How to Pre-Populate an Email Address from the URL String

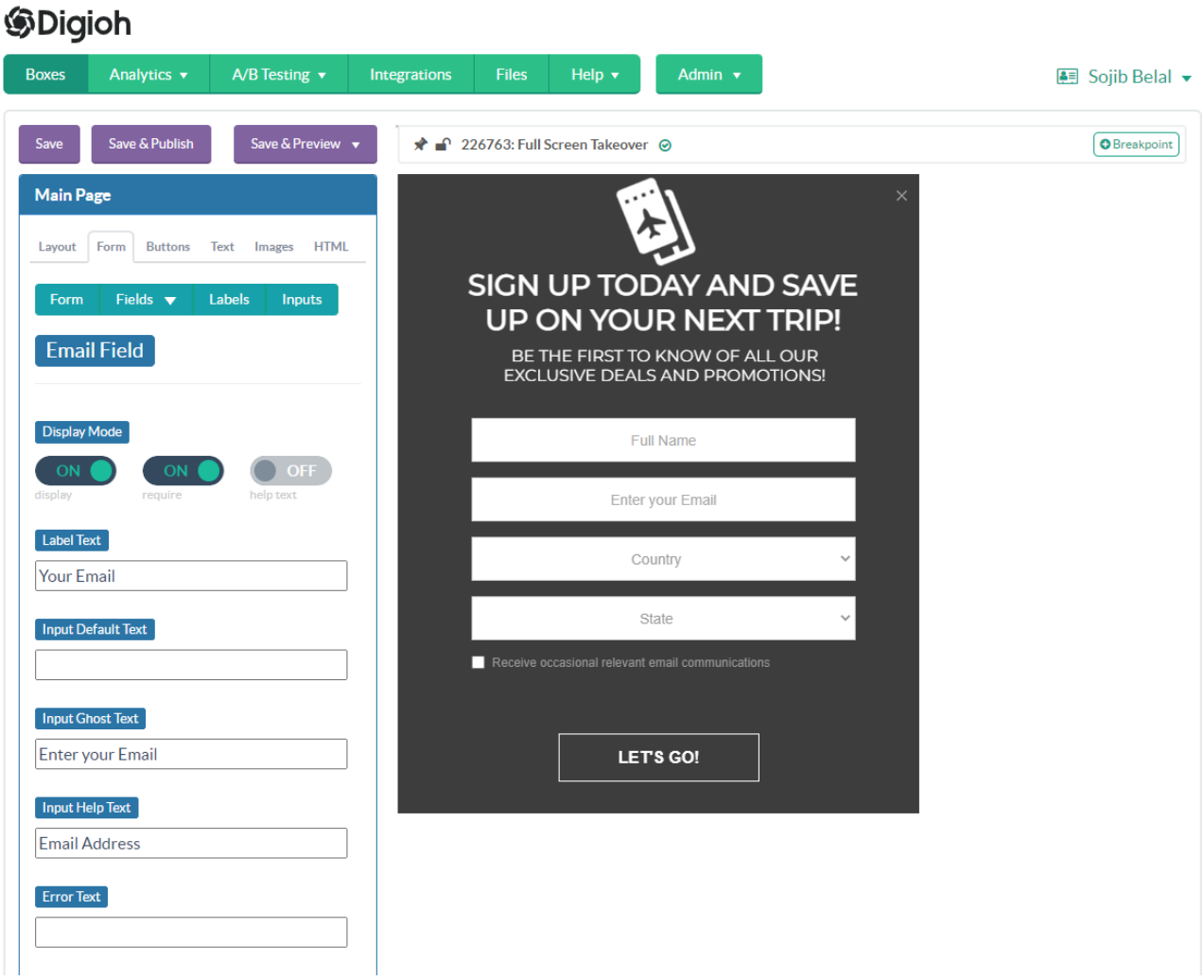
Last Modified on 06/24/2026 2:45 pm EDT

With Digioh's Universal Merge tags app, you can pre-populate a user's email address in a Digioh Campaign if the address is available in the URL string.

To grab the email address from the URL parameters, follow these steps.

Step 1: Install the Digioh Universal Merge Tags app from the Digioh App marketplace.

Step 2: Open the Editor and navigate to your email field.

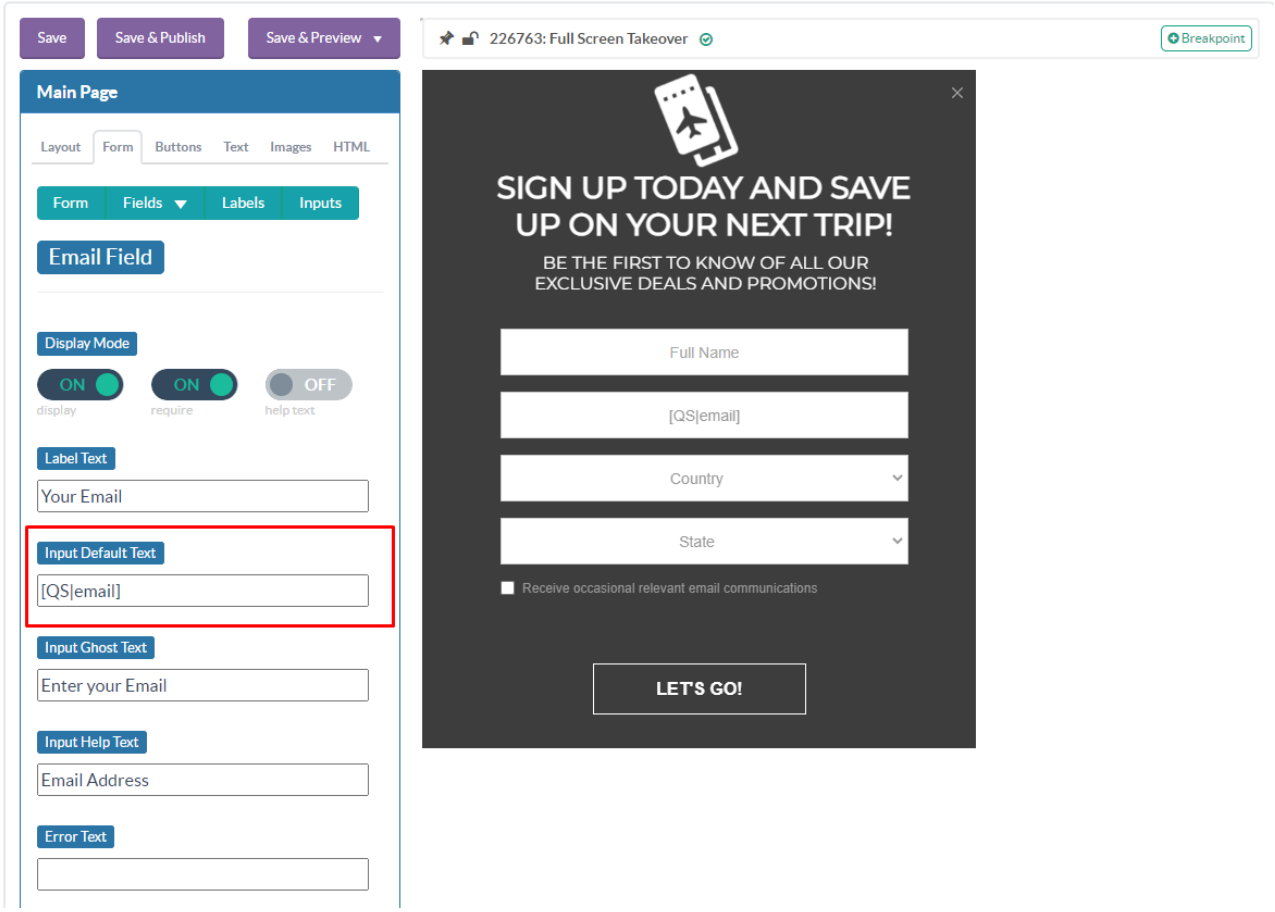


Step 3: Create your query string merge tag. For example, let's say your URL looks like this **example.com/?utm_campaign=something&*email*=something@example.com**.

Since the email address is contained in the *email* parameter, you will set up the Merge Tags app to collect the address from the *email* parameter. The merge tag will look like this: **[QSLC|email]**.

Step 4: Add the **[QSLC|email]** Query String merge tag in the Input Default Text field.

Note: For first click attribution, use the QSFC merge tag: [QSFC|email]. For last click, use QSLC, e.g. [QSLC|email].



After saving your Campaign, setup is complete. The email address field will be auto-populated if the URL contains the user's email address as a parameter.