

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

Last Modified on 06/10/2026 11:02 pm EDT

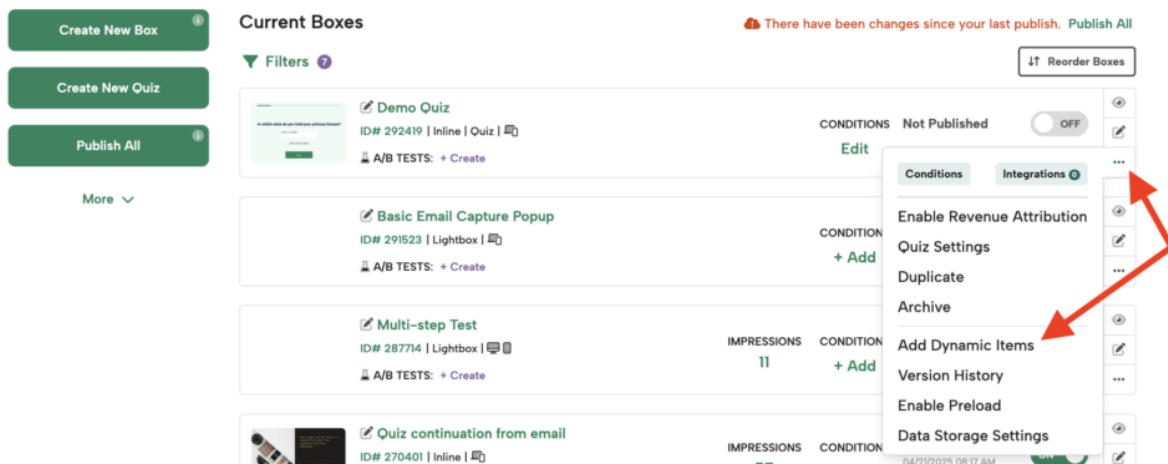
To pass information from a query parameter in a URL through your pop up as a custom field, follow these steps.

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>

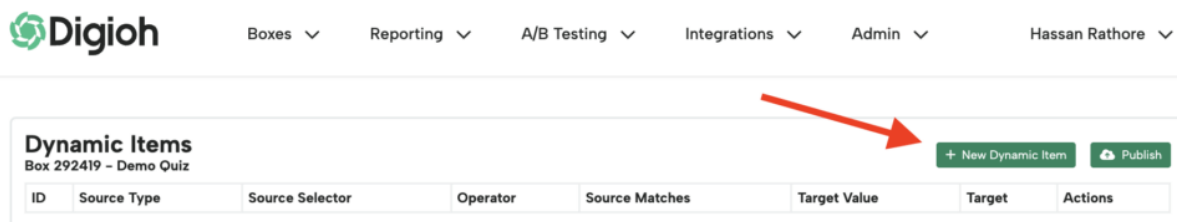
Step 2: Open Dynamic Content Editor

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:

New Dynamic Item

Box 292419 - Demo Quiz

Source

URL Param Name:

Operator

Comparison

Source Value Matches

Target

Target Page

Target Fill

Target Fallback Value

Step 4: Save and Publish

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

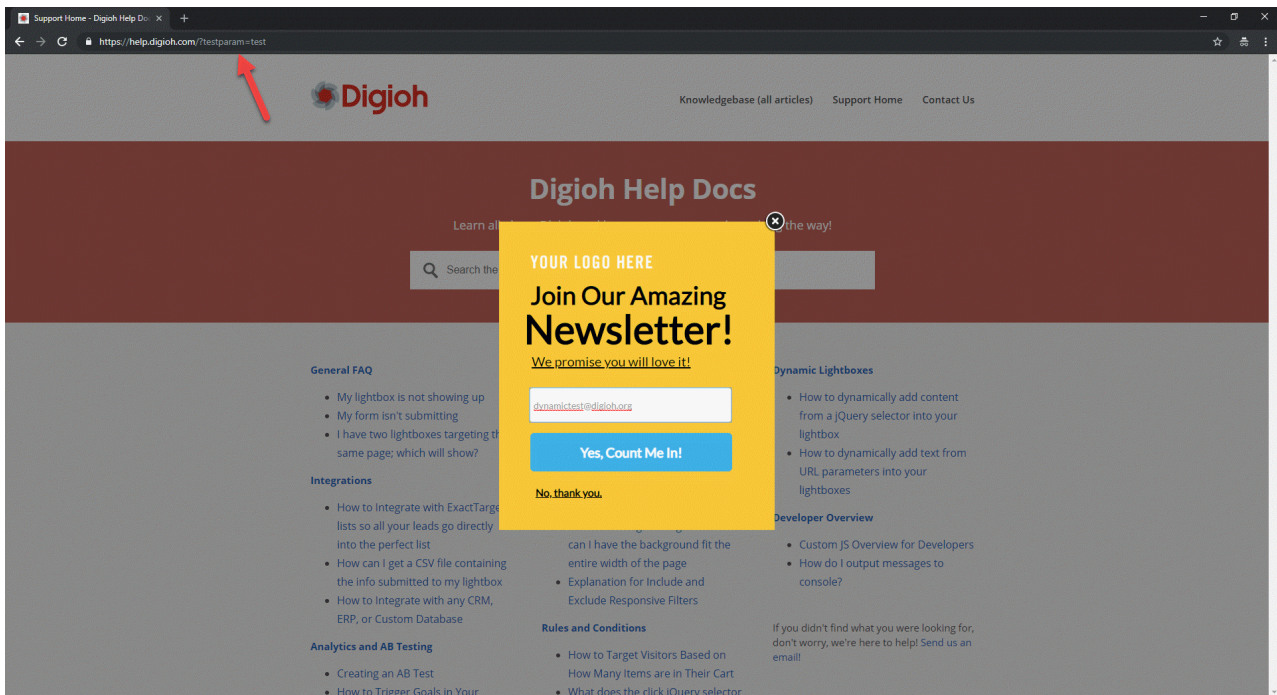


The screenshot shows the 'Dynamic Items' table with a red arrow pointing to the 'Publish' button. The table has the following data:

ID	Source Type	Source Selector	Operator	Source Matches	Target Value	Target	Actions
60286	URL Param	testparam	N/A	[ANYTHING]	[SOURCE]	Main Page: Custom Field 1	  

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.

The screenshot shows a reporting interface with a search bar containing "Demo Quiz (292419)" and "Last 30 Days", and a "Search" button. Below the search bar is a table with the following columns: Date, Is Preview, Lightbox ID, Lightbox Name, First Name, Last Name, 1. Custom, and Operating System. The table contains one row of data: Date: 04/29/2025 11:12, Is Preview: YES, Lightbox ID: 292419, Lightbox Name: Demo Quiz, First Name: , Last Name: , 1. Custom: test, Operating System: Apple. A red arrow points to the value "test" in the "1. Custom" column.

Date	Is Preview	Lightbox ID	Lightbox Name	First Name	Last Name	1. Custom	Operating System
04/29/2025 11:12	YES	292419	Demo Quiz			test	Apple

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](#)