

Marketo Integration

HandL UTM Grabber / Tracker

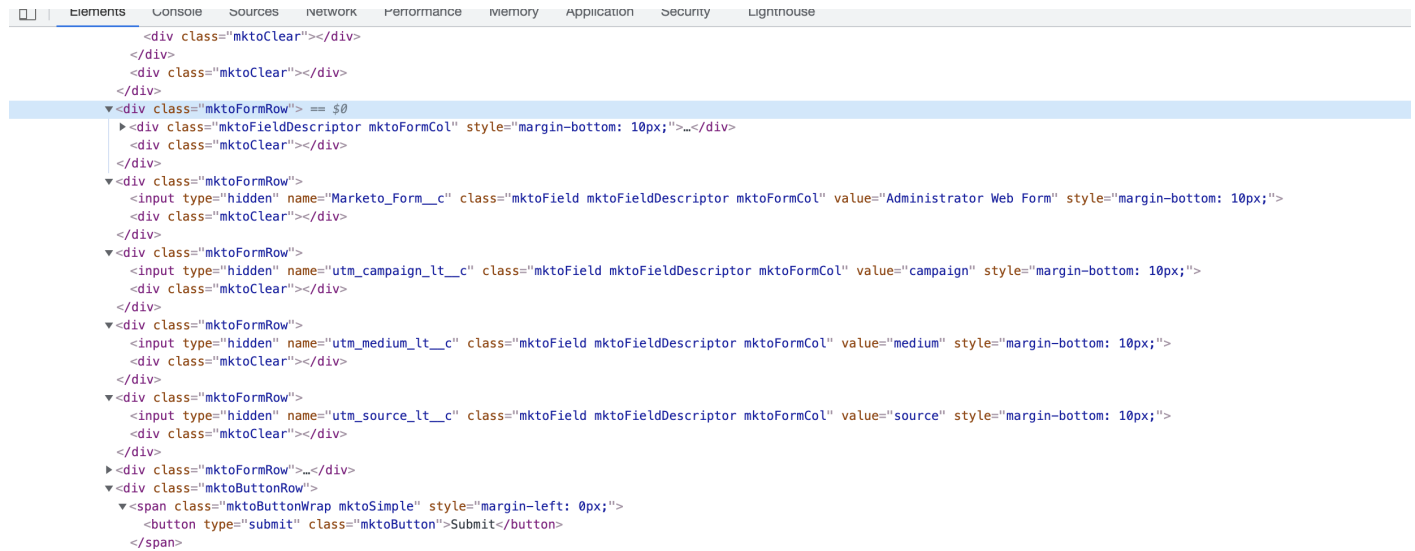
How to collect and track UTM variables via Marketo step by step

- [Track UTMs in Marketo form](#)

Track UTMs in Marketo form

Our plugin supports Marketo forms out of the box, just make sure the UTM fields are added to your form and the naming convention matches with our plugin.

For example:



```
<div class="mktoClear"></div>
</div>
<div class="mktoClear"></div>
</div>
<div class="mktoFormRow"> == $0
  <div class="mktoFieldDescriptor mktoFormCol" style="margin-bottom: 10px;"></div>
  <div class="mktoClear"></div>
</div>
<div class="mktoFormRow">
  <input type="hidden" name="Marketo_Form_c" class="mktoField mktoFieldDescriptor mktoFormCol" value="Administrator Web Form" style="margin-bottom: 10px;">
  <div class="mktoClear"></div>
</div>
<div class="mktoFormRow">
  <input type="hidden" name="utm_campaign_lt_c" class="mktoField mktoFieldDescriptor mktoFormCol" value="campaign" style="margin-bottom: 10px;">
  <div class="mktoClear"></div>
</div>
<div class="mktoFormRow">
  <input type="hidden" name="utm_medium_lt_c" class="mktoField mktoFieldDescriptor mktoFormCol" value="medium" style="margin-bottom: 10px;">
  <div class="mktoClear"></div>
</div>
<div class="mktoFormRow">
  <input type="hidden" name="utm_source_lt_c" class="mktoField mktoFieldDescriptor mktoFormCol" value="source" style="margin-bottom: 10px;">
  <div class="mktoClear"></div>
</div>
<div class="mktoFormRow"></div>
<div class="mktoButtonRow">
  <span class="mktoButtonWrap mktoSimple" style="margin-left: 0px;">
    <button type="submit" class="mktoButton">Submit</button>
  </span>
</div>
```

As you can see in the picture above, traffic with UTM values will prefill the hidden fields in your form and they will be submitted along with the other prospect data.

Incase your form does not track the UTMs, do the following

Replace this

```
<script src="//app-ab43.marketo.com/js/forms2/js/forms2.min.js"></script>
<form id="mktoForm_1000"></form>
<script>MktoForms2.loadForm("//app-ab43.marketo.com", "<some id>", 1000);</script>
```

to

```
<script src="//app-ab43.marketo.com/js/forms2/js/forms2.min.js"></script>
<form id="mktoForm_1000"></form>
<script>
MktoForms2.loadForm("//app-ab43.marketo.com", "<some id>", 1000);
MktoForms2.whenReady(function (form) {
  jQuery.each(handl_utm_all_params, function( i,v ) {
    var curval = decodeURI(Cookies.get(v))
    if (curval != 'undefined') {
      jQuery("[name*="+v+"]").val(curval)
    }
  })
})
```

```
    }  
  });  
});  
</script>
```