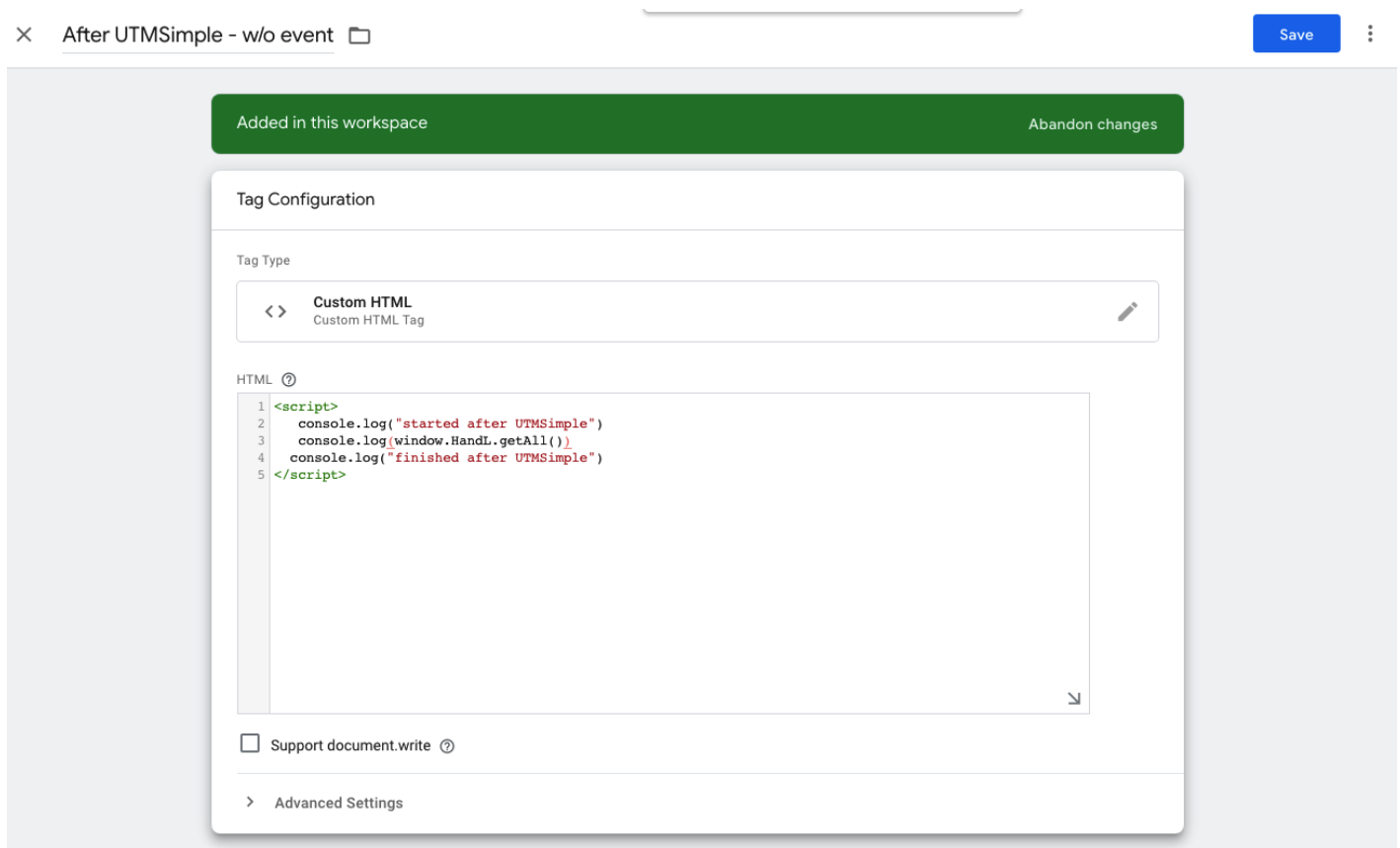# Trigger Custom Code (Javascript) After UTMSimple Loaded

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...

Voila! you are all set!

4 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 ⑦   Previewing: env-6 ›

| Tags | Variables | Data Layer | Consent | Errors |

Tags Fired

| UTM Simple From Template | GA | Conversion via Event | GA4 |
| UTM Simple v2 - Fired 1 time(s) | Google Analytics: Universal Analytics - Fired 1 time(s) | Google Analytics: Universal Analytics - Fired 1 time(s) | Google Analytics: GA4 Configuration - Fired 1 time(s) |

| Postback | After UTMSimple - w/o event |
| Custom HTML - Fired 1 time(s) | Custom HTML - Fired 1 time(s) |

Tags Not Fired

| UTM Simple | Conversion | Facebook Pixel | Cookiebot | Decorate Link |
| ⏸ Custom HTML - Paused | ⏸ Google Analytics: Universal Analytics - Paused | ⏸ Unknown Tag Type - Paused | ⏸ Unknown Tag Type - Paused | ⏸ Google Analytics: Universal Analytics - Paused |

| Form Submitted | After UTMSimple - w/ event | Append UTMs |
| Google Analytics: Universal Analytics | ⏸ Custom HTML - Paused | Custom HTML |

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