

**Various Forms Tracking Techniques with Google Tag Manager**

**Form Submission Tracking with Page Url**

**With PageView Trigger:**

We can track the form submission with thank\_you page url with the help of PageView / Dom Ready / Window Loaded Trigger

**Form Submission Tracking with Form Submission Trigger**

**Form Submission Trigger:**

By enabling the Form Submission Trigger but this does not work mostly..

Specifying with form\_id variable

**Form Submission Tracking with Button Click**

**All Elements or Just Link Triggers:**

We can do the tracking with the help of All Elements or Just Links Trigger

**Form Submission Tracking with Element Visibility Trigger**

**Element Visibility Trigger:** We can trigger the Element Visibity of Thank you message with CSS Class or ID

CSS Class - start with ( . )

Example - .thanks\_message

**Testing Element count -** document.querySelectorAll('.wpcf7-response-output')

ID - just paste the ID

**Contact Form 7 Tracking with GTM**

**Custom HTML Tag -**

<script>

document.addEventListener( 'wpcf7mailsent', function( event ) {

window.dataLayer.push({

"event" : "cf7submission",

"formId" : event.detail.contactFormId,

"response" : event.detail.inputs

})

});

</script>

**Customer information variable:**

dlv - message - response.3.value

**Calendly Booking software Tracking with GTM**

**Custom HTML Tag -**

<script>

window.dataLayer = window.dataLayer ||[];

window.addEventListener('message',

function(e) {

if (e.data.event && e.data.event.indexOf('calendly') === 0) {

window.dataLayer.push({

'event' : 'calendly',

'calendly\_event' : e.data.event.split('.')[1]

});

}

}

);

</script>

**Variable:**

dlv - calendly event - calendly\_event

**HubSpot Form Tracking with GTM**

**Custom HTML Tag -**

<script type="text/javascript">

window.addEventListener("message", function(event) {

if(event.data.type === 'hsFormCallback' && event.data.eventName === 'onFormSubmitted') {

window.dataLayer.push({

'event': 'hubspot-form-success',

'hs-form-guid': event.data.id

});

}

});

</script>

**Variable:**

dlv - hs form user id - hs-form-guid

**Gravity From Tracking with GTM**

**Custom HTML Tag -**

<script>

jQuery(document).ready( function() {

jQuery(document).bind('strattic-form-success', function(e){

var formId = e.detail.form.id

var formDetails = e.detail.formattedData

window.dataLayer.push({

'event' : 'gravityFormSubmission',

'gfformID' : formId,

'gfformSubmission' : formDetails

});

});

})

</script>

**Variable:**

dlv - form id - gfformID

**Any Ajax Form Tracking Technique with GTM**

**Custom HTML Tag -**

<script id="gtm-jq-ajax-listen" type="text/javascript">

(function() {

'use strict';

var $;

var n = 0;

init();

function init(n) {

// Ensure jQuery is available before anything

if (typeof jQuery !== 'undefined') {

// Define our $ shortcut locally

$ = jQuery;

bindToAjax();

// Check for up to 10 seconds

} else if (n < 20) {

n++;

setTimeout(init, 500);

}

}

function bindToAjax() {

$(document).bind('ajaxComplete', function(evt, jqXhr, opts) {

// Create a fake a element for magically simple URL parsing

var fullUrl = document.createElement('a');

fullUrl.href = opts.url;

// IE9+ strips the leading slash from a.pathname because who wants to get home on time Friday anyways

var pathname = fullUrl.pathname[0] === '/' ? fullUrl.pathname : '/' + fullUrl.pathname;

// Manually remove the leading question mark, if there is one

var queryString = fullUrl.search[0] === '?' ? fullUrl.search.slice(1) : fullUrl.search;

// Turn our params and headers into objects for easier reference

var queryParameters = objMap(queryString, '&', '=', true);

var headers = objMap(jqXhr.getAllResponseHeaders(), '\n', ':');

// Blindly push to the dataLayer because this fires within GTM

dataLayer.push({

'event': 'ajaxComplete',

'attributes': {

// Return empty strings to prevent accidental inheritance of old data

'type': opts.type || '',

'url': fullUrl.href || '',

'queryParameters': queryParameters,

'pathname': pathname || '',

'hostname': fullUrl.hostname || '',

'protocol': fullUrl.protocol || '',

'fragment': fullUrl.hash || '',

'statusCode': jqXhr.status || '',

'statusText': jqXhr.statusText || '',

'headers': headers,

'timestamp': evt.timeStamp || '',

'contentType': opts.contentType || '',

// Defer to jQuery's handling of the response

'response': (jqXhr.responseJSON || jqXhr.responseXML || jqXhr.responseText || '')

}

});

});

}

function objMap(data, delim, spl, decode) {

var obj = {};

// If one of our parameters is missing, return an empty object

if (!data || !delim || !spl) {

return {};

}

var arr = data.split(delim);

var i;

if (arr) {

for (i = 0; i < arr.length; i++) {

// If the decode flag is present, URL decode the set

var item = decode ? decodeURIComponent(arr[i]) : arr[i];

var pair = item.split(spl);

var key = trim\_(pair[0]);

var value = trim\_(pair[1]);

if (key && value) {

obj[key] = value;

}

}

}

return obj;

}

// Basic .trim() polyfill

function trim\_(str) {

if (str) {

return str.replace(/^[\s\uFEFF\xA0]+|[\s\uFEFF\xA0]+$/g, '');

}

}

})();

/\*

\* v0.1.0

\* Created by the Google Analytics consultants at http://www.lunametrics.com

\* Written by @notdanwilkerson

\* Documentation: http://www.lunametrics.com/blog/2015/08/27/ajax-event-listener-google-tag-manager/

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\*/

</script>

**iFrame Form Tracking Code**

**postMessage -**

<script>

try {

var postObject = JSON.stringify({

event: 'iframeFormSubmit',

form: 'Contact Us'

});

parent.postMessage(postObject, 'https://dm-analyticsbd.com');

} catch(e) {

window.console && window.console.log(e);

}

</script>

Trigger - thank you page or message

**postMessage listener -**

<script type="text/javascript">

(function(window) {

addEvent(window, 'message', function(message) {

try{

var data = JSON.parse(message.data);

var dataLayer = window.dataLayer || (window.dataLayer = []);

if (data.event) {

dataLayer.push({

'event': data.event,

'postMessageData': data

});

}

}catch(e){}

});

// Cross-browser event listener

function addEvent(el, evt, fn) {

if (el.addEventListener) {

el.addEventListener(evt, fn);

} else if (el.attachEvent) {

el.attachEvent('on' + evt, function(evt) {

fn.call(el, evt);

});

} else if (typeof el['on' + evt] === 'undefined' || el['on' + evt] === null) {

el['on' + evt] = function(evt) {

fn.call(el, evt);

};

}

}

})(window);

</script>

Trigger - All pages

**Youtube Video -** <https://youtu.be/_OXp1haSL_c>

After 1.04 Minutes

**iFrame Listener builder**

**Consoling/ iFrame listening testing**

window.addEventListener('message', function (e) {

console.log(e);

});

**DataLaye code**

window.addEventListener('message', function (e) {

console.log(e);

if (e.origin === 'https://shop.webanalyticsbd.com') {

var eventData = e.data.eventName;

// Check if the URL contains “onFormSubmitted”

if (eventData.includes('onFormSubmitted')) {

// Push the 'iFrame\_submit' event to dataLayer

window.dataLayer = window.dataLayer || [];

window.dataLayer.push({

'event': 'iFrame\_submit',

'eventData': eventData

});

}

}

});

**Various iFrame Forms Tracking:**

### **What is iFrame?**

An **iFrame (inline frame)** is an HTML element (<**iframe**>) used to embed another HTML document (a web page) inside the current webpage. It acts as a "window" **That displays content from another source or URL**. Think of it like embedding a YouTube video or a Google Map on a webpage, these are typically implemented using iFrames.

### **Why Do Website Owners Use iFrames?**

#### **Embedding Third-Party Content:**

* To display content from third-party websites, such as videos, **forms**, or advertisements.
* Example: Embedding YouTube videos, Google Maps, or Various Forms Like: **Paperform forms**.

1. Cognito Forms Tracking
2. JotForm Tracking
3. TypeForm Tracking
4. PaperForm Tracking
5. Eventbrite Tracking

**Check Event Messages/Consoling/ iFrame listening testing**

window.addEventListener('message', function (e) {

console.log(e);

});

**window**.addEventListener('message', function (e) {

console.log(e);

if (e.origin === 'https://f9qgbaag.paperform.co') {

var eventData = e.data.eventName;

// Check if the URL contains “onFormSubmitted”

if (eventData.includes('onFormSubmitted')) {

// Push the 'iFrame\_submit' event to dataLayer

window.dataLayer = window.dataLayer || [];

window.dataLayer.push({

'event': 'iFrame\_submit',

'eventData': eventData

});

}

}

});

In the code above, I have written some code where ⁠ eventData ⁠ contains an event name: ⁠ onFormSubmitted ⁠. Now, review the code below and follow the same structure.

"paperform:{\"details\":{\"form\_id\":\"676add7b836c2ffee0019dfd\",\"eventName\":\"SubmittedForm\",\"payload\":{\"title\":\"Consultation Form\",\"form\_user\_id\":438524,\"form\_id\":\"676add7b836c2ffee0019dfd\",\"submission\_id\":\"676bc20c1d8f816c93011b1d\",\"submitted\_at\":\"2024-12-25 08:27:56\",\"total\":0,\"form\_url\":\"https://f9qgbaag.paperform.co\",\"score\":null}},\"action\":\"analytics\",\"embed\_id\":0,\"id\":\"f9qgbaag\"}"

**ConvertKit Form Tracking Code**

<script>

(function() {

document.addEventListener('submit', function(event) {

if (event.target.dataset.svForm) {

window.dataLayer.push({

event: 'convertkit\_submission',

ck\_form\_id: event.target.dataset.svForm

});

}}, true);

})();

</script>

ConvertKit - <https://youtu.be/sDnQ-Ye2-GA>

**Vimeo Video Tracking -** <https://www.analyticsmania.com/post/track-vimeo-player-with-google-tag-manager-and-google-analytics-4/>

**HTML5 Video Tracking:** <https://www.analyticsmania.com/post/track-html5-video-player-with-google-analytics-4-and-google-tag-manager/>

Source: analytics mania

**TypeForm Tracking**:

<script>

window.addEventListener('message', function (e) {

console.log(e);

if (e.origin === 'https://form.typeform.com') {

try {

// Parse the incoming data (assuming it's already an object)

var eventData = e.data;

// Check if the event type is "form-submit"

if (eventData.type === 'form-submit') {

// Push the 'Typeform\_submit' event to dataLayer

window.dataLayer = window.dataLayer || [];

window.dataLayer.push({

'event': 'Typeform\_submit',

'formId': eventData.formId,

'responseId': eventData.responseId || eventData.response\_id, // Handle both keys

'embedId': eventData.embedId

});

}

} catch (error) {

console.error('Failed to handle Typeform event data:', error);

}

}

});

</script>