

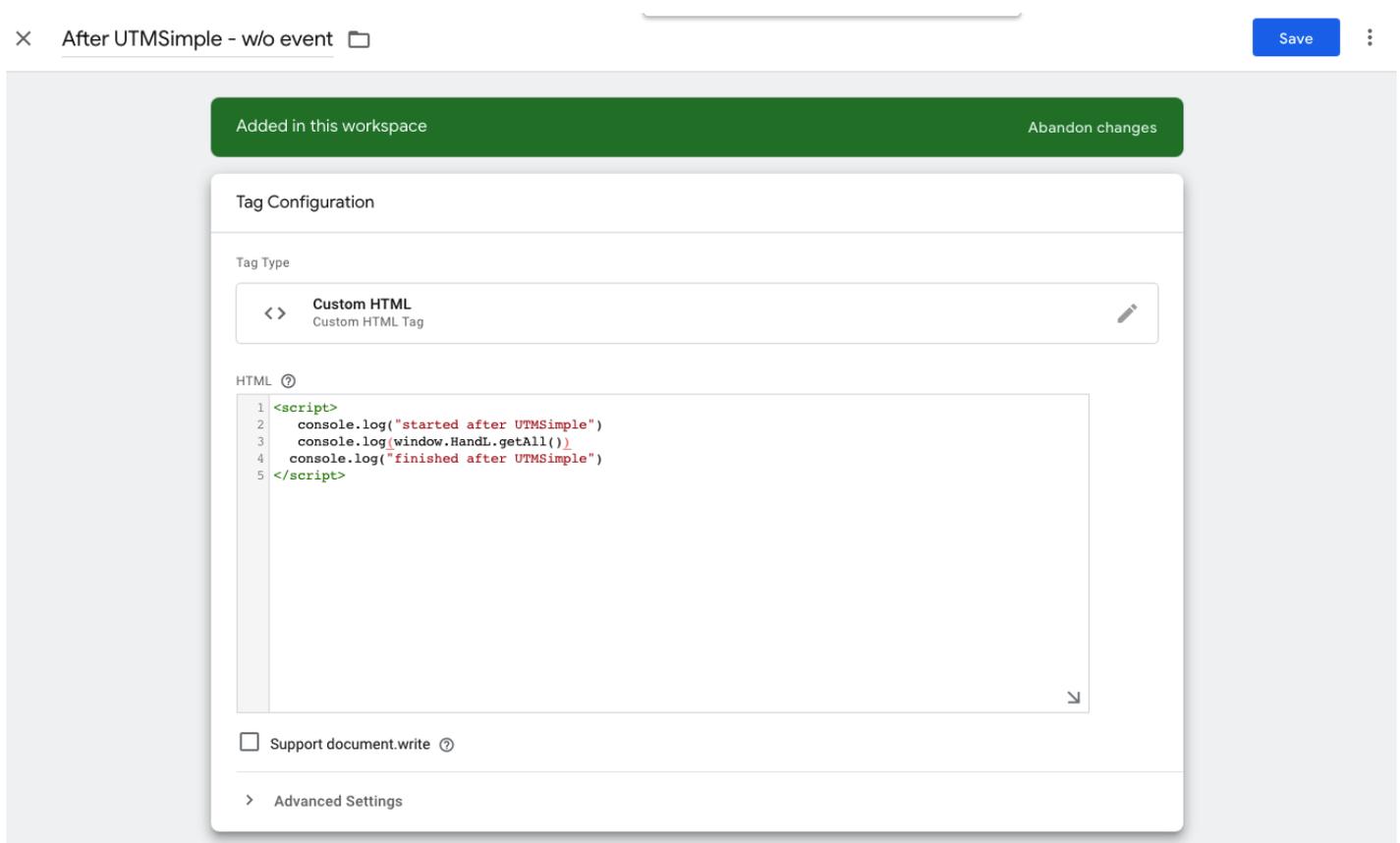
Trigger Custom Code (Javascript) After UTMSimple Loaded

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 UTMSimple - w/o event Save

Added in this workspace Abandon changes

Tag Configuration

Tag Type

<> **Custom HTML**
Custom HTML Tag ✎

HTML 🔗

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

Support document.write 🔗

> Advanced Settings

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 ^(BETA) ?

Voila! you are all set!

Connected
handl-js

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

Output of GTM-W328D6V

Previewing: env-6

Tags	Variables	Data Layer	Consent	Errors
Tags Fired				
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)			
Tags Not Fired				
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

Created 3 January 2023 20:25:32 by UTMSimple

Updated 3 January 2023 20:30:41 by UTMSimple