

Unbounce

Track UTMs in Unbounce landing pages and forms.

- [How to track UTMs in Unbounce Form](#)

How to track UTMs in Unbounce Form

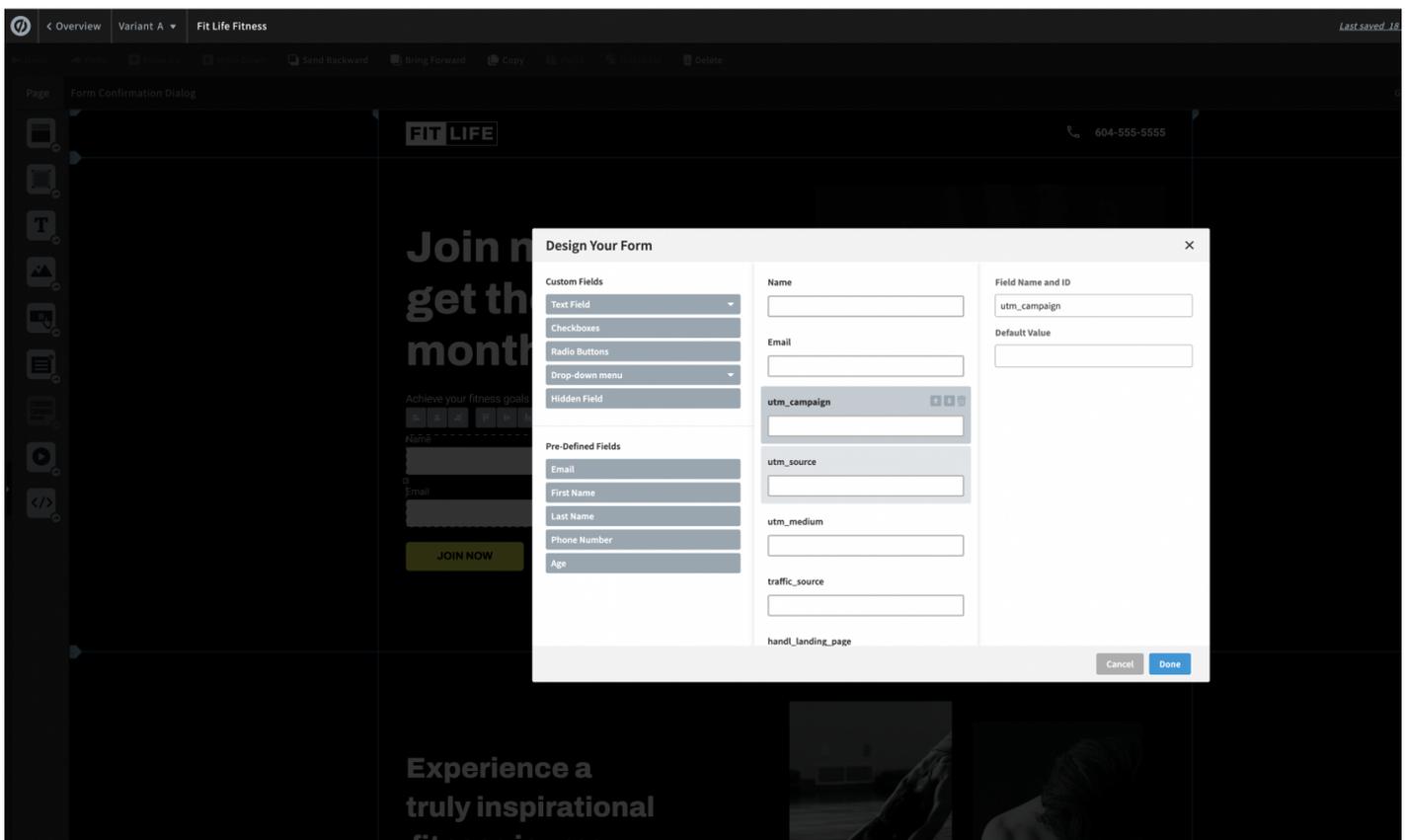
1) Add Hidden Fields to Your Form

First, create or edit the form you have on Unbounce.

Select your form and under Properties, click "Edit Form Fields."

Next, add your hidden fields as shown below. You can add as many parameters as you would like to capture. Here is the [list of all parameters](#) you can use.

The most crucial part of this process is ensuring the field names exactly match our naming conventions.

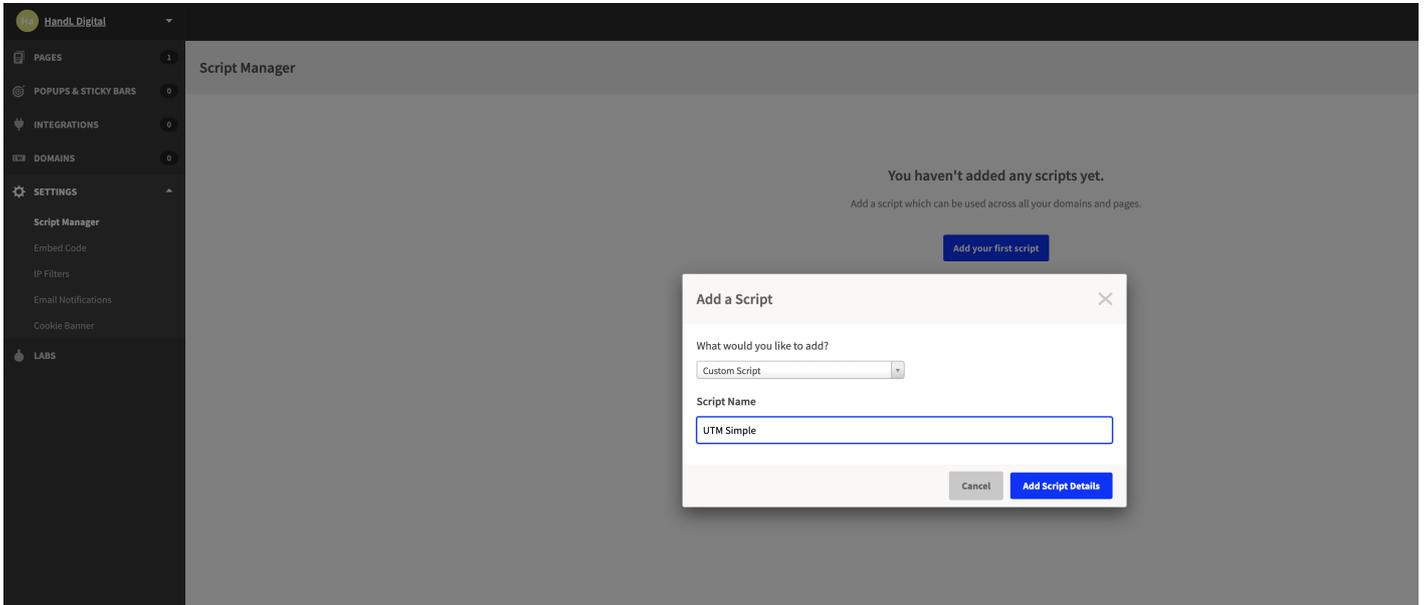


2) Add UTMSimple Script to Script

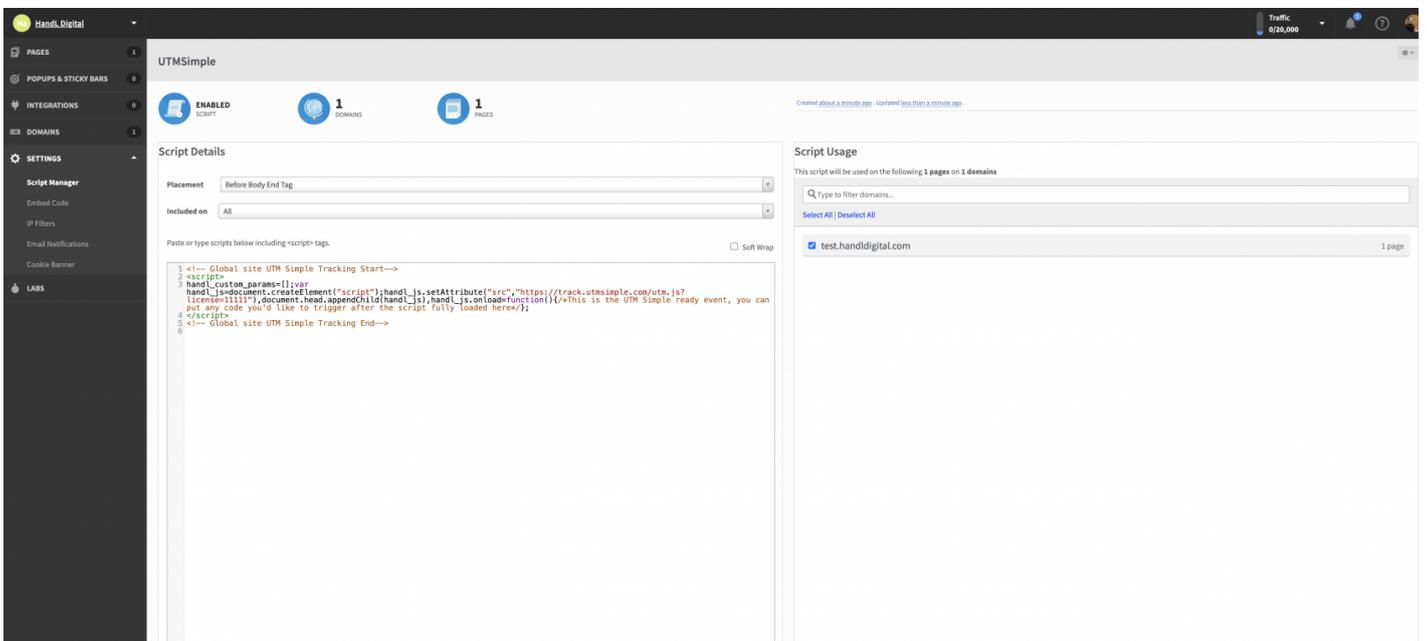
Manager

Go to Settings > Script Manager.

Click "Add a Script." Select "Custom Script" and enter UTMSimple in the Script Name field.



Grab your [UTMSimple tracking code](#) from your account and copy/paste it into the Script section as shown above. Select Placement as "Before Body End Tag" and Included on as "All."



Please note that to use the script, you need to have CNAME defined (related to Unbounce, not us).

3) Testing/Verifying

After publishing your page and script, go to your website, decorate the URL with some fake UTM parameters, and check the hidden form fields using your browser's inspect element feature. You will see them populated by our script.

The screenshot shows a browser window with the URL: `test.handdigital.com/fit-life-fitness-4/?utm_source=Google&utm_medium=cpc&utm_campaign=SpringSale&utm_id=76352312363&utm_term=shoes&utm_content=google_enhanced_search&fbclid=fb.1.1554763741205.AbCdEfGhIjKlMnOpQrStUvWxYz1234567890&gclid=CMr`. The page features the 'FIT LIFE' logo and a phone number '604-555-5555'. The main heading is 'Join now and get the first month for free'. Below it is the subtext 'Achieve your fitness goals and maintain a healthy lifestyle.' The form includes 'Name' and 'Email' input fields and a 'JOIN NOW' button. The developer tools show the following HTML for the form fields:

```
<input type="hidden" name="pageId" value="748f6ece-81d1-4818-800e-d4c413f7d7">  
<input type="hidden" name="pageVariant" value="a">  
<div class="lp-pom-form-field">  
<div class="lp-pom-form-field single-line-text" id="container_name">  
<div class="lp-pom-form-field email" id="container_email">  
<label class="main lp-form-label" form="email" id="label_email" style="height: auto;"></label>  
<input id="email" name="email" type="email" class="lp-input-item single text form_elem_email" pattern="[a-zA-Z0-9_+&#x2D;]+@[a-zA-Z0-9_+]{2,61}.[a-z]{2,6}.[a-z]{2,6}">  
</div>  
<input id="utm_campaign" name="utm_campaign" type="hidden" class="hidden" value="SpringSale"> = #0  
<input id="utm_source" name="utm_source" type="hidden" class="hidden" value="Google">  
<input id="utm_medium" name="utm_medium" type="hidden" class="hidden" value="cpc">  
<input id="traffic_source" name="traffic_source" type="hidden" class="hidden" value="">  
<input id="hand_landing_page" name="hand_landing_page" type="hidden" class="hidden" value="">  
<input id="hand_original_ref" name="hand_original_ref" type="hidden" class="hidden" value="">  
</div>  
<button class="lp-element lp-pom-button" id="lp-pom-button-28" type="submit"></button>  
</form>  
</div>  
<div class="lp-element lp-pom-text n1h" id="lp-pom-text-29" style="height: auto;"></div>  
<div class="lp-element lp-pom-text n1h" id="lp-pom-text-30" style="height: auto;"></div>  
<div class="lp-element lp-pom-image" id="lp-pom-image-32"></div>  
<div class="lp-element lp-pom-image" id="lp-pom-image-33"></div>  
<div class="lp-element lp-pom-image" id="lp-pom-image-34"></div>  
<div class="lp-element lp-pom-text n1h" id="lp-pom-text-36" style="height: auto;"></div>  
<div class="lp-element lp-pom-image" id="lp-pom-image-38"></div>
```

After you confirm, you can proceed with testing. All the parameters added will be visible under Submission along with the lead data.

The screenshot shows a marketing analytics dashboard for 'Fit Life Fitness'. The 'Leads' tab is active, showing a table of lead submissions. The table has the following columns: #, Submitted, Date/Time, Variant, Name, Email, utm_campaign, utm_source, utm_medium, traffic_source, hand_landing_page, and hand_original_ref. One lead is shown with the following details:

#	Submitted	Date/Time	Variant	Name	Email	utm_campaign	utm_source	utm_medium	traffic_source	hand_landing_page	hand_original_ref
1	less than a minute ago	2024-06-18 17:20 UTC	A	John Doe	johndoe@UTMsimple.com	SpringSale	Google	cpc	Paid	https://test.handdigital.com/fit-life-fitness-4/	