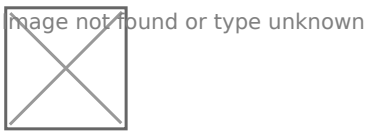


OptimizePress and Infusionsoft Integration

Create custom fields in infusionsoft

Create the custom fields as explained [here](#). You can create one field for each UTM variables and HandL parameters matching the naming convention (it can be any name but it is easier to follow the naming convention for mapping) here [Native WP Shortcodes](#)

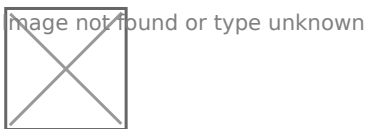
We recommend creating a separate tab called "Tracking" and using subheader to separate parameters for better visualization (shown in the image below)



Add the new custom fields in your form in Campaign

Create the webform as explained here <https://help.infusionsoft.com/help/create-a-web-form> in the Campaign.

Include custom fields as text fields (not hidden - we'll hide them in OptimizePress) using **Field snippet** section as shown in the image below.

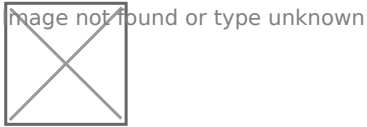


Publish the campaign

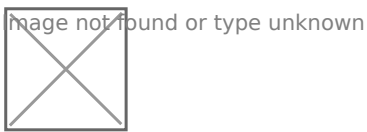
Create your automation in the campaign and publish the campaign to persist the changes.

Create your optin form in OptimizePress and Select Integration as "Infusionsoft"

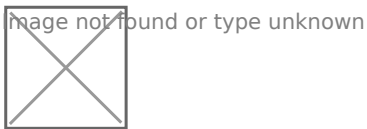
Shown in the image below



Select tag and form in Action



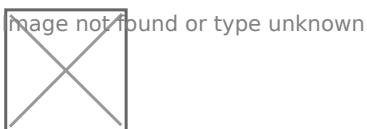
Select all the custom fields



and click next until complete

Select Optin Form > Settings > Advanced Options

Mark the fields as invisible, they will disappear in the form visual



Click each input and > Input Settings > Default Value

Type the corresponding shortcode name for each individual field. You can see the list of shortcodes available here [Native WP Shortcodes](#)

Below image shows for utm_campaign, similarly you can do it for all the samples.



Image not found or type unknown

We also recommend adding CSS class for each field as shown below.

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- Element Positioning

▼
- Input Positioning

▼
- Animation & Delay

▼
- Advanced

↻

▲

Element ID

op3-element-jjBCsZ3L

Element Caption

Input #jjBCsZ3L

CSS Classes

utm_campaign

Save the page in OptimizePress, and you are done!

Revision #5

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Updated Fri, May 31, 2024 3:30 PM by [Leman](#)