

# CITK

Source Field in Forms and Surveys



# Source Field in Forms and Surveys

The Source Field in forms and surveys is a crucial element that helps you gather information about the origin or channel through which respondents accessed your form. Understanding the source of your responses can provide valuable insights into the effectiveness of your marketing efforts, advertising campaigns, or overall outreach strategy.

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## Adding the source element

The screenshot displays a form builder interface. On the left, a 'Form Element' panel lists various input types: Submit, Address (with sub-fields for Address, City, State, Country, Postal code, Website), Organization, Customized (with sub-fields for Text, Email, Image), and Captcha. The 'Source' field is highlighted in the 'Customized' section. The main form area shows a preview of the form with fields for First Name, Last Name, Email, Date of birth, and a 'Source' field. The 'Source' field is currently set to 'sample lead source'. A 'Submit' button is at the bottom. On the right, a 'Preview' tab shows the form as it will appear to users, with the 'Source' field labeled 'Source' and the value 'sample lead source'.

You can find the element under Quick Add. You can drag and drop the field in the form. On the right side, you can enter the value in the source field. We have entered the value as "sample lead source". This field will be hidden and won't be shown to the users.

## Usecase of this field

After the form submission, you can see the value under source as shown below.

## Source Field in Forms and Surveys

DJ Deric Johnson Nov 29th 2023, 10:52 am

First Name	Deric
Last Name	Johnson
Email	sampleemail@gmail.com
Date of birth	2011-11-03
source	sample lead source
Timezone	Asia/Calcutta (GMT+05:30)

Page detail

Source	Referral
Referrer	https://leadgen-apps-form-survey-builder.leadconnectorhq.com
URL	https://link.gohighlevel.com/widget/form/WKEnUOXEz9J3cpcQyc1M
gaClientId	GA1.1.686257508.1677206807
fbEventId	af8302c6-64c2-44bb-b1f0-58f8290094f3
medium	form
mediumId	WKEnUOXEz9J3cpcQyc1M

This will also be shown under contacts as Contact Source.

Deric Johnson 1 of 140 records Owner (Assign To) Unassigned Followers +

Contact Company

Last NameJohnson

Emailsampleemail@gmail.com

PhonePhone

Date Of BirthNov 3rd 2011

Contact Source

sample lead source

Contact TypeLead

Testing Conditional

Insurance Start DateInsurance Start Date

Prakhar Agpraktgprad@gin

Are You Applying For Yourself?  
☐ Yes

Activity type

Conversation began

Activity

Log

Notes

Appointment

Documents

Contact Created

Form Submitted

Page Visited

Page Visited

Page Visited

Page Visited

First Attribution

Session Source: Referral

Latest Attribution

Session Source: Referral

## Other usecase of this field

You can also pass this field as query parameter.

## Source Field in Forms and Surveys

For example:

[https://link.gohighlevel.com/widget/form/WKEnUOXEz9J3cpcQyc1M?  
source=alternative\\_source](https://link.gohighlevel.com/widget/form/WKEnUOXEz9J3cpcQyc1M?source=alternative_source)

Here you can pass any source by adding `?source=alternative_source` in the form/survey link.

This will override with the value provided inside the form builder and the submission will include source as alternative source instead of sample lead source.