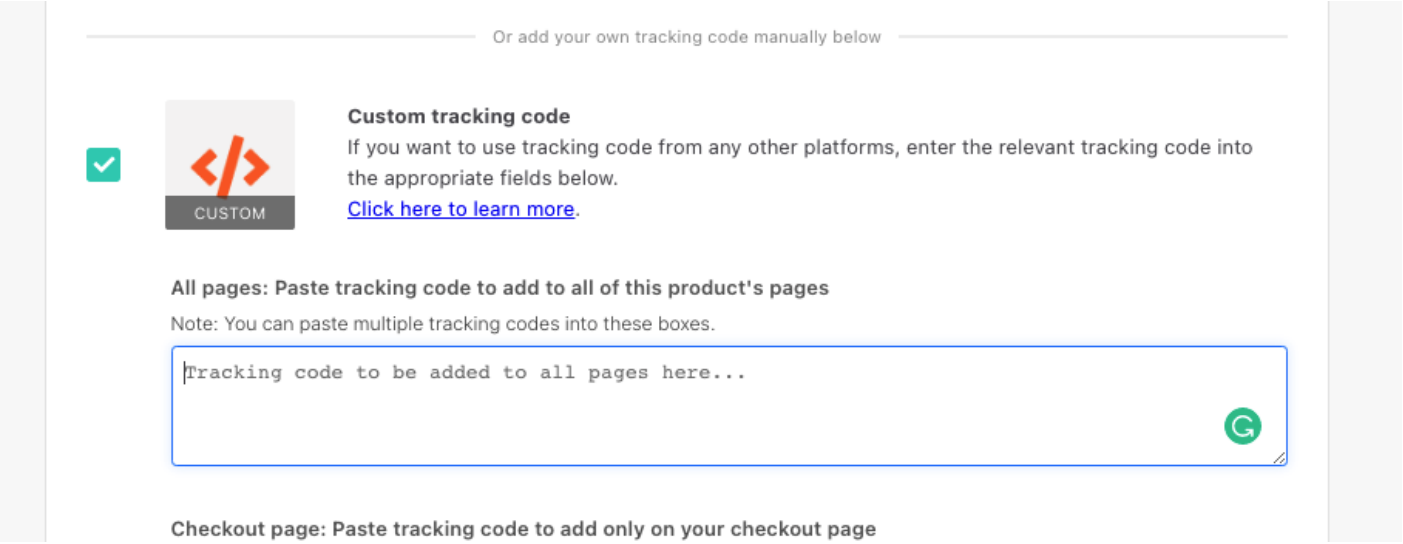
UTM Tracking in Thrive Cart and Send it to Zapier

You can track UTMs in Thrive Cart by adding the UTMSimple snippet on all of your pages:

First of all, let's add our UTMSimple tracking script:

Go to `Custom Tracking Code` section and add the script here Where is the tracking code?



Trigger Zapier when Checkout Initated:

Add the following code ONLY on checkout page Don't forget to replace the zapier Webhook with yours.

```
<script>

document.getElementsByName("customer.email")[0].addEventListener('change', function (evt) {

  var data = HandL.getAll()
  for (let i in [0]){
  let form_elements = document.getElementsByClassName("pure-form pure-form-rows")[i].elements
  for ( let el of form_elements ){
  if ( el.name != '' ){
  data[el.name] = el.value
  }
```

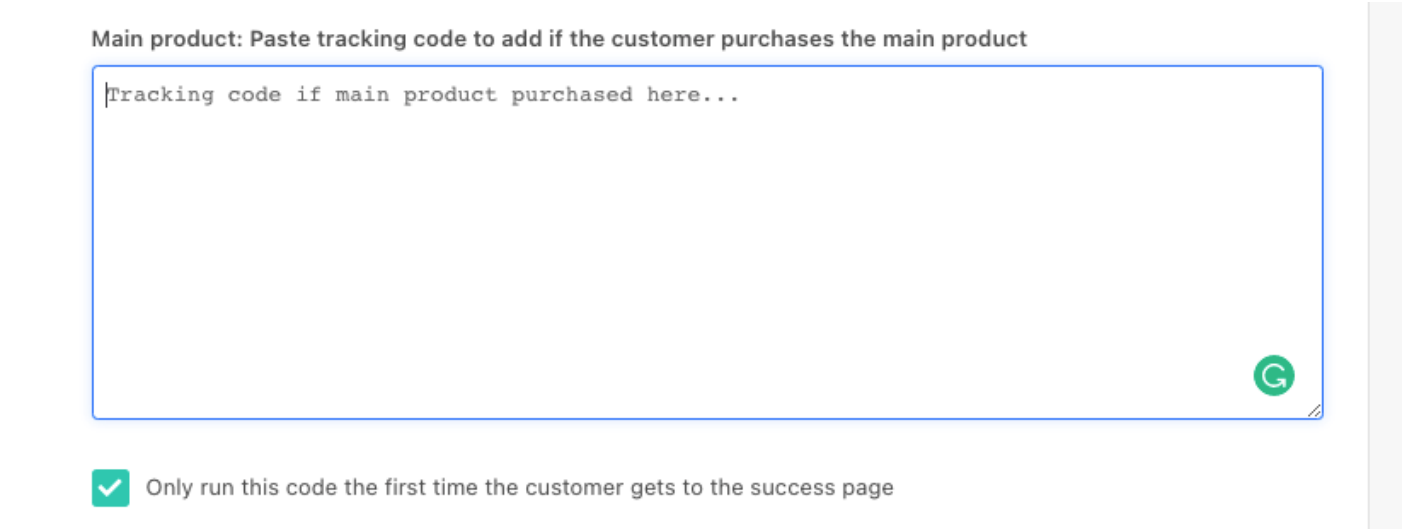
```
  }
  }

  data['ua'] = _thrive.user.ua
  data['cur_url'] = window.location.href

  var json = JSON.stringify(data);
  var xhr = new XMLHttpRequest();
  data = new URLSearchParams(data).toString()
  var xmlHttp = new XMLHttpRequest();
  xmlHttp.open( "GET", 'https://hooks.zapier.com/hooks/catch/11111111/xxxxxxx/?'+data, true );
  xmlHttp.send( null );
  });
</script>
```



You can do similarly for the main product purchase as well:



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