

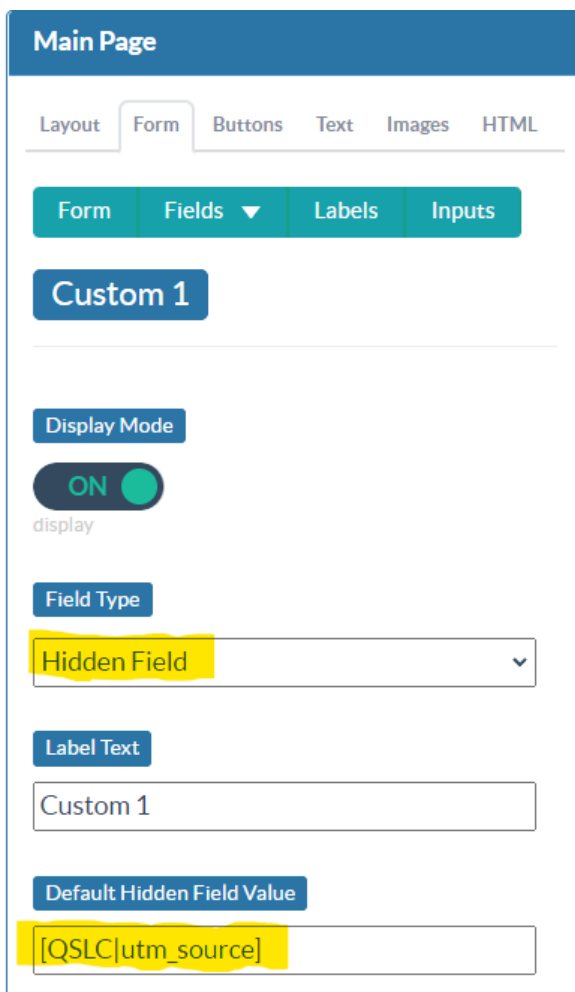
How to pass UTMs with form submissions (or any other query string params)

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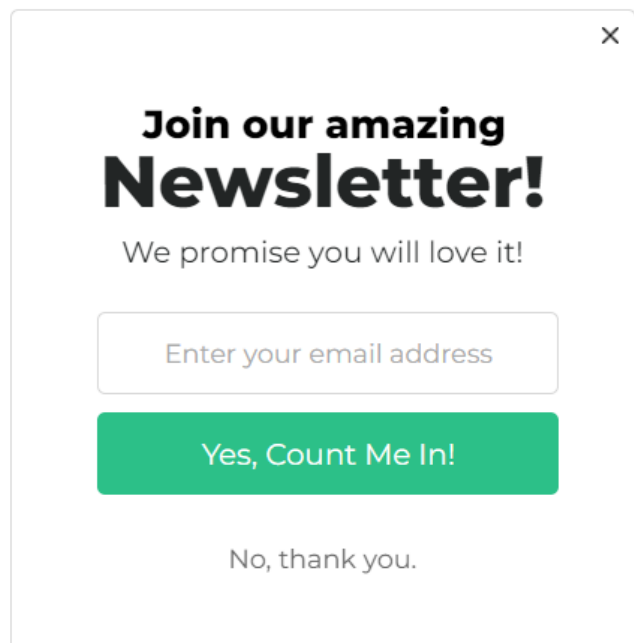
When you capture an email address and/or phone number, you may want to include attribution data in the data sent to your Digioh integrated messaging system (i.e. email platform or CRM). For example, commonly, marketing attribution is indicated by URL parameters `utm_source`, `utm_campaign`, etc that are added to links by your advertising platform or referral partner. Digioh supports passing this data, with either **first-click** or **last-click** attribution (or both).

Here's how to capture and send this attribution data (or any URL parameter) along with Digioh form submissions.

1. Install the "[Universal Merge Tags](#)" Digioh App
2. In your Campaign, create one or more hidden fields to store the utms, and set the "Default Hidden Field Value"



The screenshot shows the Digioh form editor interface. At the top, there's a "Main Page" header and a navigation bar with tabs for "Layout", "Form", "Buttons", "Text", "Images", and "HTML". The "Form" tab is active, and within it, there are sub-tabs for "Form", "Fields", "Labels", and "Inputs". A "Custom 1" button is visible. Below this, there's a "Display Mode" section with a toggle switch set to "ON" and the label "display". The "Field Type" dropdown menu is set to "Hidden Field". The "Label Text" field contains "Custom 1". The "Default Hidden Field Value" field contains the merge tag "[QSLC|utm_source]".



The screenshot shows a newsletter sign-up form. It has a close button (X) in the top right corner. The main heading is "Join our amazing Newsletter!". Below this is the text "We promise you will love it!". There is an input field for "Enter your email address" and a green button labeled "Yes, Count Me In!". At the bottom, there is a link that says "No, thank you."

3. For first click attribution use the QSFC merge tag, e.g. [QSFC|utm_source]. For last click, use QSLC, e.g. [QSLC|utm_campaign]. If you want a default of something other than blank, you can configure it

like this: [QSFC|utm_source|default-value].

4. Set up as many of these as you need, and note the custom field numbers that you used.
5. Go to the Integrations tab and update the Integration you are using for your Campaign. Note that the exact process here depends on your specific integrated platform, so this screenshot may not correspond exactly to your situation, but generally speaking we are going to include [CUSTOM_1], or whatever custom field in which you stored the utm value, in the data send.

Map Fields

Real Time Email Notification (web source) (ID 60112)

Field Name

Field Value

ID	Field Name	Field Value	Delete
45041	Last Click UTM Source	[CUSTOM_1]	Edit Field Value Delete

That's it! You can capture any number of URL parameters this way, as either last click or first click or both. The Universal Merge Tags app automatically stores *all* query string data in the users browser, retaining the first and last values seen. Capturing UTMs is just a specific use case for this general purpose behavior. Note that if you want to capture UTMs for *only the current page*, and not a "sticky" session-level or user-level UTM, then you can use the merge tag [QS|utm_source], for example. This pulls values directly from the URL of the current page, as opposed to the sticky first or last click from storage.