. The left sidebar shows navigation options: Dashboard, Posts, Media, Pages (selected), All Pages, Add New, Comments, Formidable, Appearance, Plugins (1), Users, Tools, Settings, UTM, Avatars, and Collapse menu. The main content area displays the 'Pages' list. At the top, there are filters for 'All (1)', 'Published (1)', and 'Trash (2)'. Below this, there are buttons for 'Bulk actions', 'Apply', 'All dates', and 'Filter'. The table shows one item: 'Form', published on 2020/09/19 at 1:44 pm, by user 'HandL'. The 'Form' page is highlighted in blue. Below the table, there are buttons for 'Bulk actions' and 'Apply'. The bottom of the page shows the URL 'localhost/wordpress/wp-admin/post.php?post=128&action=edit' and the version 'Version 5.5.1'.

9. Paste the shortcode and update the form

WordPress Editor: Document view. The top bar shows the WordPress logo, a plus icon, and editing tools (undo, redo, link, unlink, list, table). The right side has buttons for 'Switch to draft', 'Preview', 'Update', and a settings icon. The main content area has a large heading 'Form'. Below the heading, there is a shortcode editor. The shortcode is '[formidable id=2]'. The bottom of the page shows the breadcrumb 'Document → Shortcode'.

Formidable Forms UTM Tracking Video Tutorial

Please watch the related Video Tutorial below

and click right to the video and open link in new tab

