

Sending UTMs to Heyflow using GTM

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

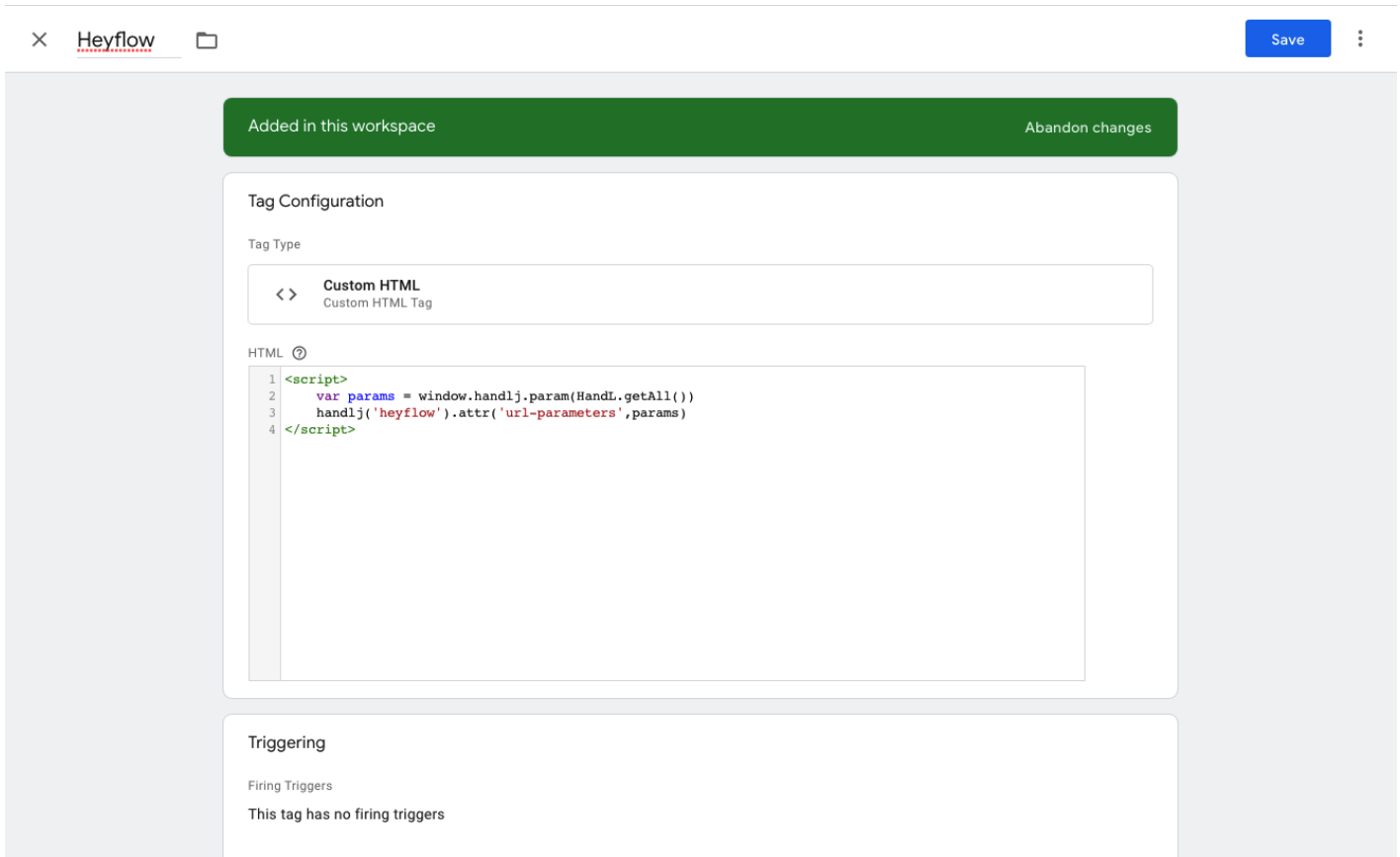
Download our GTM template (must be the latest) from [Basic UTM tracker setup in Google GTM](#). It is at the top called template.tpl. And follow the tutorial to install the template

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







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=CMrLnPq42q8CFQdb3wod0kkG8g&handl_or
iginal_ref=&handl_landing_page=https%3A%2F%2Fhandl-js%2F&handl_ip=70.226.116.128&handl_ref=https%3A%2F%2Ftagassistant.google.com%2F&handl_url=https%3A%2F%2Fhandl-js%2F%3Fgtag_debug%3D167277398629&email=&
username=&gaclientid=262790597.16727749876&organic_source=https%3A%2F%2Ftagassistant.google.com%2F&organic_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

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