GRAVITY Forms Integration

HandL UTM Grabber / Tracker Gravity Forms Integration step by step

- [Gravity Forms to Zapier SIMPLE Integration Video Tutorial](#)
- [Gravity Forms to Zapier Integration Video Tutorial](#)
- [Gravity Forms Integration](#)
- [Gravity Form to Facebook Conversion API (FB CAPI) - v3.1](#)

Gravity Forms to Zapier SIMPLE Integration Video Tutorial

Please watch the related Video Tutorial below

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

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Gravity Forms Integration

1. Click Forms and 'Add New' Button

1- Click New Form.png

Image not found or type unknown

2. Write Your Form Title and Description as you wish

Then Click 'Create Form' Button

2- Write your form title and description as you wish.png

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3. First Add your'Hidden' Element on your form

Click the 'Hidden' Button on the menu right

3- Click Hidden Field.png

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4. Click Hidden Field

4- First add your hidden element on your form, give any name for your label.png

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5. Give any name for your label

Image not found or type unknown

6. Click "Advanced" tab and check "Allow field to be populated dynamically" and use the shortcode in "Parameter Name"

6- Click "Advanced" tab and check "Allow field to be populated dynamically" and use the shortcode

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7. Click Update Button

7- Click update button.png

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8. Preview of Your Form

8- Previes of your form.png

Image not found or type unknown

Here we only illustrated `utm_campaign` . However you can use all the other parameters very similar way. See the list of all the parameters available here **Native WP Shortcodes**

Gravity Form to Facebook Conversion API (FB CAPI) - v3.1

Click the Facebook CAPI menu in UTM and enter the Facebook pixel ID and access token
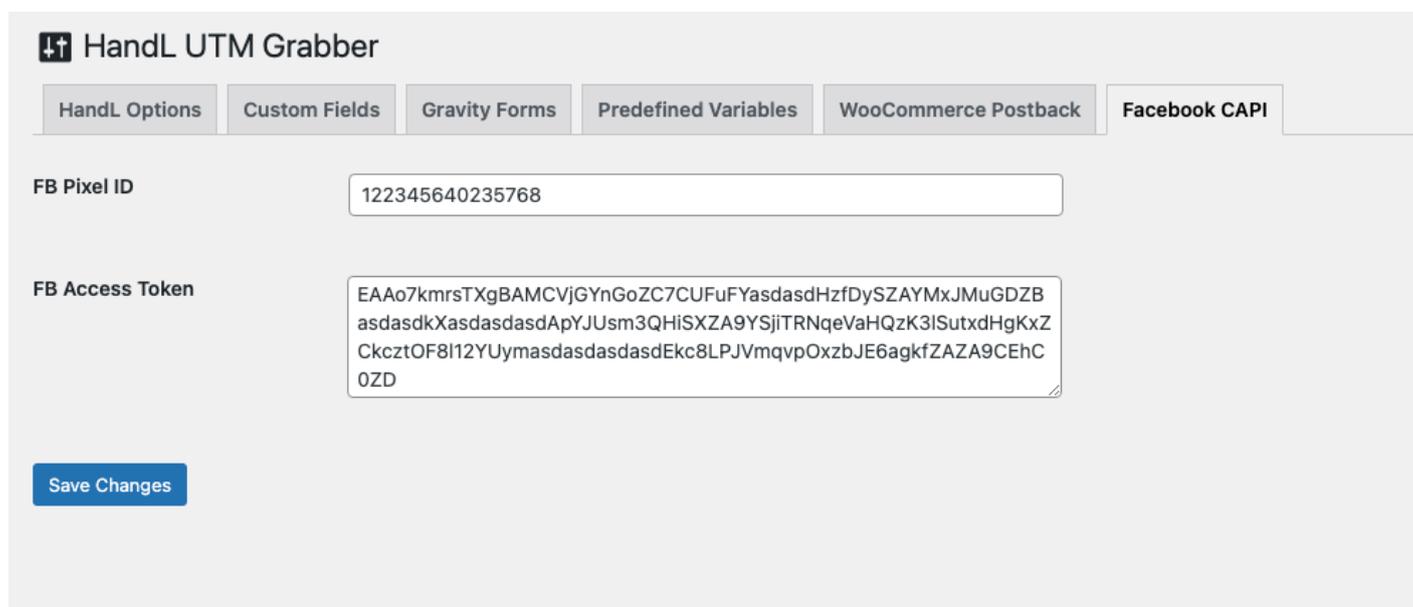
How to generate an Access Token: Go to your pixel, click "Settings," scroll down to the Conversion API section, and click "Generate Access Token."

Use information your customers have provided to your business, like email address or phone number, to match your website's visitors to people on Facebook. This can help you attribute more conversions to your Facebook ads and reach more people through remarketing campaigns. Learn More

⌄ Show Options

Event Setup

View the events currently setup. To add or edit events directly without changing your website code, use the Event Setup Tool.

Open Event Setup Tool

Track Events Automatically Without Code   OFF ⬤

Your Facebook Pixel can find and report on valuable website events, such as purchases or registrations, based on your site traffic, button text and page metadata. This feature can help you set up events without having to install code. You can choose to turn this functionality on or off. Learn More.

Conversions API

Send web events directly from your server. Learn More

Set up manually

You can set up the Conversions API by following our step-by-step guide.

Get Started

Generate access token

Set up through a partner integration

Easily connect your web activity through a partner integration - no coding required. Choose from Wordpress, Tealium, Segment and more.

Choose a Partner

Traffic Permissions

Use a block list or an allow list to control if domains are allowed to send Facebook events through your pixel. We suggest using an allow list because it helps ensure that your pixel isn't used to send events through domains you haven't authorized. Learn More

Allow list: Only domains added to the allow list can send events to Facebook through this pixel. Domains not on the allow list will be blocked from sending events.
Block list: Only domains added to the block list will be blocked from sending events to Facebook through this pixel. Domains not on the block list will be allowed to send events.

Once you have set everything up, keep monitoring your events and watch your event match

increases to the high 8-9s.

When you are ready, enable the feature by checking the "Enable Facebook Conversion API (CAPI)" functionality.

After that, as soon as one of your forms is submitted, the Lead event will be sent to Facebook as well.

You can check the events in the Facebook Conversion API Logs after they are sent. If there is any failure, it will be reported there, detailing what went wrong.

HandL UTM Grabber

HandL Options | Custom Fields | GDPR | Gravity Forms | Predefined Variables | WooCommerce Postback | **Facebook CAPI**

Support Coverage/Disclaimer

Currently only WooCommerce is supported for FB CAPI. Check here for details

Enable Facebook CAPI　　☑ Enable Facebook Conversion API (CAPI) functionality

FB Pixel ID

```
3934216015206782
```

FB Access Token

```
EAAB0sT881z8BO5knhMZAWr3K4lXNBqjVQ49EDAOUbZB9C0DxMZCGZA
8qkzD0VoR94ZBEls7JwQib2cHljUe5KDI0ldzv2AK95B6QJrJKZB4Que9tMJ
Uf9bBhRefTw07ypAdvlUgeasYlVoG167Mfm3BO3wWjcwZDZD
```

[Save Changes]

Facebook Conversion API Logs (Last 100)

Timestamp	Event Name	Status	Error	Details
2024-09-16 02:37:37	Lead	✓ Success	N/A	[Hide Details]

Payload:

```
{
    "event_name": "Lead",
    "user_data": {
        "em": [
            "asdsad@asdad.com"
        ],
        "ph": [],
        "fn": "asasd",
        "ln": "",
        "fbc": "fb.1.1723044600636.fb.1.1554763741205.AbCdEfGhIjKlMn0pQrStUvWxYz1234567890",
        "fbp": "fb.1.1711637964771.1210301298",
        "client_ip_address": "::1",
        "client_user_agent": "Mozilla/5.0 (Macintosh; Intel Mac OS X 10_15_7) AppleWebKit/537.36 (KHTML, like Gecl
```

2024-09-16 02:36:09	Lead	✗ Failed	Invalid parameter (The browser ID (_fbp) parameter is not formatted correctly. See the browser ID parameter field for guidelines on formatting this parameter.)	[Show Details]
2024-09-16 02:34:21	Lead	✓ Success	N/A	[Show Details]
2024-09-16 02:18:34	Lead	✓ Success	N/A	[Show Details]
2024-09-16 00:42:05	Lead	✓ Success	N/A	[Show Details]
2024-09-16 00:40:28	Lead	✓ Success	N/A	[Show Details]