Hubspot

- Track UTMs in Hubspot Form
- Track UTMs in HubSpot Form Module (Page Builder)

Track UTMs in Hubspot Form

Add UTM fields to your form

This is assuming you already created Contact properties (ideally under Web Analytics) and make sure you name them after UTMSimple properties (such as utm_campaign, utm_source, gclid, fbclid etc). See the full list here What can I track with UTMSimple?

Make sure the fields are hidden



Add the UTMSimple tracking code

After that insert our UTMSimple script as explained here: Where is the tracking code?

Copy paste the form embed code

Clicking the share button will generate the embed code looks like this



Add the following modifications Simply add the `onFormReady` event as is

```
<!--[if lte IE 8]>
<script charset="utf-8" type="text/javascript" src="//js.hsforms.net/forms/v2-
legacy.js"></script>
<![endif]-->
<script charset="utf-8" type="text/javascript" src="//js.hsforms.net/forms/v2.js"></script>
<script>
  hbspt.forms.create({
□region: "na1",
□portalId: "{portal_id}",
□formId: "{form_id}",
□onFormReady: function(f){
□□f.serializeArray().map(x=>{
□□□let cookie_val = Cookies.get(x.name)
```

```
□□□if (cookie_val && cookie_val != ''){
□□□□f.find('input[name="'+x.name+'"]').val(cookie_val).change();
□□□}□
□□})
□}
});
</script>
```

That's it! Your form will track the parameters and you'll get all the tracked parameters under submissions in Hubspot (in contact property for the contact)



Track UTMs in HubSpot Form Module (Page Builder)

Add the form module into your page.

After that insert our UTMSimple script as explained here: Where is the tracking code?

And add the following snippets anywhere in your page:

```
<script>
window.addEventListener('message', event => {
   if(event.data.type === 'hsFormCallback' && event.data.eventName === 'onFormReady') {
      setTimeout(() => {
            let form_id = event.data.id;
            let f = handlj("[data-form-id='"+form_id+"']");
            f.serializeArray().map(x=>{
                let cookie_val = Cookies.get(x.name);
                if (cookie_val && cookie_val != ''){
                    f.find('input[name="'+x.name+'"]').val(cookie_val).change();
                }
            });
        }, 1000);
   }
});
</script>
```