

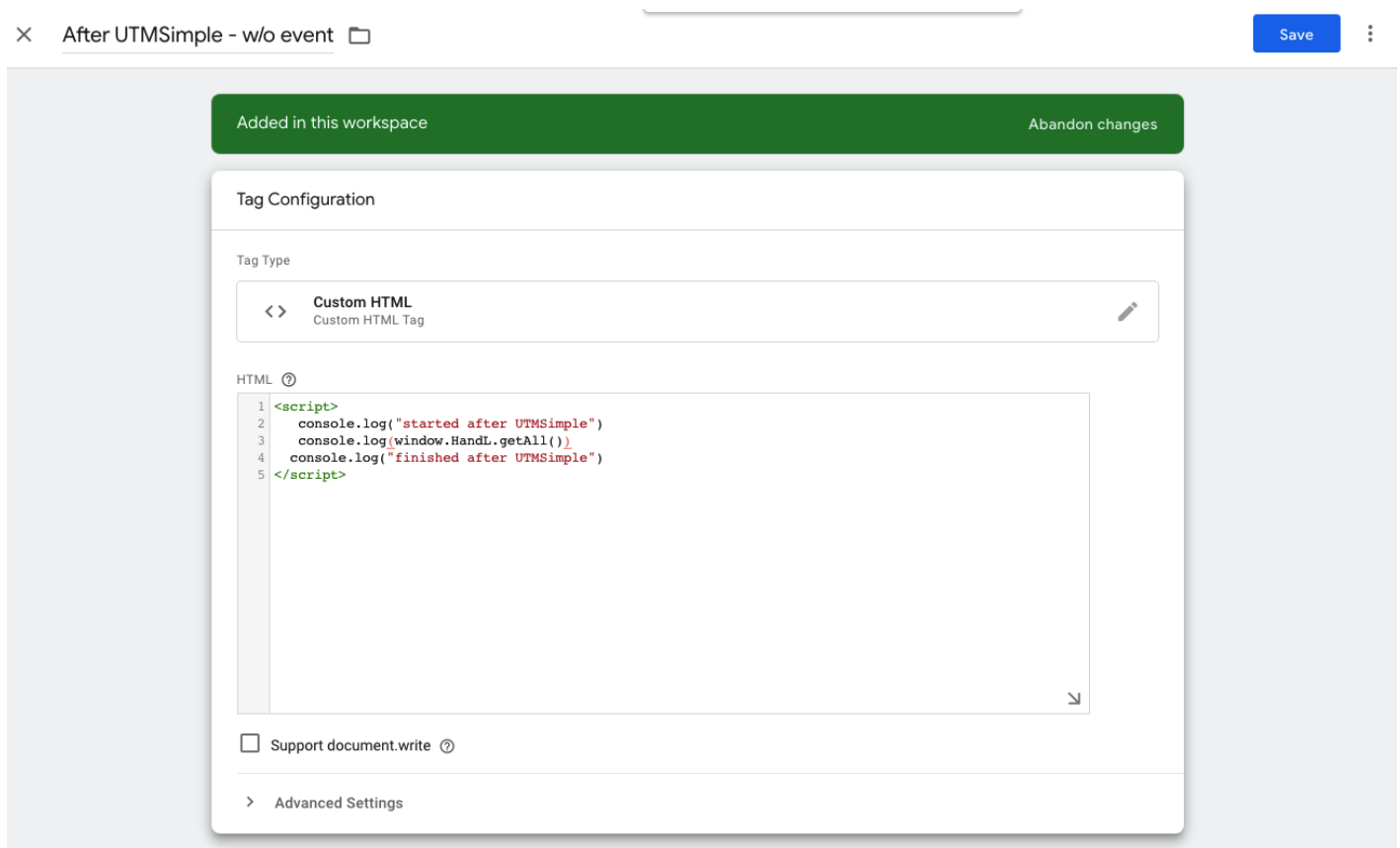
# Trigger Custom Code (Javascript) After UTMSimple Loaded

In some cases, you may want to trigger a custom JavaScript / code after collecting all the UTM data.

In order to accomplish this, you can leverage sequence feature in GTM

Simply create your custom tag (it could be any type of tag but here we are giving example as HTML/JS)


like shown here...





After that, go to UTM Simple Template Tag, Click Tag Sequencing and Select "Fire a tag after UTM Simple From Template fires" And select your custom tag that you created from step 1.

It will look like this...


Tag Type


 **UTM Simple v2**  
Custom Template



 **Tag permissions**

3 permissions >

License Key 




Custom Parameters

Action


Add Row

Advanced Settings

Tag firing priority 


999

☐ Enable custom tag firing schedule

☐ Only fire this tag in published containers. 

Tag firing options

Once per event

Tag Sequencing 


☐ Fire a tag before **UTM Simple From Template** fires


☒ Fire a tag after **UTM Simple From Template** fires

Cleanup Tag

After UTMSimple - w/o event >

☐ Don't fire **After UTMSimple - w/o event** if **UTM Simple From Template** fails or is paused

> Additional Tag Metadata 

> Consent Settings <sup>(BETA)</sup> 

Voila! you are all set!

Connected  
handl-js

Google containers found

GTM-W328D6V G-F8XX7LSDR2 GTM-PPRPX8 G-CML5H85QT0

Summary

Test HandL UTM Grabber

9 Window Loaded

8 Scrolls

7 Scroll Depth

6 UTMSimpleLoaded

5 Message

4 DOM Ready

3 Container Loaded

2 Initialization

1 Consent Initialization

Summary

Output of GTM-W328D6V

Previewing: env-6

Tags	Variables	Data Layer	Consent	Errors
<b>Tags Fired</b> <ul style="list-style-type: none"><li>UTM Simple From Template<ul style="list-style-type: none"><li>UTM Simple v2 - Fired 1 time(s)</li></ul></li><li>Postback<ul style="list-style-type: none"><li>Custom HTML - Fired 1 time(s)</li></ul></li><li>After UTMSimple - w/o event<ul style="list-style-type: none"><li>Custom HTML - Fired 1 time(s)</li></ul></li></ul>	<b>GA</b> <ul style="list-style-type: none"><li>Google Analytics: Universal Analytics - Fired 1 time(s)</li></ul>	<b>Conversion via Event</b> <ul style="list-style-type: none"><li>Google Analytics: Universal Analytics - Fired 1 time(s)</li></ul>	<b>GA4</b> <ul style="list-style-type: none"><li>Google Analytics: GA4 Configuration - Fired 1 time(s)</li></ul>	
<b>Tags Not Fired</b> <ul style="list-style-type: none"><li>UTM Simple<ul style="list-style-type: none"><li>Custom HTML - Paused</li></ul></li><li>Conversion<ul style="list-style-type: none"><li>Google Analytics: Universal Analytics - Paused</li></ul></li><li>Facebook Pixel<ul style="list-style-type: none"><li>Unknown Tag Type - Paused</li></ul></li><li>Cookiebot<ul style="list-style-type: none"><li>Unknown Tag Type - Paused</li></ul></li><li>Decorate Link<ul style="list-style-type: none"><li>Google Analytics: Universal Analytics - Paused</li></ul></li><li>Form Submitted<ul style="list-style-type: none"><li>Google Analytics: Universal Analytics</li></ul></li><li>After UTMSimple - w/ event<ul style="list-style-type: none"><li>Custom HTML - Paused</li></ul></li><li>Append UTMs<ul style="list-style-type: none"><li>Custom HTML</li></ul></li></ul>				

Revision #2

Created 3 January 2023 20:25:32 by UTMSimple

Updated 3 January 2023 20:30:41 by UTMSimple