

# Pardot

UTMSimple / UTM Tracker How to collect and track UTM variables via Pardot step by step

- [Pardot Integration](#)

# Pardot Integration

## 1) Create the following custom fields in Pardot and add them to your form.

```
utm_campaign – Collects utm_campaign variable.  
utm_source – Collects utm_source variable.  
utm_term – Collects utm_term variable.  
utm_medium – Collects utm_medium variable.  
utm_content – Collects utm_content variable.  
gclid – Collects gclid variable.  
fbclid – Collects gclid variable.
```

This is the bare minimum, you can add much more fields. Please see [Native WP Shortcodes](#) for the full list of parameters supported.

## 2) Go to Pardot Form and add the following snippet in "Below Form" section

Remember to change this code baed on your need. e.g. swap <license\_key> with your own key and add/remove fields.

```
<!-- Global site UTM Simple Tracking Start-->  
<script>  
var handl_custom_params=[' wj_name', ' wj_email', ' wj_phone' ]  
var handl_js = document.createElement("script");  
handl_js.setAttribute("src", "https://track.utmsimple.com/utm.js?license=<license_key>"),  
document.head.appendChild(handl_js),  
handl_js.onload = function() {  
  
};  
</script>  
<!--Global site UTM Simple Tracking End -->
```

```
<script type="text/javascript">
    // Parse the URL
    function getParameterByName(name) {
        return HandL.getAll()[name]
    }
    // Give the URL parameters variable names
    var source = getParameterByName('utm_source');
    var medium = getParameterByName('utm_medium');
    var campaign = getParameterByName('utm_campaign');
    var term = getParameterByName('utm_term');
    var content = getParameterByName('utm_content');
    var gclid = getParameterByName('gclid');
    var fbclid = getParameterByName('fbclid');

    // Put the variable names into the hidden fields in the form. selector should be
    "p. YOURFIELDNAME input"
    document.querySelector("p.utm_source input").value = source;
    document.querySelector("p.utm_medium input").value = medium;
    document.querySelector("p.utm_campaign input").value = campaign;
    document.querySelector("p.utm_term input").value = term;
    document.querySelector("p.utm_content input").value = content;
    document.querySelector("p.gclid input").value = gclid;
    document.querySelector("p.fbclid input").value = fbclid;
</script>
```