

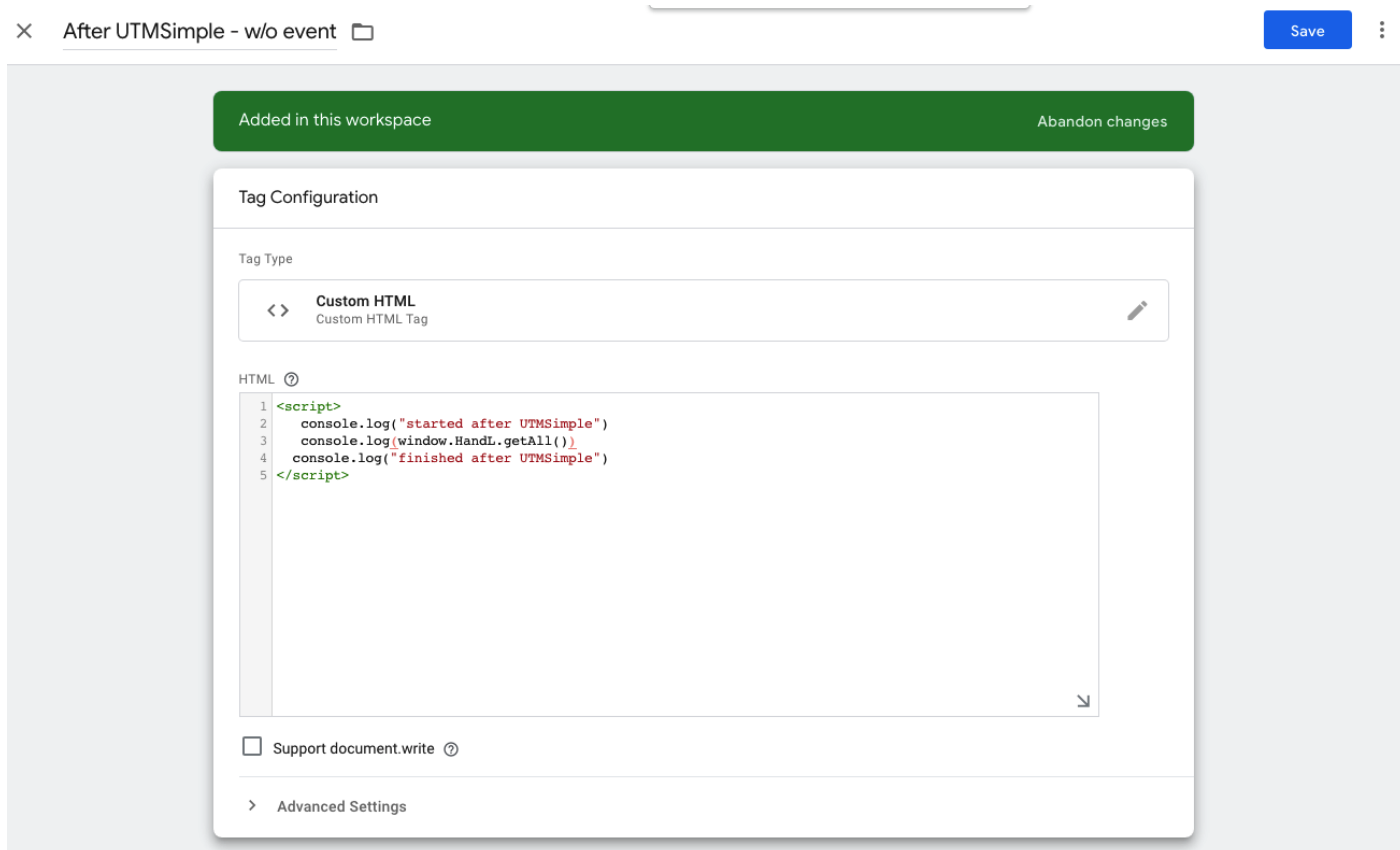
# Trigger Custom Code (Javascript) After UTMSimple Loaded

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...



The screenshot shows the Google Tag Manager interface. At the top, there is a tab labeled "After UTMSimple - w/o event" and a "Save" button. Below the tab, a green notification bar says "Added in this workspace" with an "Abandon changes" link. The main configuration area is titled "Tag Configuration". Under "Tag Type", "Custom HTML" is selected. The "HTML" field contains the following code:



```
1 <script>
2   console.log("started after UTMSimple")
3   console.log(window.HandL.getAll())
4   console.log("finished after UTMSimple")
5 </script>
```


At the bottom, there is a checkbox for "Support document.write" and an "Advanced Settings" link.

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 [?](#)

Enable custom tag firing schedule

Only fire this tag in published containers. [?](#)


Tag firing options

Tag Sequencing [?](#)

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

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

Cleanup Tag



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-CML5H85QTO

### Summary

Output of GTM-W328D6V

Previewing: env-6

Tags	Variables	Data Layer	Consent	Errors
<b>Tags Fired</b>				
UTM Simple From Template UTM Simple v2 - Fired 1 time(s)	GA Google Analytics: Universal Analytics - Fired 1 time(s)	Conversion via Event Google Analytics: Universal Analytics - Fired 1 time(s)	GA4 Google Analytics: GA4 Configuration - Fired 1 time(s)	
Postback Custom HTML - Fired 1 time(s)	After UTMSimple - w/o event Custom HTML - Fired 1 time(s)			
<b>Tags Not Fired</b>				
UTM Simple Custom HTML - Paused	Conversion Google Analytics: Universal Analytics - Paused	Facebook Pixel Unknown Tag Type - Paused	Cookiebot Unknown Tag Type - Paused	Decorate Link Google Analytics: Universal Analytics - Paused
Form Submitted Google Analytics: Universal Analytics	After UTMSimple - w/ event Custom HTML - Paused	Append UTMs Custom HTML		

## Revision #2

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