

# 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there's a dark header bar with a 'Back to all forms' link, a 'Demo' button, and a status indicator 'Auto-saved with unpublished changes' along with an 'Update' button.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 the header, a navigation bar shows tabs for 'Form', 'Follow-up', 'Options', and 'Style & preview'. The 'Form' tab is active, showing a list of fields on the left and a preview of the form on the right.

On the left, under the 'Edit utm\_campaign' section, the 'Contact property name' is set to 'utm\_campaign'. The 'Field Type' is 'Single-line text'. Under the 'Basic' tab, there are checkboxes for 'Make this field required' (unchecked) and 'Make this field hidden' (checked). The 'Label' field is set to 'UTM Campaign'. There are also fields for 'Help Text' and 'Placeholder text', both currently empty. A 'Default value' field is also present and empty.

On the right, the form preview shows the following 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.

A red '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 displays the HubSpot 'Manage properties' page. On the left, the account name 'Demo Demo' and email 'demo@utmgrabber.com' are visible. Below this is an 'About' section explaining that properties appear when viewing contact information and that default properties can be set in the settings. A 'Reset to account defaults' button is present. The main content area, titled 'All properties', features a search bar containing 'utm'. A checkbox for 'Hide blank properties' is also visible. Under the 'Web analytics history' section, which indicates 5 of 36 properties, a list of properties is shown. The first two, 'utm\_campaign' and 'campaign', are circled in red. The other properties listed are 'utm\_content', 'utm\_medium', 'utm\_source', and 'utm\_term'.

Revision #5

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