

# 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

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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/track.js?license=YOUR_LICENSE_KEY");
document.head.appendChild(handl_js);

```

```

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','w
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/21/02s121xsxzzz  
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

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Revision #2

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