

# 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?](#)

Or add your own tracking code manually below

☒




CUSTOM

**Custom tracking code**  
If you want to use tracking code from any other platforms, enter the relevant tracking code into the appropriate fields below.  
[Click here to learn more.](#)

**All pages: Paste tracking code to add to all of this product's pages**  
Note: You can paste multiple tracking codes into these boxes.  

Tracking code to be added to all pages here...



**Checkout page: Paste tracking code to add only on your checkout page**

## Trigger Zapier when Checkout Initiated:

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

```
<script>

document.getElementById("customer_email").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/1111111/xxxxxxx/?'+data, true
);
  xmlHttp.send( null );
});
</script>

```

**Checkout page: Paste tracking code to add only on your checkout page**

Do not repeat code from the 'All pages' field above.

```

<script>
  pintrk('track', 'addtocart', {
    value: 97,
    order_quantity: 1,
    currency: 'USD'
  });
  console.log(_thrive)
  document.getElementsByName("customer.email")[0].addEventListener('change', function
  (evt) {
    let data = {}

```

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

Main product: Paste tracking code to add if the customer purchases the main product

Tracking code if main product purchased here...



Only run this code the first time the customer gets to the success page

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