How to Pass a URL Parameter As a Custom Field to an Integration

Last Modified on 06/11/2026 10:06 am EDT

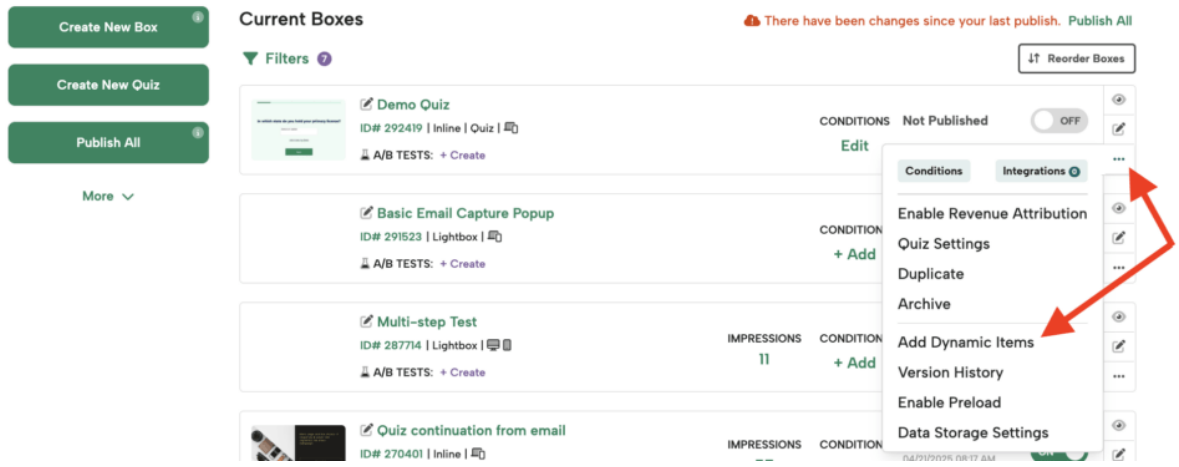
To pass information from a query parameter in a URL through your pop up as a custom field, follow these steps.

Step 1: Set up Your URL

First, set up a URL using a query parameter. Here, we're using https://help.digioh.com/?testparam=test

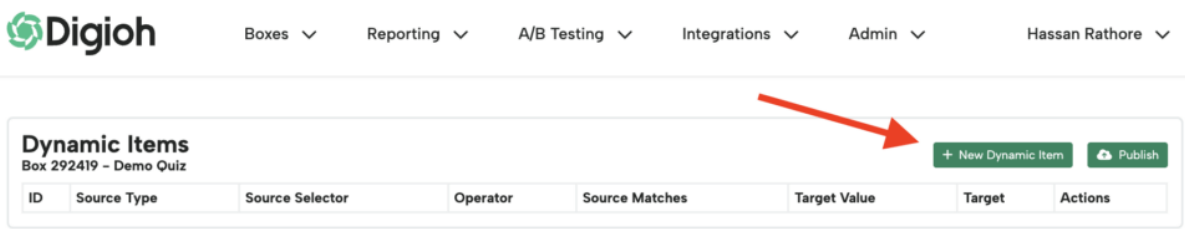
Step 2: Open Dynamic Content Editor

On the "Boxes" tab and click the three dots (meatballs menu) and select **Add Dynamic Items** next to the appropriate pop up.



Step 3: Create New Dynamic Item

Create a new dynamic item by clicking the button at the top-right.



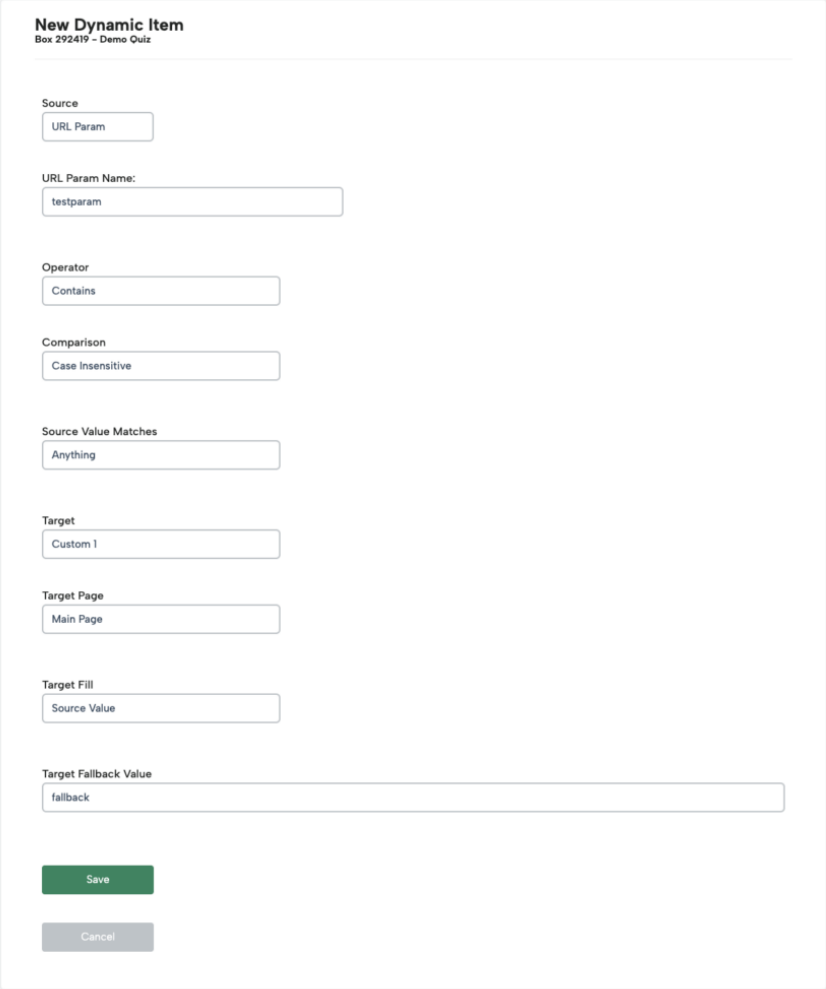
Step 4: Set up Your Query Parameter Dynamic Item

Set the source as URL Param and enter the URL Param name. In the URL mentioned in Step 1, the URL

Param is testparam.

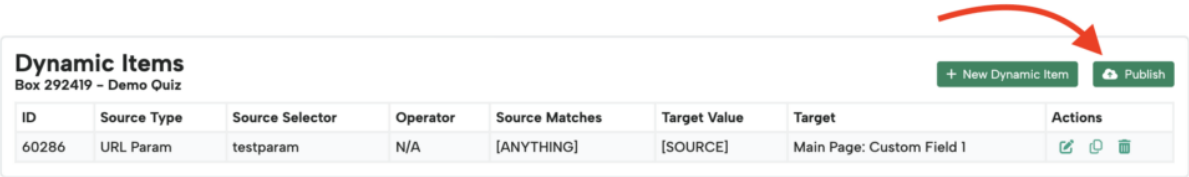
Set the Operator to "contains" and choose case sensitivity. Set Source Value Matches to Anything, and set the target as a custom field. In this case, we're using Custom 1.

Set Target Fill to Source Value, and enter some fallback text for if the query param you're targeting isn't present. When you're done, the page will look like this:



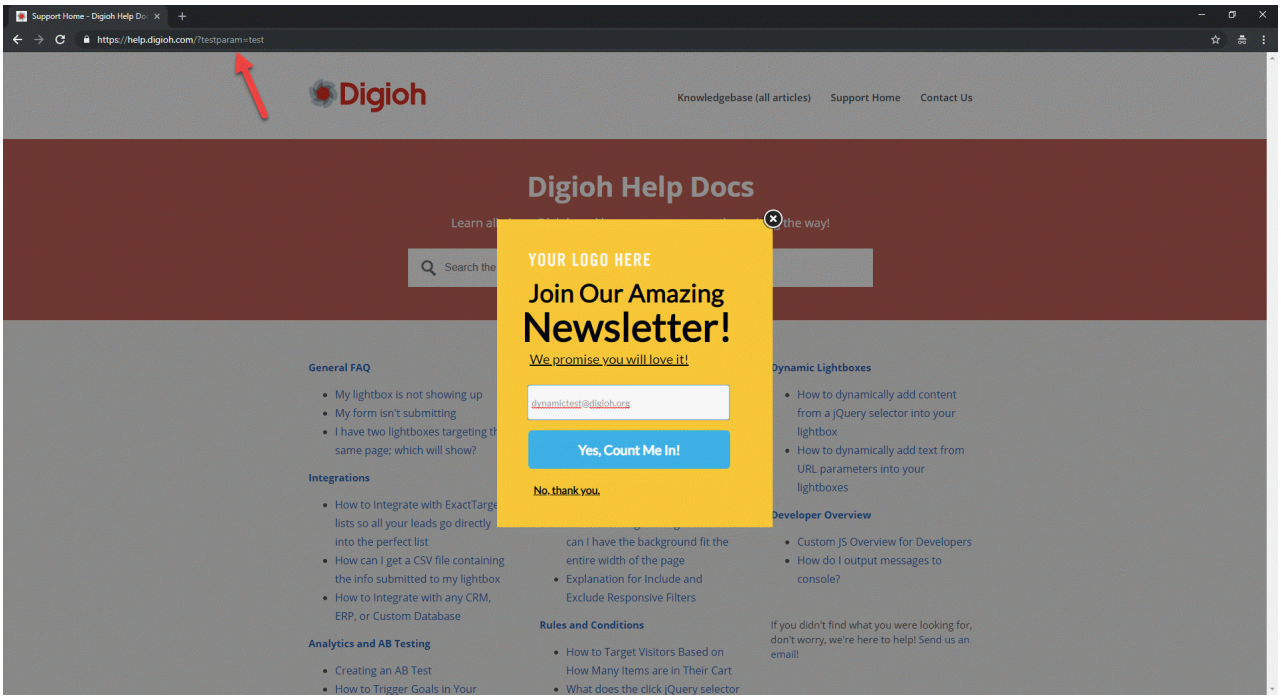
Step 4: Save and Publish

Save the dynamic item. On the Dynamic page, click Publish.



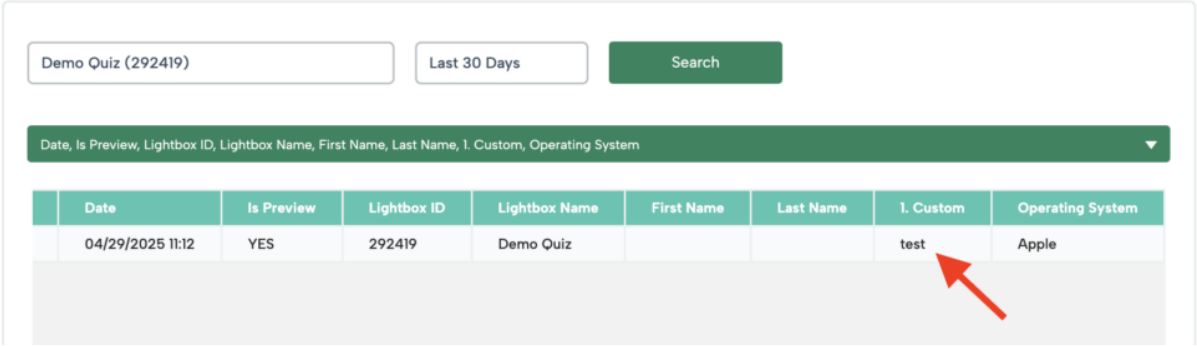
Step 5: Test Your Form

Go to a page on your site with a URL containing the query parameter you targeted with the dynamic item. Enter a submission in your pop up.



Step 6: Confirm Custom Field Submission

After entering a test submission, head to **Reporting > Subscriber Data > Advanced** to see the value set in the query parameter in the Custom 1 field.



That's all there is to it! Any value set for the query parameter in the URL will carry over to Custom Field 1 when a visitor submits info through the pop up. You can pass this field within your preferred integration payload.

Related Reading:

- Dynamically Add Text from URL Parameters to Your Lightbox
- What Is the Fallback Value, and How Do I Use It?
- How to Use Dynamic Item Merge Tags