

Leadpages

UTM Simple

How to collect and track UTM variables via Leadpages

- [Collecting UTMs in Leadpages](#)

Collecting UTMs in Leadpages

Insert the tracking script to your lead page

Edit the lead pages, click Settings > Analytics > Head Section Tracking Code

And paste your tracking code in there as shown below.



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UTMSimple Demo

Page Settings SAVE ×

SEO SOCIAL **ANALYTICS** LANGUAGE

This section enables you to gather data by pasting tracking code from the analytics service providers of your choice (e.g. Google Analytics, Facebook Pixel)

Google Analytics Tracking ID

Ex: UA-123456-0

The Google Analytics Profile ID for your tracking code.

Head Section Tracking Code

```
<!-- Global site UTM Simple Tracking Start-->
<script>
handl_custom_params=[];var
handl_js=document.createElement("script");ha
```

Immediately after the opening <body> tag

Immediately before the closing </body> tag

Remember the change your license key accordingly!!!

```
<!-- Global site UTM Simple Tracking Start-->
<script>
handl_custom_params=[];var
handl_js=document.createElement("script");handl_js.setAttribute("src","https://track.utmsimple
.com/utm.js?license=<PUT YOUR LICENSE KEY
HERE>"),document.head.appendChild(handl_js),handl_js.onload=function(){/*This is the UTM
```

```
Simple ready event, you can put any code you'd like to trigger after the script fully loaded here*/*};  
</script>  
<!-- Global site UTM Simple Tracking End-->
```

Zap the collected information

On your thank you page, place the following code to send all the collected data to Zap

Here we modified the code capture some parameters from the query arguments (WebinarJam), see `handl_custom_params` section

Remember the change your license key and Zapier Webhook accordingly!!!

```
<!-- Global site UTM Simple Tracking Start-->  
<script>  
var handl_custom_params=['wj_lead_email',  
'wj_lead_first_name','wj_lead_last_name','wj_lead_phone_country_code','wj_lead_phone_number',  
wj_lead_unique_link_live_room','wj_event_ts','wj_event_tz','wj_next_event_date','wj_next_event_time',  
'wj_next_event_timezone']  
var handl_js = document.createElement("script");  
handl_js.setAttribute("src", "https://track.utmsimple.com/utm.js?license=<PUT YOUR LICENSE KEY HERE>"), document.head.appendChild(handl_js),  
handl_js.onload = function() {  
  []setTimeout(function(){  
    [][]all_params = HandL.getAll()  
    [][]Object.keys(all_params).map(function(x,y){console.log(all_params[x] = decodeURIComponent(all_params[x]))})  
    [][]var data = handl_j.param(all_params)  
    [][]var xmlhttp = new XMLHttpRequest();  
    [][]xmlhttp.open( "GET", 'https://hooks.zapier.com/hooks/catch/4665641/76wc42/?'+data, false ); //  
    false for synchronous request  
    [][]xmlhttp.send( null );  
    []}, 500);  
  };  
</script>  
<!--Global site UTM Simple Tracking End -->
```

All the parameters will be collected in the Zap

test data.

querystring_utm_content

Request J

Search...

querystring_utm_source: source
querystring_utm_medium: medium
querystring_utm_term: term
querystring_utm_content: content
querystring_utm_campaign: campaign
querystring_gclid: CMrlnPq42q8CFQdb3wodOkkGBg
querystring_handl_original_ref:
querystring_handl_landing_page: https://page.utmsimple.com/demo/
querystring_handl_ip: 2600:1700:156:410:11aa:e0ac:17a3:52a5
querystring_handl_ref: https://page.utmsimple.com/demo/
querystring_handl_url: https://page.utmsimple.com/demo/?
wj_lead_email=handlutm@test.com&wj_lead_first_name=HandL+UTM+Test&wj_lead_
(US+and+Canada)+GMT+-5
querystring_email: undefined
querystring_username: undefined
querystring_gaclientid: https://www.google.com/
querystring_organic_source: https://www.google.com/
querystring_organic_source_str: Google
querystring_fbclid: fb.1.1554763741205.AbCdEfGhIjKlMnOpQrStUvWxYz1234567890
querystring_user_agent: Mozilla/5.0 (Macintosh; Intel Mac OS X 10_15_7) AppleWebKit/537.36 (KHTML, like
Gecko) Chrome/96.0.4664.110 Safari/537.36
querystring_ga: GA1.2.2084023831.1641430819
querystring_fbc: fb.1.1641451132887.fb.1.1554763741205.AbCdEfGhIjKlMnOpQrStUvWxYz1234567890
querystring_fbp: fb.1.1641430819533.1453971268
querystring_wj_lead_email: handlutm@test.com
querystring_wj_lead_first_name: HandL+UTM+Test
querystring_wj_lead_last_name: HandL+UTM+Test
querystring_wj_lead_phone_country_code: +1
querystring_wj_lead_phone_number: 5125005050
querystring_wj_lead_unique_link_live_room: https://event.webinarjam.com/go/live/21/02s121xszzz
querystring_wj_event_ts: 1642179600
querystring_wj_event_tz: America/New_York
querystring_wj_next_event_date: Friday,+14+January+2022
querystring_wj_next_event_time: 12:00+PM
querystring_wj_next_event_timezone: Eastern+Time+(US+and+Canada)+GMT+-5

Continue