

Send form data with UTMs to a webhook (e.g. Zapier)

You can send form data with all the UTMs to a webhook in GTM.

Create a trigger


This is a trigger for your tag. It can be as simple as button click or form submitted.

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Choose trigger type

🔍

Page View

 Consent Initialization

 Initialization

 Page View

 DOM Ready


 Window Loaded


Click


 All Elements

 Just Links

User Engagement


 Element Visibility

 Form Submission


 Scroll Depth

 YouTube Video

Other

 Custom Event

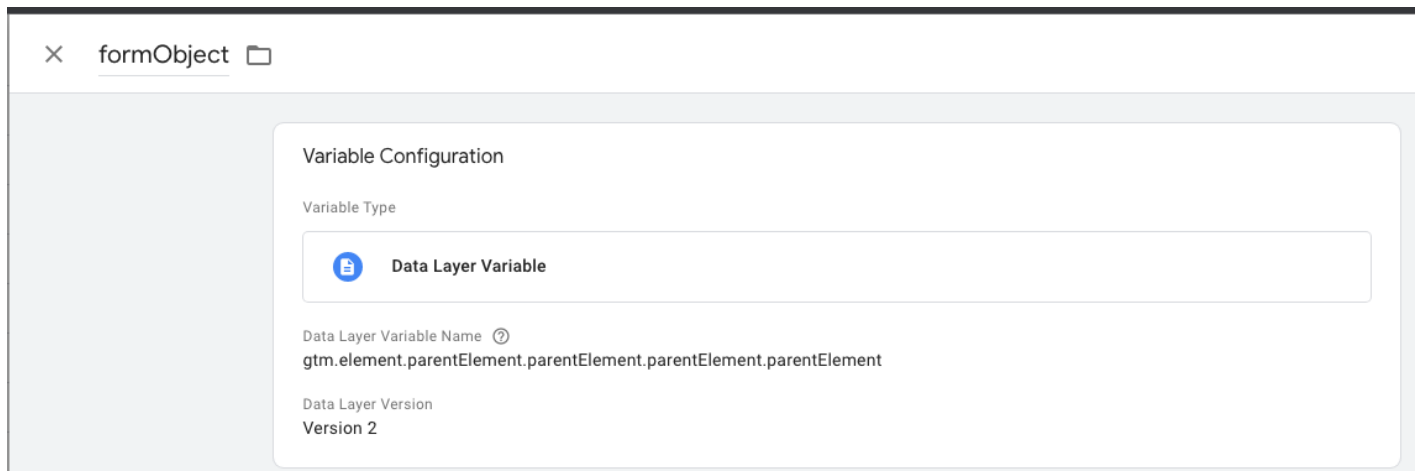
 History Change

 JavaScript Error

 Timer

Create a variables that will capture your form object

Based on the trigger selected, this will change. Basically, you want to capture the form object using `gtm.element`. If your trigger is a form submit button, then your variable may look like this



The screenshot shows the Google Tag Manager 'Variable Configuration' window. At the top, there's a tab labeled 'formObject' with a close button (X) and a folder icon. The main area is titled 'Variable Configuration'. Under 'Variable Type', 'Data Layer Variable' is selected, indicated by a blue icon and text. Below this, 'Data Layer Variable Name' is set to 'gtm.element.parentElement.parentElement.parentElement.parentElement'. At the bottom, 'Data Layer Version' is set to 'Version 2'.

Here, we are navigating to the parents until we get the all form objects. The number of `parentElement` may vary based on your implementation.

```
//Data Layer Variable Name
gtm.element.parentElement.parentElement.parentElement.parentElement
```

Create a tag

Finally create CustomHTML tag to send the collected data to your webhook (e.g. Zapier)

```
<script>
setTimeout(function(){

    var form_obj = jQuery({{formObject}})
    var emailFilled = $('#default_email', form_obj).val() != ''

    if (emailFilled){
        var data = handl.j.param(HandL.getAll())
        var form_data = form_obj.serialize()
        var xmlhttp = new XMLHttpRequest();
        xmlhttp.open( "GET",
' https://hooks.zapier.com/hooks/catch/1234567/abcdefg/?'+data+"&"+form_data, false ); //
false for synchronous request
        xmlhttp.send( null );
        console.log(form_data)
    }else{
```

```
        console.log("Not triggered")
    }

}, 100);

</script>
```

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