

# Formstack Forms

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

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# Capture UTMs using Formstack forms

This form only works in HandL UTM Grabber V3

Add the hidden fields as follows. Make sure the hidden field name (either field label or placeholder exactly matches with our naming convention here [Native WP Shortcodes](#))

The screenshot shows the Formstack form builder interface. On the left, the 'Logic' panel is open, showing the 'General' tab. Under 'FIELD LABEL', 'utm\_campaign' is entered. Under 'SUPPORTING TEXT', 'utm\_campaign' is entered. Under 'PLACEHOLDER', 'utm\_campaign' is entered. The 'Required' checkbox is unchecked, and the 'Hidden' checkbox is checked. The 'Field-Specific' tab is also visible, showing 'Link to Smart List' selected. The main form area on the right shows a 'Sign up for our newsletter!' form with a title, a description, and several input fields. The first input field is labeled 'Name'. The second input field is labeled 'Email'. Below these are four hidden input fields, each with a label and a placeholder: 'utm\_campaign', 'utm\_source', 'utm\_medium', and 'organic\_source\_str'. Each hidden field has a 'Hidden' label and a 'utm\_' prefix.

After activating the plugin, insert the following code in your custom javascript file:

```
function FF_OnAfterRender(){
  console.log("Form rendered successfully!");
  var vars =
    ["Lead.UTM_Campaign__c","Lead.UTM_Medium__c","Lead.UTM_Source__c","Lead.UTM_Term__c","Lead.UTM_
  for (v of vars){
    escape_v = v.replace(/\.\/g, '\\.\\.')
    jQuery("#"+escape_v).val(Cookies.get(v));
  }
```

```
[]}  
[]return true;  
}
```

And the fields will be automatically populated after lead is submitted.

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Sign up for our newsletter!	
Name	Haktan S
Email	<a href="mailto:haktan@domain.com">haktan@domain.com</a>
utm_campaign	SpringSale
utm_source	facebook
utm_medium	cpc
organic_source_str	<a href="https://www.formstack.com/">https://www.formstack.com/</a>
traffic_source	Paid
handl_landing_page	<a href="https://handl-sandbox/favicon.ico">https://handl-sandbox/favicon.ico</a>

1 field was not displayed

# Capture UTMs using Formstack forms (V4) - Old

This form is only compatible with HandL UTM Grabber V3.

Please add the hidden fields as outlined below. Ensure that the hidden field name (either the field label or placeholder) exactly matches our naming convention detailed here: [Native WP Shortcodes](#).

The screenshot displays the Formstack V4 form builder interface. The top navigation bar includes tabs for Forms, Uncategorized, and a specific form named 'handl'. The main interface is divided into a left sidebar and a central canvas.

**Left Sidebar:**

- Logic:** A section for configuring form logic.
- General:** A section for general field settings.
  - FIELD LABEL:** A text input field containing 'utm\_campaign'.
  - SUPPORTING TEXT:** A text input field containing 'utm\_campaign'.
  - Use Callout:** A checkbox that is unchecked.
  - PLACEHOLDER:** A text input field containing 'utm\_campaign'.
  - Field Properties:** A section with checkboxes for 'Required', 'Read-only', 'Hide Label', 'Hidden' (checked), and 'Unique'.
  - SAVE THIS FIELD FOR REUSE LATER:** A button labeled 'Save Field'.
- Field-Specific:** A section for field-specific settings.
  - Create Custom List:** A radio button that is unchecked.
  - Link to Smart List:** A radio button that is checked, with a dropdown menu showing '-- Select Smart List to Link --'.
  - Autocomplete Editor:** A button.
  - FIELD SIZE:** A section with two input fields for 'Minimum Characters' and 'Maximum Characters', both set to '0'.

**Central Canvas:**

- Form Header:** A section with the title 'Sign up for our newsletter!' and a subtitle 'Fill out your information below to be signed up for our informative newsletter.'
- Name Field:** A text input field with a red error icon and the label 'Name'.
- Email Field:** A text input field with a red error icon and the label 'Email'.
- Hidden Fields:** A section containing four hidden fields, each with a 'Hidden' toggle and a label: 'utm\_campaign', 'utm\_source', 'utm\_medium', and 'organic\_source\_str'.

As of version 3.0.59, you do not need to perform any additional steps, as Formstack V4 is natively supported.

If you are using HandL UTM Grabber 3.0.58 and below. Then proceed with the following step:

Upon activating the UTM Grabber V3 plugin, insert the following code into your custom JavaScript file:

```
setTimeout(function(){
    handl_utm_all_params.map(function(v){      var element = document.querySelector('.fsForm
[placeholder="'+v+'"'])
        if (element){
            var curVal = Cookies.get(v) ?? "";          var event = new Event('input', {
bubbles: true })
            var previousValue = element.value
            element.value = curVal
            element._valueTracker.setValue(previousValue)
        element.dispatchEvent(event)
        }
    })
}, 500)
```

This code will automatically populate the fields after a lead is submitted.

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Sign up for our newsletter!	
Name	Haktan S
Email	<a href="mailto:haktan@domain.com">haktan@domain.com</a>
utm_campaign	SpringSale
utm_source	facebook
utm_medium	cpc
organic_source_str	<a href="https://www.formstack.com/">https://www.formstack.com/</a>
traffic_source	Paid
handl_landing_page	<a href="https://handl-sandbox/favicon.ico">https://handl-sandbox/favicon.ico</a>

1 field was not displayed

# Capture UTMs using Formstack forms (V4)

This form is only compatible with HandL UTM Grabber V3.

Please add the hidden fields as outlined below. Ensure that the hidden field name (either the field label or placeholder) exactly matches our naming convention detailed here: [Native WP Shortcodes](#).

The screenshot shows the Formstack Builder interface for a form titled "Sign up for our newsletter!". The form is in the "Build" stage. The left sidebar contains a "Logic" section and a "Field-Specific" section. The "Field-Specific" section shows the "Link to Smart List" option selected. The main form area displays the form structure, including a "Name" field, an "Email" field, and four hidden fields: "utm\_campaign", "utm\_source", "utm\_medium", and "organic\_source\_str". Each hidden field has a label and a placeholder text.

Add `<Embed Code>` in FormStack at the top of your form and include the following script there. Make sure to replace `<FORM ID>` with your own form id

```
<script>
var form = window.fsApi().getForm(<FORM ID>);
form.registerFormEventListener({
  type: 'ready',
  onFormEvent: function (event) {
```

```

        if (window.handl_utm_all_params){
            handl_utm_all_params.map(function(v){
                var element =
document.querySelector('.fsForm [placeholder="'+v+'"]')
                if (element){
                    var curVal = Cookies.get(v);
                    if (curVal){
                        var field_id = element.getAttribute('data-fs-field-id');
                        var dest_field =
form.getField(field_id);
                        dest_field.setValue(curVal);
                    }
                }
            })
        }
        return Promise.resolve(event);
    }
});
</script>

```

This code will automatically populate the fields after a lead is submitted.

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Sign up for our newsletter!	
Name	Haktan S
Email	<a href="mailto:haktan@domain.com">haktan@domain.com</a>
utm_campaign	SpringSale
utm_source	facebook
utm_medium	cpc
organic_source_str	<a href="https://www.formstack.com/">https://www.formstack.com/</a>
traffic_source	Paid
handl_landing_page	<a href="https://handl-sandbox/favicon.ico">https://handl-sandbox/favicon.ico</a>

1 field was not displayed