

Sending UTMs to Heyflow using GTM

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

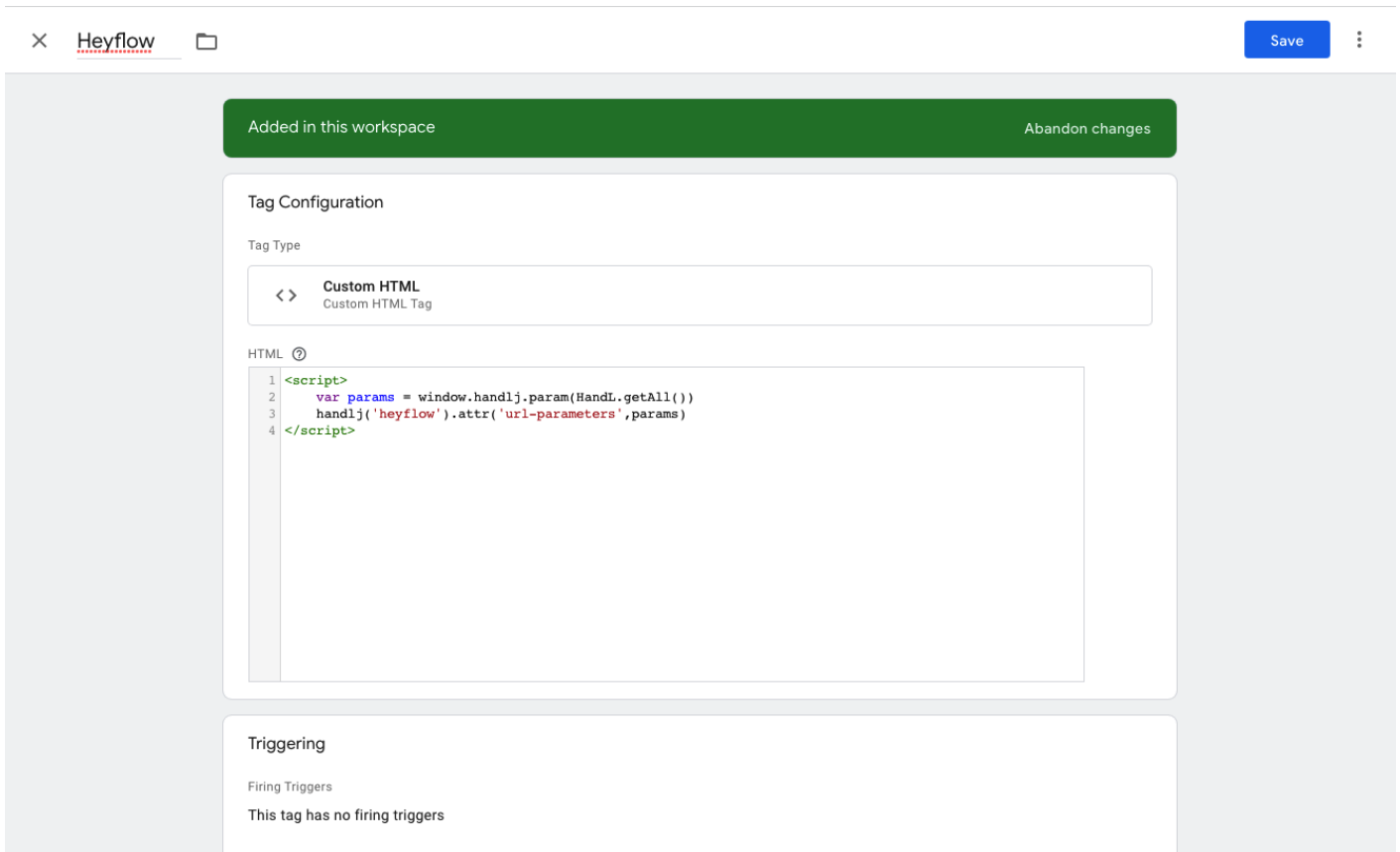
Download our GTM template (must be the latest) from [Basic UTM tracker setup in Google GTM](#). It is at the top called template.tpl. And follow the tutorial to install the template

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!



The screenshot shows the Google Tag Manager interface for a tag named "Heyflow". At the top right, there is a "Save" button and a menu icon. A green notification bar at the top says "Added in this workspace" with an "Abandon changes" link. The main configuration area is titled "Tag Configuration". Under "Tag Type", a dropdown menu shows "Custom HTML" selected. Below this, the "HTML" field contains the following code:

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



At the bottom, the "Triggering" section shows "Firing Triggers" and a message: "This tag has no firing triggers".


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 

 **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** ^(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=HandTestSource&utm_medium=HandTestMedium&utm_term=HandTestTerm&utm_content=HandTestContent&utm_campaign=HandTestCampaign&gclid=CmrlNp42q8CF0b3wod0kkG8g6hand_l_
iginal_ref=6hand_landing_page=https%3A%2F%2Fhandl-js%2F%2Fhand_lig=70.226.116.128&hand_l_ref=https%3A%2F%2Ftagassistant.google.com%2F%2Fhand_l_url=https%3A%2F%2Fhandl-js%2F%3Fgfm_debug%3D1672773986296email=6
username=6gaclientid=262798597.16727749876organic_source=https%3A%2F%2Ftagassistant.google.com%2F%2Forganic_source_str=Direct&fbclid=fb.1.1554763741205.AbcDefGhIjKlMnOpQrStUvWxYz1234567890user_agent=Moziil
a%2F5.0%20(Macintosh%3B%20Intel%20Mac%20OS%20X%2010_15_7)%20AppleWebKit%2F537.36%20(KHTML%2C%20like%20Gecko)%20Chrome%2F108.0.0.0%20Safari%2F537.36_ga=GA1.1.262798597.16727749876_fbc=6_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

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