

# 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

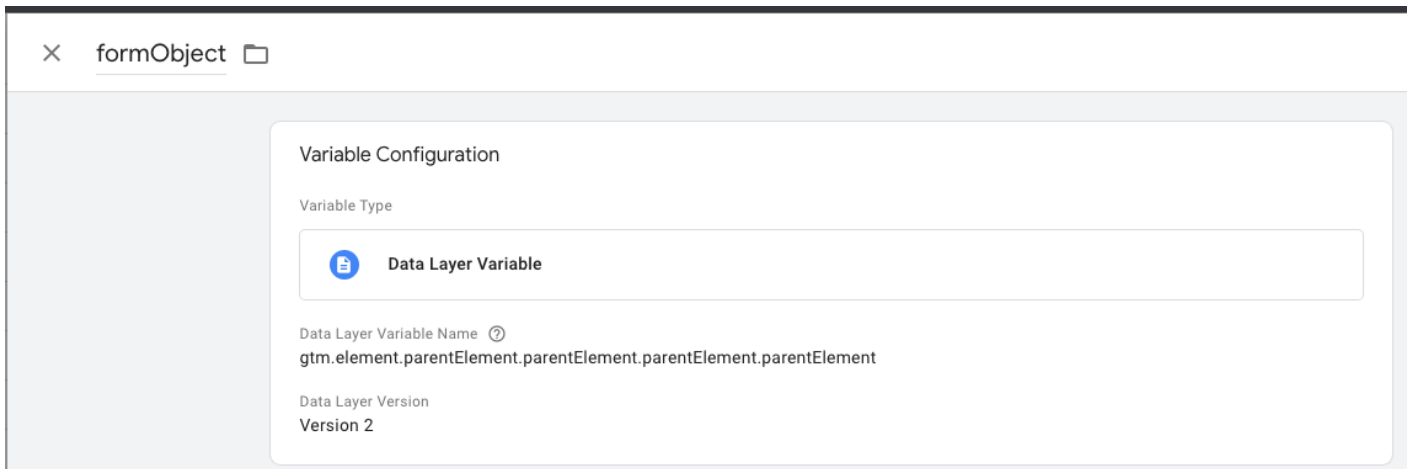
- Element Visibility
- Form Submission
- Scroll Depth
- YouTube Video

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



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 = handlj.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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