

# Click Funnel

UTM Simple How to collect and track UTM variables via Click Funnels

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- [UTM Tracking in Order 2 Step](#)
- [Append UTMs to the CTA \(Button\)](#)

# Tracking UTMs in Click Funnel

## Add custom parameters to your optin form in Click Funnel

Make sure you are not calling them as `utm_*` as they conflict with Click Funnel's internal UTM tracking system. We recommend adding parameters like this...

```
handl_utm_campaign  
handl_utm_source  
handl_utm_medium  
handl_utm_term  
handl_utm_content
```

## Make sure the new fields type is "Custom Type"

Fill out each custom paramter as shown below



IS



ELEMENTS



PREVIEW



SAVE

## INPUT



SETTINGS



THEMES



ADVANCED

TOP MARGIN



10

INPUT TYPE

Custom Type



CUSTOM TYPE

handl\_utm\_campaign

PLACEHOLDER TEXT

handl\_utm\_campaign

REQUIRED

Not Required



FONT FAMILY

UBUNTU



FONT SIZE



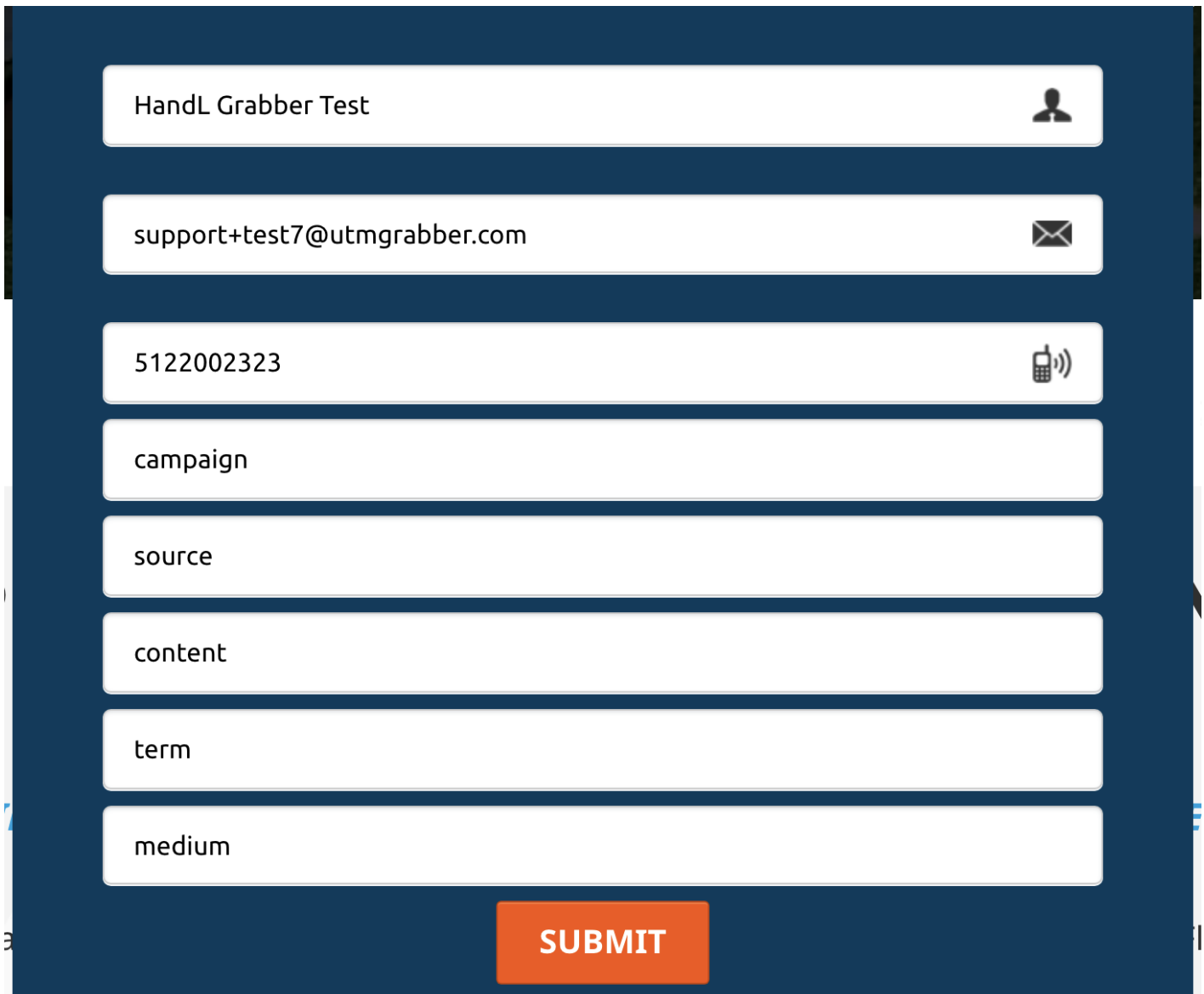
16

MOBILE SIZE






EDIT MOBILE SIZE | 16PX

Add the custom parameters to your form



A screenshot of a form interface with a dark blue background. The form consists of several white input fields stacked vertically. The first field contains 'HandL Grabber Test' and has a person icon on the right. The second field contains 'support+test7@utmgrabber.com' and has an envelope icon. The third field contains '5122002323' and has a mobile phone icon. Below these are four more empty input fields containing the text 'campaign', 'source', 'content', 'term', and 'medium' respectively. At the bottom center is an orange button with the text 'SUBMIT' in white capital letters.

HandL Grabber Test	
support+test7@utmgrabber.com	
5122002323	
campaign	
source	
content	
term	
medium	
<b>SUBMIT</b>	

Hide all the custom parameters under Elements > Manage Elements



S



ELEMENTS



PREVIEW



SAVE

## MANAGE ELEMENTS

MODAL > 1ST COLUMN

IMAGE



HEADLINE



SUB-HEADLINE



INPUT



INPUT



INPUT



INPUT



INPUT



INPUT



Copy/Paste your UTM Simple script as custom JS element  
in Click Funnel





MNS



ELEMENTS



PREVIEW



SAVE

## CUSTOM JS / HTML



SETTINGS



THEMES



ADVANCED

TOP MARGIN



30

 **OPEN CODE EDITOR**

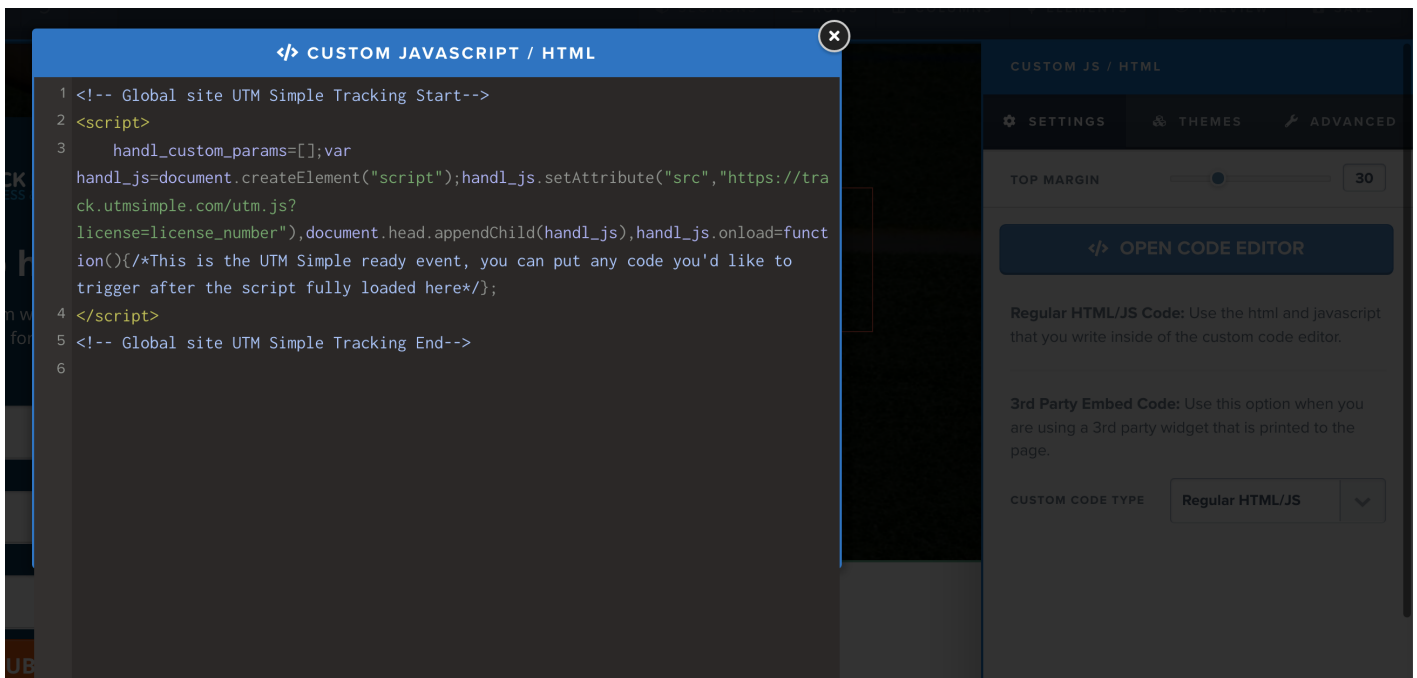
**Regular HTML/JS Code:** Use the html and javascript that you write inside of the custom code editor.

**3rd Party Embed Code:** Use this option when you are using a 3rd party widget that is printed to the page.

CUSTOM CODE TYPE

Regular HTML/JS





You are done! Test your form and you will get UTMs in your Contact Profile

ADDITIONAL INFO

IP Address	VAT number
2600:1700:156:410:35a6:da4a:ee64:a76	--
Time Zone	CF UVID
Central Time (US & Canada)	null
UTM Source	UTM Medium
source2	medium2
UTM Campaign	UTM Term
campaign2	term2
UTM Content	
content2	
Handl Utm Campaign	
campaign2	
Handl Utm Source	
source2	
Handl Utm Content	
content2	
Handl Utm Term	
term2	
Handl Utm Medium	
medium2	

# UTM Tracking in Order 2 Step

As you know you can't add fields in Order 2 Step. But you can do this via adding some JavaScript code...

Add the following code on "Head Tracking Code"

The code looks like below. DON'T forget to change `<YOUR_LICENCE_KEY>` with your license key.

```
<!-- Global site UTM Simple Tracking Start-->
<script>
handl_custom_params=['_fbclid','_fbq'];var
handl_js=document.createElement("script");handl_js.setAttribute("src","https://track.utmsimple.
handl_js.onload=function(){
setTimeout(
function(){
    all = HandL.getAll()
```

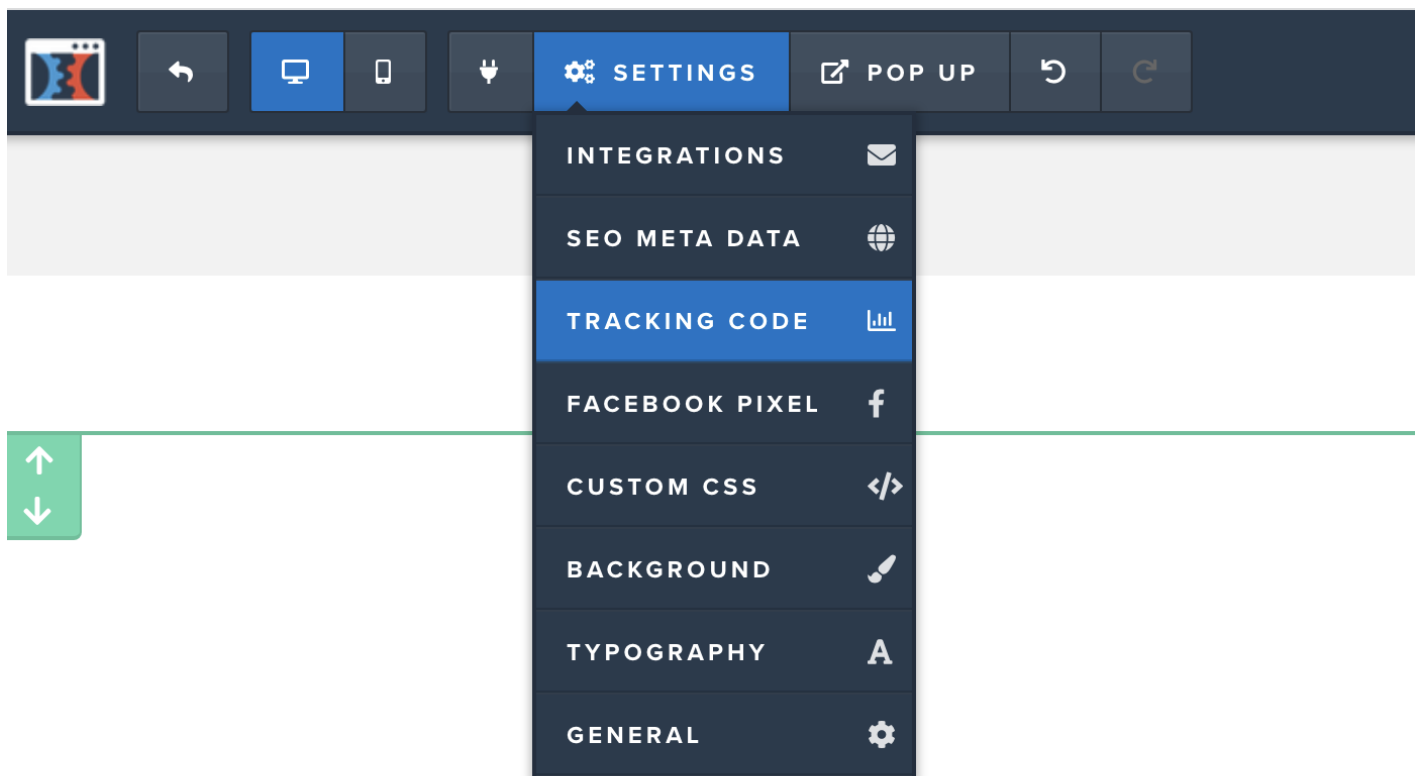
```

Object.keys(all).forEach( (x) => {
  if ( all[x] ){
    if ( $(' .o2step_step1' ).length > 0 ){
      $(' .o2step_step1' ).prepend( `<input type="hidden" data-custom-type="handl_${x}"
class="elInput" name="custom_type" value="${all[x]}" />` )
    }
  }
}
), 1000
);
</script>
<!-- Global site UTM Simple Tracking End-->

```

## BONUS: Trigger Zapier when checkout initiated...

Add the following code under Settings > Tracking Code (Footer Section)



## TRACKING CODE

</> HEADER CODE

</> FOOTER CODE

```

1 <script>
2   setTimeout(
3     function(){
4       document.getElementsByName("email")[0].addEventListener('change', function() {
5         var data = {};
6         handlj(handlj('form')[2]).serializeArray().map(function(x){data[x.name] = x.value;});
7         data = Object.assign(data, HandL.getAll())
8         var names = handlj('[name="name"]').val().split(" ")
9         data['fname'] = names[0]
10        names.shift()
11        data['lname'] = names.join(" ")
12        data['email'] = handlj('[name="email"]').val()
13
14        data['cur_url'] = window.location.href
15        data['product_id'] = $("input[name='purchase[product_id]']")[0].value
16

```

```

<script>
setTimeout(
  function(){
    document.getElementsByName("email")[0].addEventListener('change', function(evt) {
      var data = {};
      handlj(handlj('form')[2]).serializeArray().map(function(x){data[x.name] = x.value;});
      data = Object.assign(data, HandL.getAll())
      var names = handlj('[name="name"]').val().split(" ")
      data['fname'] = names[0]
      names.shift()
      data['lname'] = names.join(" ")
      data['email'] = handlj('[name="email"]').val()

      data['cur_url'] = window.location.href
      data['product_id'] = $("input[name='purchase[product_id]']")[0].value

      console.log(data)
      var json = JSON.stringify(data);
      var xhr = new XMLHttpRequest();

```

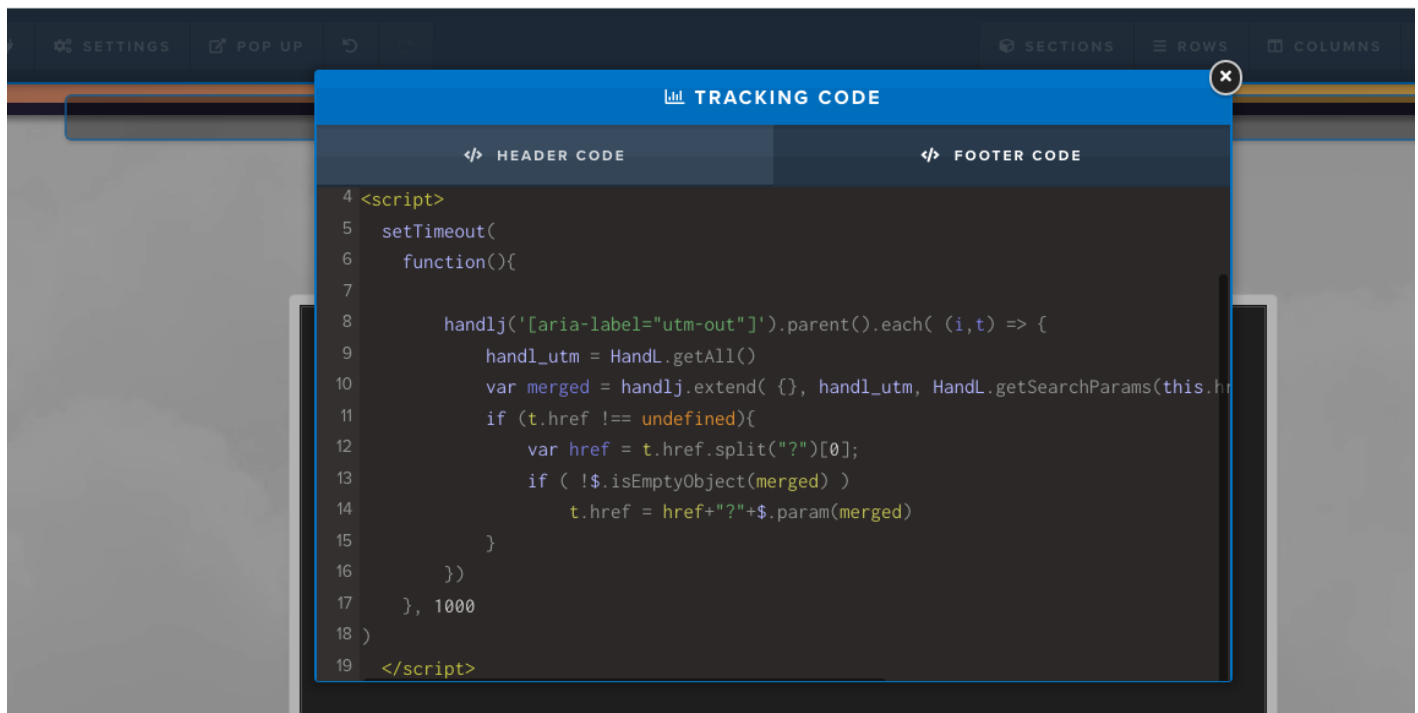
```
data = new URLSearchParams( data).toString()
var xmlhttp = new XMLHttpRequest();
xmlhttp.open( "GET", ' https: //hooks. zapier. com/hooks/catch/xxxxxxx/yyyyyy/?' + data, true);
xmlhttp.send( null);
});

}, 500
)
</script>
```



# Append UTMs to the CTA (Button)

You can add to Tracking Code section in the page...



```
setTimeout(
  function(){

    handlj('[aria-label="utm-out"]').parent().each( (i,t) => {
      handl_utm = HandL.getAll()
      var merged = handlj.extend( {}, handl_utm, HandL.getSearchParams( this.href ) )
      if (t.href !== undefined){
        var href = t.href.split("?")[0];
        if ( !$.isEmptyObject(merged) )
          t.href = href+"?" +$.param(merged)
      }
    })
  }, 1000
)
```