

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.

X Choose trigger type 

Page View

-  Consent Initialization
-  Initialization
-  Page View
-  DOM Ready
-  Window Loaded

Click

-  All Elements
-  Just Links

User Engagement

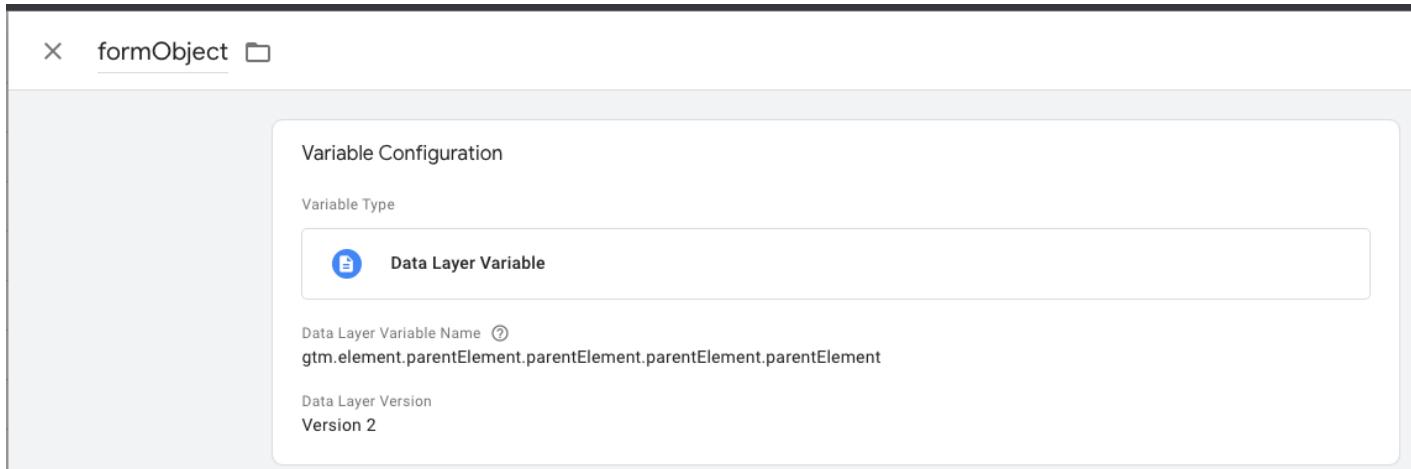
-  Element Visibility
-  Form Submission
-  Scroll Depth
-  YouTube Video

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



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 = handlej.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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