

# Hubspot Integration

HandL UTM Grabber/Tracker HubSpot Integration set up

- [Track UTMs in Hubspot Form](#)

# Track UTMs in Hubspot Form

## Add UTM fields to your form

This is assuming you already created Contact properties (ideally under Web Analytics) and make sure you name them after HandL UTM Grabber properties (such as utm\_campaign, utm\_source, gclid, fbclid etc). See the full list here [Native WP Shortcodes](#)

Make sure the fields are hidden

The screenshot shows the HubSpot form editor interface. On the left, the configuration panel for the 'Edit utm\_campaign' field is visible. It shows the contact property name 'utm\_campaign', field type 'Single-line text', and the 'Basic' tab selected. The 'Make this field hidden' checkbox is checked. The label 'UTM Campaign' is entered. On the right, the form preview shows the 'UTM Campaign' field as a hidden input field, with a 'Submit' button below it. The top navigation bar includes 'Back to all forms', 'Demo', 'Auto-saved with unpublished changes', and 'Update'.

## Copy paste the form embed code

Clicking the share button will generate the embed code looks like this



## Share your form

Embed code

Share link

To embed this form, simply copy and paste the code below into the HTML code on your website. [Learn more](#) 

```
<!--[if lte IE 8]>
<script charset="utf-8" type="text/javascript"
src="//js.hsforms.net/forms/v2-legacy.js">
</script>
<![endif]-->
<script charset="utf-8" type="text/javascript"
src="//js.hsforms.net/forms/v2.js"></script>
```

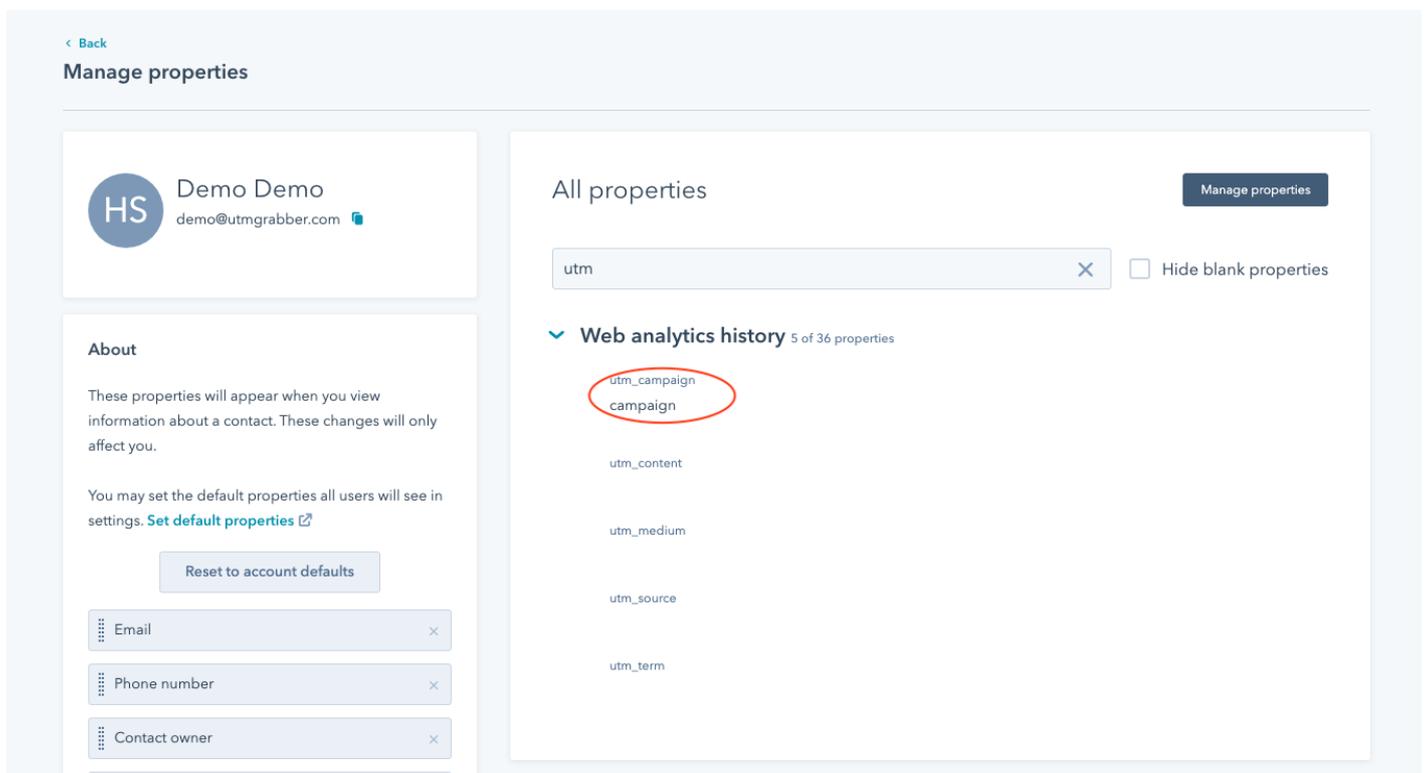
Copy

Add the following modifications Simply add the `onFormReady` event as is

```
<!--[if lte IE 8]><script charset="utf-8" type="text/javascript"
src="//js.hsforms.net/forms/v2-legacy.js"></script>
<![endif]--><script charset="utf-8" type="text/javascript"
src="//js.hsforms.net/forms/v2.js"></script>
<script>
  hbspt.forms.create({
    region: "na1",
    portalId: "{portal_id}",
    formId: "{form_id}",
    onFormReady: function(f){
```

```
f.serializeArray().map(x=>{
  let cookie_val = Cookies.get(x.name)
  if (cookie_val && cookie_val != ''){
    f.find('input[name="'+x.name+'"]').val(cookie_val).change();
  }
})
});
</script>
```

That's it! Your form will track the parameters and you'll get all the tracked parameters under submissions in Hubspot (in contact property for the contact)



The screenshot shows the HubSpot 'Manage properties' interface. On the left, there's a sidebar with the account name 'Demo Demo' and email 'demo@utmgrabber.com'. Below that, an 'About' section explains that properties affect contact information and provides a 'Reset to account defaults' button. Three default properties are listed: 'Email', 'Phone number', and 'Contact owner'. The main content area is titled 'All properties' and includes a search bar with 'utm' entered and a 'Manage properties' button. A 'Web analytics history' section is expanded, showing 5 of 36 properties. The first two, 'utm\_campaign' and 'campaign', are circled in red. Other visible properties include 'utm\_content', 'utm\_medium', 'utm\_source', and 'utm\_term'. A 'Hide blank properties' checkbox is also present.