

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 based 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>
```