

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 displays the HubSpot Form Editor interface. At the top, there's a dark navigation bar with a 'Back to all forms' link, a 'Demo' button, and a status indicator 'Auto-saved with unpublished changes' along with an 'Update' button. Below this is a tabbed interface with 'Form', 'Follow-up', 'Options', and 'Style & preview' tabs. The 'Form' tab is active, showing a left-hand configuration panel and a right-hand preview area.

Left Panel (Configuration):

- Header:** '< Done' and 'Edit contact property' link.
- Title:** 'Edit utm_campaign'.
- Contact property name:** 'utm_campaign'.
- Field Type:** 'Single-line text'.
- Basic / Logic tabs:** The 'Basic' tab is selected.
- Options:**
 - ☐ Make this field required
 - ☒ Make this field hidden
- Label:** A text box containing 'UTM Campaign' with formatting icons (B, I, U, K, S).
- Help Text:** A text box for additional instructions.
- Placeholder text:** A text box for a hint to the user.
- Default value:** A text box for a pre-filled value.

Right Panel (Preview):

- Form Fields:**
 - 'First Name * *firstname*' with a 'Contact Property' tag.
 - 'Last Name * *lastname*' with a 'Contact Property' tag.
 - 'Email * *email*' with a 'Contact Property' tag.
 - 'UTM Campaign *utm_campaign*' with 'Contact Property' and 'Hidden Field' tags.
- Submit Button:** An orange 'Submit' button.

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 displays the HubSpot 'Manage properties' interface. On the left, the 'About' section shows the account name 'Demo Demo' and email 'demo@utmgrabber.com'. Below this, a 'Reset to account defaults' button is visible. A list of default properties includes 'Email', 'Phone number', and 'Contact owner'. The main area, titled 'All properties', features a search bar containing 'utm'. Underneath, the 'Web analytics history' section lists 5 of 36 properties. The first two items, 'utm_campaign' and 'campaign', are circled in red. Other listed properties include 'utm_content', 'utm_medium', 'utm_source', and 'utm_term'.

Revision #5

Created Fri, Oct 29, 2021 3:34 PM by [Leman](#)

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