

# WebinarJam

UTM Simple How to collect and track UTM variables via WebinarJam

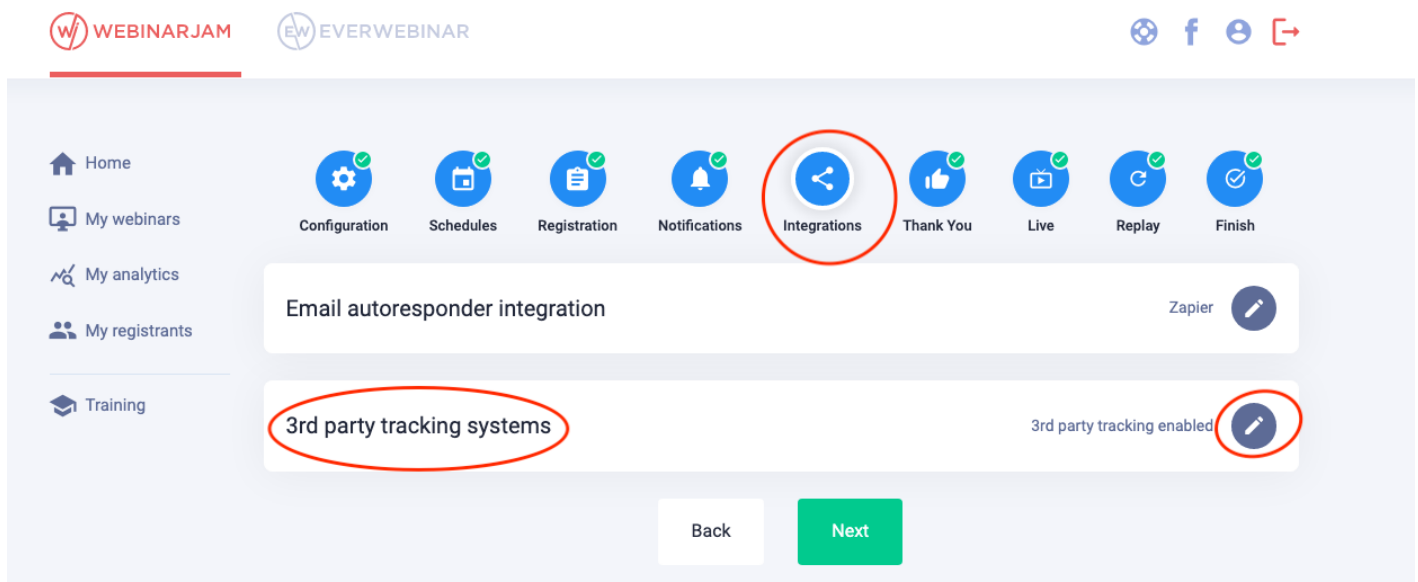
- [Track UTMs in WebinarJam and sync it to Zapier](#)
- [Track UTMs in EverWebinar and Zapier](#)

# Track UTMs in WebinarJam and sync it to Zapier

WebinarJam tracking is tricky. And requires a substantial amount of custom coding. But no worries, if you can follow each step carefully, you will be set up for tracking in no time.

Go to webinarjam and select the webinar you'd like to track

Click "integration" and edit "3rd party tracking systems"



Place the plain UTM Simple tracking code under "Registration page tracking"

Note that `handl_custom_params` has three custom paramters `'wj_name', 'wj_email', 'wj_phone'`, we'll be using these later on for recording the conversion.

```
<!-- 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.utsimple.com/utm.js?license=<license_key>"),
document.head.appendChild(handl_js),
handl_js.onload = function() {
```

```
};
</script>
<!-- Global site UTM Simple Tracking End -->
```



### Registration page tracking

Note that if you're planning to embed the registration form on your own website, do not paste the tracking codes here. Instead, paste it directly into your website's HTML.

```
<!-- Global site UTM Simple Tracking Start-->
<script>
handl_custom_params=[];var
handl_js=document.createElement("script");handl_js.setAttribute("src","https://track.utmsimple.com/utm.js?
```

This webinar ID is 4. Read our [how-to guide](#) to learn how to use it

## Place the following code under "Registration form tracking"

This will register the lead information in cookies for future use as soon as the lead submits the form.

```
<!-- 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() {
    handlj('#register_btn').click(function(){
        HandL.setHandLCookie('wj_name',handlj(handlj('input')[0]).val())
        HandL.setHandLCookie('wj_email',handlj('input[name="email"]').val())
        HandL.setHandLCookie('wj_phone',handlj('input[name="telephone"]').val())
    })
};
</script>
<!-- Global site UTM Simple Tracking End -->
```



### Registration form tracking

The tracking code will go straight into the pop-up registration form itself, not the underlying registration page.

```
<!-- Global site UTM Simple Tracking Start-->
<script>
var handl_custom_params=['wj_name','wj_email','wj_phone']
var handl_js = document.createElement("script");
```

This webinar ID is 4. Read our [how-to guide](#) to learn how to use it

## Place the following code under "Post-registration Thank You page tracking"

This will submit the lead information to Zapier as soon as user lands on the thank you page.

```
<!-- 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() {
  setTimeout(function(){
    var data = handl_j.param(HandL.getAll())
    var xmlHttp = new XMLHttpRequest();
    xmlHttp.open( "GET", 'https://hooks.zapier.com/hooks/catch/4665641/76wc42/?'+data, false );
    // false for synchronous request
    xmlHttp.send( null );
  }, 500);
};
</script>
<!--Global site UTM Simple Tracking End -->
```



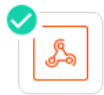
### Post-registration Thank You page tracking

Tracks registrants, meaning people who actually subscribe to your webinar.

```
<!-- Global site UTM Simple Tracking Start-->
<script>
var handl_custom_params=['wj_name','wj_email','wj_phone']
var handl_js = document.createElement("script");
```

This webinar ID is 4. Read our [how-to guide](#) to learn how to use it

That's it, now test it and your lead will be in Zapier as shown below.



Trigger

## 1. Catch Hook (Legacy)



✓ Choose app & event



✓ Set up trigger



^ Test trigger



### We found a request!

This request was sent to <https://hooks.zapier.com/hooks/catch/4665641/76wc42>. [Learn more about test data.](#)



Request J



Search...

querystring\_utm\_source: source  
querystring\_utm\_medium: medium  
querystring\_utm\_term: term  
querystring\_utm\_content: content  
querystring\_utm\_campaign: campaign  
querystring\_gclid: CMrInPq42q8CFQdb3wodOkkGBg  
querystring\_handl\_original\_ref:  
querystring\_handl\_landing\_page: https://event.webinarjam.com/register/1/s21a2as?  
utm\_source=source&utm\_medium=medium&utm\_campaign=campaign&utm\_id=id&  
querystring\_handl\_ip: 2600:1700:156:410:35a6:da4a:ee64:a76  
querystring\_handl\_ref: https://event.webinarjam.com/register/1/s21a2as?  
utm\_source=source&utm\_medium=medium&utm\_campaign=campaign&utm\_id=id&  
querystring\_handl\_url: https://event.webinarjam.com/registration/thank-you/4/ogrlpi9hnm0tr2hz91z  
querystring\_email:  
querystring\_username:  
querystring\_gaclientid:  
~~querystring\_organic\_source:~~

Continue

# Track UTMs in EverWebinar and Zapier

Add the following code on thank you page!

```
<!-- Global site UTM Simple Tracking Start-->
<script>
var
handl_custom_params=['wj_lead_email','wj_lead_first_name','wj_lead_last_name','wj_lead_phone_nu
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() {
setTimeout(function(){
var cal_vars = {};
var parts = wj.reminders.googleCalendarUrl.replace(/[?&]+([ ^=&]+)=([ ^&]*)/gi,
function(m,key,value) {
[cal_vars[key] = value;
});
dates_arr = cal_vars.dates.split('/')
cal_vars.date_start = dates_arr[0]
cal_vars.date_end = dates_arr[1]
var data = handljs.param(Object.assign({}, HandL.getAll(), wj.reminders.personalInfo,
{postUrl: wj.reminders.postUrl, iCalUrl: wj.reminders.iCalUrl ,
googleCalendarUrl: wj.reminders.googleCalendarUrl}, cal_vars))
var xmlhttp = new XMLHttpRequest();
xmlhttp.open( "GET", 'https://hooks.zapier.com/hooks/catch/xxxx/11111/?'+data, false ); //
false for synchronous request
xmlhttp.send( null );
}, 500);
};
</script>
<!--Global site UTM Simple Tracking End -->
```