

Track UTMs in Hubspot Form

Add UTM fields to your form

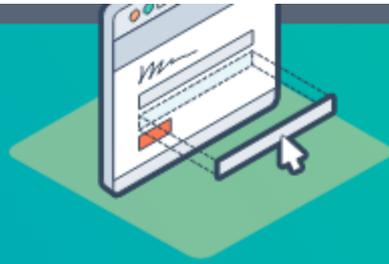
This is assuming you already created Contact properties (ideally under Web Analytics) and make sure you name them after HandL UTM Grabber properties (such as utm_campaign, utm_source, gclid, fbclid etc). See the full list here [Native WP Shortcodes](#)

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', the field type 'Single-line text', and the 'Basic' tab selected. The 'Make this field hidden' checkbox is checked. The label 'UTM Campaign' is entered in the label field. The right side of the screenshot shows a preview of the form with three input fields: 'First Name *', 'Last Name *', and 'Email *'. Below these is the 'UTM Campaign' field, which is highlighted in blue and labeled as a 'Hidden Field'. A 'Submit' button is located at the bottom of the form preview.

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>
```

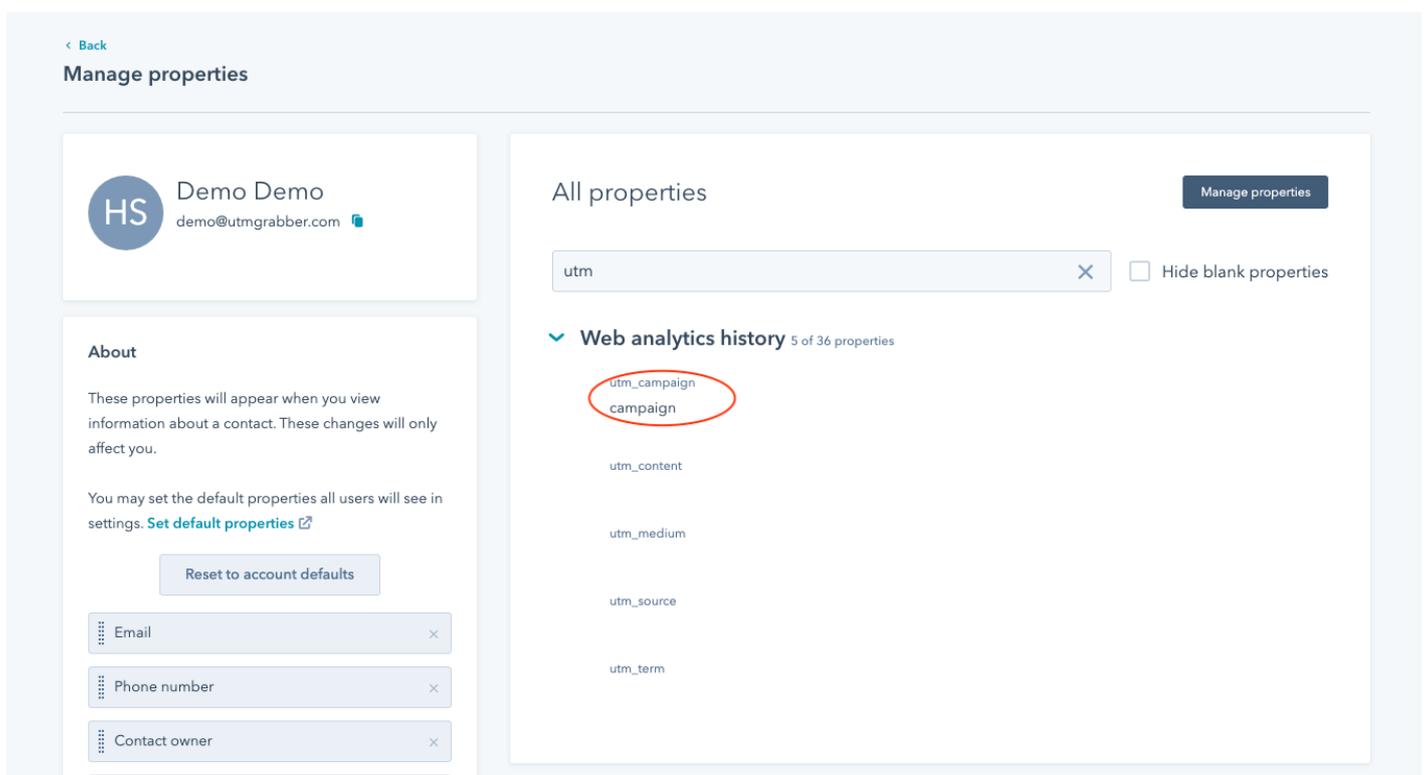
Copy

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 account information for 'Demo Demo' (demo@utmgrabber.com) and an 'About' section explaining that properties are visible to users and can be reset to defaults. Below this, 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 section titled 'Web analytics history' (5 of 36 properties) lists several properties, with 'utm_campaign' and 'campaign' circled in red. Other listed properties include utm_content, utm_medium, utm_source, and utm_term.

Revision #5

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