

Formstack Forms

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

- [Capture UTMs using Formstack forms](#)
- [Capture UTMs using Formstack forms \(V4\) - Old](#)
- [Capture UTMs using Formstack forms \(V4\)](#)

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 is a sidebar with a 'Logic' section and a 'Field-Specific' section. The 'Field-Specific' section has 'Link to Smart List' selected. The main area shows a form titled 'Sign up for our newsletter!'. The form includes a heading, a description, and two input fields for 'Name' and 'Email'. Below these are four hidden input fields, each with a label and a placeholder. The labels are 'utm_campaign', 'utm_source', 'utm_medium', and 'organic_source_str'. The placeholders are 'utm_campaign', 'utm_source', 'utm_medium', and 'organic_source_str'. The 'utm_campaign' field is highlighted with a green border. The 'utm_source' field is highlighted with a green border. The 'utm_medium' field is highlighted with a green border. The 'organic_source_str' field is highlighted with a green border.

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.

[← Back to Submission List](#)✕

Submission 1 of 3

[First](#) [Previous](#) [Next](#) [Last](#)

[Edit](#) [Resend Notification Email](#) [Export](#) [Delete](#)

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

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'.
 - Required:** A checkbox that is unchecked.
 - Read-only:** A checkbox that is unchecked.
 - Hide Label:** A checkbox that is unchecked.
 - Hidden:** A checkbox that is checked.
 - Unique:** A checkbox that is unchecked.
- 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.
 - Select Smart List to Link:** A dropdown menu with the text '-- Select Smart List to Link --'.
 - Autocomplete Editor:** A button to open the autocomplete editor.
 - FIELD SIZE:** A section for field size settings.
 - Minimum Characters:** A text input field containing '0'.
 - Maximum Characters:** A text input field containing '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 series of hidden fields, each with a 'Hidden' label and a 'utm_' prefix.
 - utm_campaign:** A text input field with the label 'utm_campaign' and the placeholder 'utm_campaign'.
 - utm_source:** A text input field with the label 'utm_source' and the placeholder 'utm_source'.
 - utm_medium:** A text input field with the label 'utm_medium' and the placeholder 'utm_medium'.
 - organic_source_str:** A text input field with the label 'organic_source_str' and the placeholder '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.

[<< Back to Submission List](#)✕

Submission 1 of 3

[First](#) [Previous](#) [Next](#) [Last](#)

[Edit](#) [Resend Notification Email](#) [Export](#) [Delete](#)

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

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 form builder interface. On the left, there's a sidebar with a 'Logic' section and a 'Field-Specific' section. The 'Field-Specific' section has options for 'Create Custom List' and 'Link to Smart List'. The 'Link to Smart List' option is selected, and a dropdown menu shows '-- Select Smart List to Link --'. Below this is an 'Autocomplete Editor' button. The 'FIELD SIZE' section has input fields for 'Minimum Characters' and 'Maximum Characters', both set to 0. The main area shows a form titled 'Sign up for our newsletter!'. The form has a heading 'Sign up for our newsletter!', a subheading 'Fill out your information below to be signed up for our informative newsletter.', and two input fields for 'Name' and 'Email'. Below these are four hidden input fields: 'utm_campaign', 'utm_source', 'utm_medium', and 'organic_source_str'. Each field has a 'Hidden' label and a 'utm_' prefix. The 'utm_campaign' field also has a 'utm_campaign' placeholder. The 'utm_source' field has a 'utm_source' placeholder. The 'utm_medium' field has a 'utm_medium' placeholder. The 'organic_source_str' field has an 'organic_source_str' placeholder. The form is titled 'Sign up for our newsletter!' and has a subheading 'Fill out your information below to be signed up for our informative newsletter.'.

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.

[Back to Submission List](#)
✕

Submission 1 of 3

[First](#)
[Previous](#)
[Next](#)
[Last](#)

[Edit](#)
[Resend Notification Email](#)
[Export](#)
[Delete](#)

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

1 field was not displayed