

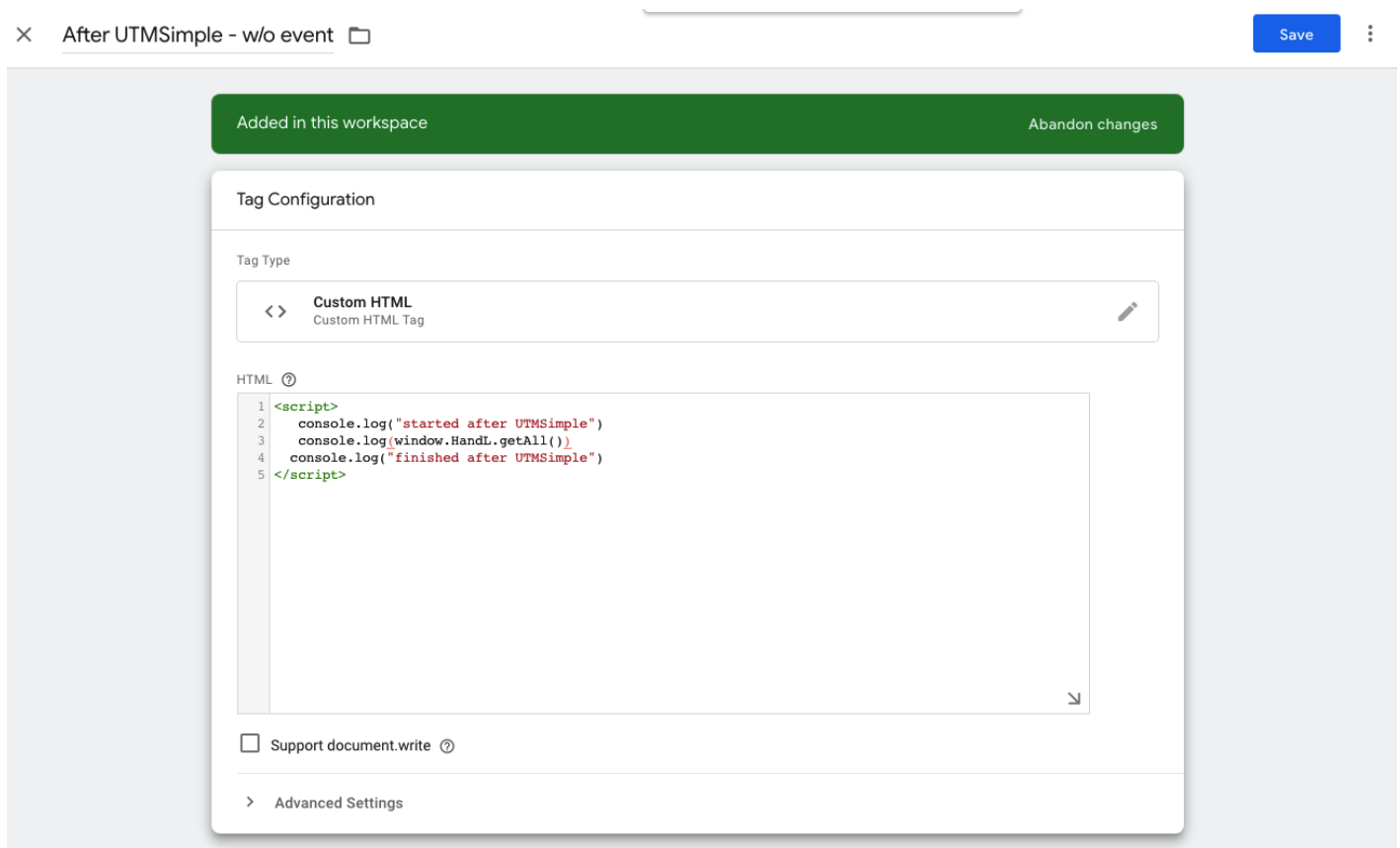
Trigger Custom Code (Javascript) After UTMSimple Loaded

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 

☐ 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

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
Tags Fired <ul style="list-style-type: none">UTM Simple From Template<ul style="list-style-type: none">UTM Simple v2 - Fired 1 time(s)Postback<ul style="list-style-type: none">Custom HTML - Fired 1 time(s)After UTMSimple - w/o event<ul style="list-style-type: none">Custom HTML - Fired 1 time(s)	GA <ul style="list-style-type: none">Google Analytics: Universal Analytics - Fired 1 time(s)	Conversion via Event <ul style="list-style-type: none">Google Analytics: Universal Analytics - Fired 1 time(s)	GA4 <ul style="list-style-type: none">Google Analytics: GA4 Configuration - Fired 1 time(s)	
Tags Not Fired <ul style="list-style-type: none">UTM Simple<ul style="list-style-type: none">Custom HTML - PausedConversion<ul style="list-style-type: none">Google Analytics: Universal Analytics - PausedFacebook Pixel<ul style="list-style-type: none">Unknown Tag Type - PausedCookiebot<ul style="list-style-type: none">Unknown Tag Type - PausedDecorate Link<ul style="list-style-type: none">Google Analytics: Universal Analytics - PausedForm Submitted<ul style="list-style-type: none">Google Analytics: Universal AnalyticsAfter UTMSimple - w/ event<ul style="list-style-type: none">Custom HTML - PausedAppend UTMs<ul style="list-style-type: none">Custom HTML				

Revision #2

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