

WebinarJam

UTM Simple

How to collect and track UTM variables via WebinarJam

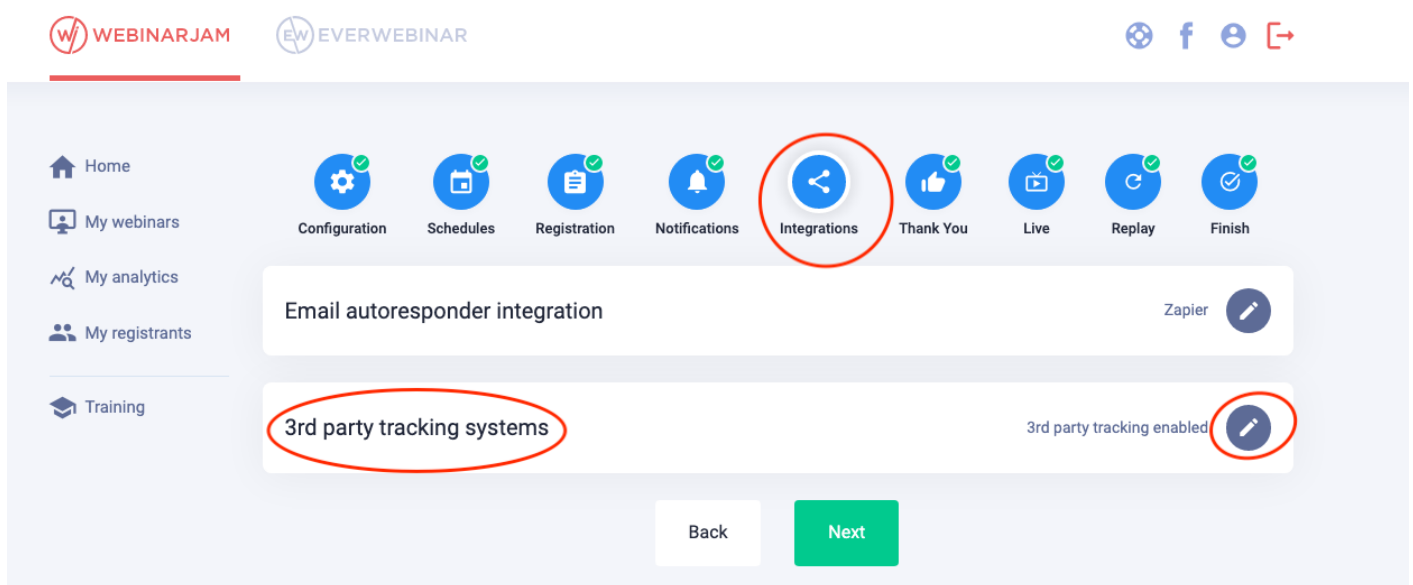
- [Track UTMs in WebinarJam and sync it to Zapier](#)
- [Track UTMs in EverWebinar and Zapier](#)

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.utmsimple.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.

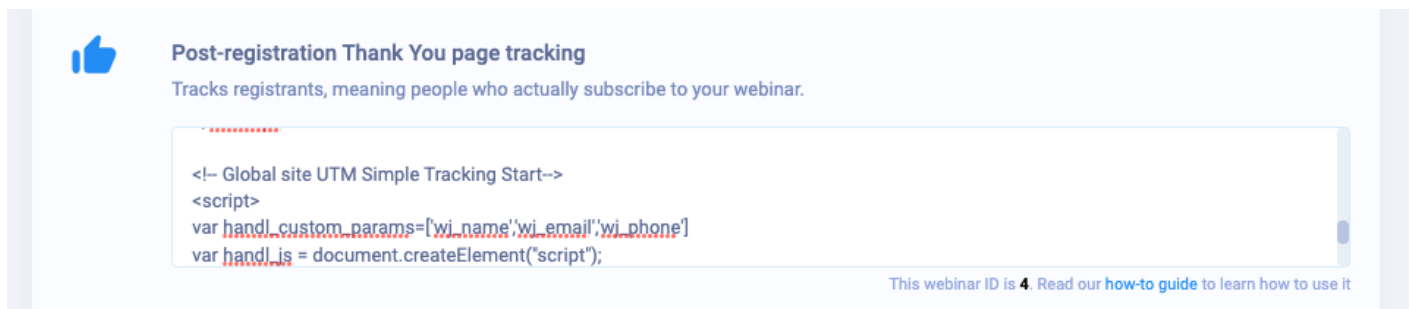
```
<!-- Global site UTM Simple Tracking Start-->
<script>
var handl_custom_params=['wj_name','wj_email','wj_phone']
var handl_js = document.createElement("script");
```

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 -->
```



The screenshot shows a blue-themed interface for a webinar thank you page. On the left, there is a thumbs-up icon. The main heading is "Post-registration Thank You page tracking" with a sub-heading "Tracks registrants, meaning people who actually subscribe to your webinar." Below this is a code editor window containing the tracking script. At the bottom right, there is a note: "This webinar ID is 4. Read our [how-to guide](#) to learn how to use it".

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: CMrlnPq42q8CFQdb3wodOkkGBg
querystring_handl_original_ref:
querystring_handl_landing_page: https://event.webinarjam.com/register/1/s21a2as?
                                utm_source=source&utm_medium=medium&utm_campaign=campaign&
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_n
umber','wj_lead_unique_link_live_room','wj_next_event_date','wj_next_event_time'];
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 = handl_j.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 -->
```