

Sending UTMs to Heyflow using GTM

Step 1: Install UTMSimple V2 (or higher) template in GTM

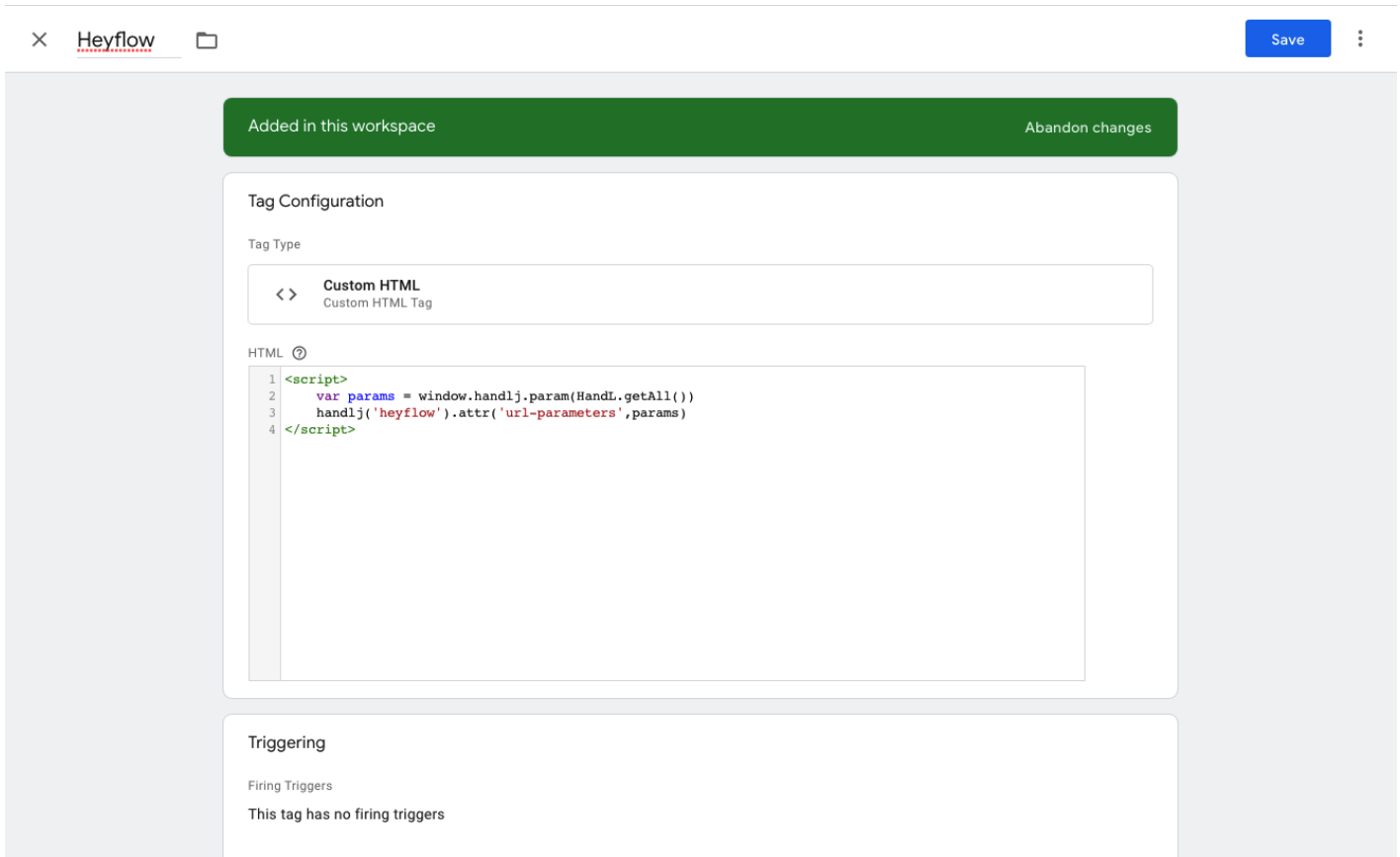
Download our GTM template (must be the latest) from [Basic UTM tracker setup in Google GTM](#). It is at the top called template.tpl. And follow the tutorial to install the template

Step 2: Create HeyFlow tag

Create Custom HTML tag in GTM and put the following content

```
<script>
  var params = window.handlj.param(HandL.getAll())
  handlj('heyflow').attr('url-parameters', params)
</script>
```

Save it without adding any trigger!




Step 3: Go to UTMSimple Tag (from Template) and add Tag Sequence

Select Fire a tag after "UTM Simple From Template fires" and pick Heyflow tag that you just created from Step #2

Tag Configuration

Tag Type



UTM Simple v2

Custom Template

Key

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

Heyflow

☐ Don't fire **After UTMSimple - w/o event** if **UTM Simple From Template** fails or is paused

Additional Tag Metadata ?

Consent Settings ^(BETA) ?

Save it,

Testing: Check the source code in your page (where heyflow tag is added) and Test (Optional)

Make sure you have your heyflow tag placed on the page you are testing

like this

```
<heyflow flow-id="put-your-flow-id" height="600px" width="800px" pass-parameters dynamic-height></heyflow>
```

It should have utm-parameters tag decorated with parameters like shown in the image above.

```
<!--    }, 300);-->
<!--</script>-->
<!--</div>-->
...
<heyflow url-parameters="utm_source=HandLTestSource&utm_medium=HandLTestMedium&utm_term=HandLTestTerm&utm_content=HandLTestContent&utm_campaign=HandLTestCampaign&gclid=CMrLnPq42q8CFQdb3wod0kkG8g6handl_or
iginal_ref=&handl_landing_page=https%3A%2F%2Fhandl-js%2F%2Fhandl_ip=70.226.116.128&handl_ref=https%3A%2F%2Ftagassistant.google.com%2F%2Fhandl_url=https%3A%2F%2Fhandl-js%2F%3Fgtag_debug%3D167277398629email=&
username=&gaclientid=262790597.16727749876organic_source=https%3A%2F%2Ftagassistant.google.com%2F%2Forganic_source_str=Direct&fbclid=fb.1.1554763741285.AbCdEfGhIjKlMnOpQrStUvWxYz1234567890&user_agent=Mozil
la%2F5.0%20(Macintosh%3B%20Intel%20Mac%20OS%20X%2015_7)%20AppleWebKit%2F537.36%20(KHTML%2C%20like%20Gecko)%20Chrome%2F108.0.0.0%20Safari%2F537.366_ga=GA1.1.262790597.16727749876_fbc=5_fbp=" flow-id="p
ut-your-flow-id" height="600px" width="800px" pass-parameters dynamic-height></heyflow> == $0
<!--</script>-->
```

and test heyflow :)

Let us know if you have any question

Revision #3

Created 3 January 2023 20:32:31 by UTMSimple

Updated 3 January 2023 20:42:08 by UTMSimple