

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.

×

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

× formObject 📁

Variable Configuration

Variable Type

 Data Layer Variable

Data Layer Variable Name ⓘ
gtm.element.parentElement.parentElement.parentElement.parentElement

Data Layer Version
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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