

# Pardot Integration

HandL UTM Grabber / Tracker How to collect and track UTM variables via Pardot step by step

- [Pardot Integration](#)

# Pardot Integration

## 1) Add utm-src as class to your iframe

```
<iframe loading="lazy" class="utm-src" style="border: 0;" src="{https://pardotform_src}"
width="100%" frameborder="0" scrolling="no"></iframe>
```

This will help plugin to recognize the Pardot form and pass the UTMs collected on the site to Pardot form as query argument.

## 2) Create the following custom fields in Pardot and add them to your form.

```
utm_campaign – Collects utm_campaign variable.utm_source – Collects utm_source variable.
utm_term – Collects utm_term variable.
utm_medium – Collects utm_medium variable.
utm_content – Collects utm_content variable.
gclid – Collects gclid variable.
fbclid – Collects gclid variable.
```

This is the bare minimum, you can add much more fields. Please see [Native WP Shortcodes](#) for the full list of parameters supported.

## 3) Go to Pardot Form and add the following snippet in "Below Form" section

```
<script type="text/javascript">
    // Parse the URL
    function getParameterByName(name) {
        name = name.replace(/[[]]/,
"\\"").replace(/[\\]/, "\\");
        var regex = new RegExp("[\\?&]" + name +
```

```

"=([^&#]*)"),
    results = regex.exec(location.search);          return results === null ? "" :
decodeURIComponent(results[1].replace(/\+/g, " "));
    }
    // Give the URL parameters variable names          var source =
getParameterByName('utm_source');          var medium =
getParameterByName('utm_medium');          var campaign =
getParameterByName('utm_campaign');
    var term = getParameterByName('utm_term');          var content =
getParameterByName('utm_content');
    var gclid = getParameterByName('gclid');          var fbclid =
getParameterByName('fbclid');
    // Put the variable names into the hidden fields in the form. selector
should be "p.YOURFIELDNAME input"          document.querySelector(".utm_source input").value =
source;
    document.querySelector(".utm_medium input").value = medium;
document.querySelector(".utm_campaign input").value = campaign;
document.querySelector(".utm_term input").value = term;
document.querySelector(".utm_content input").value = content;
document.querySelector(".gclid input").value = gclid;          document.querySelector(".fbclid
input").value = fbclid;
</script>

```