

CTK

Source Field in Forms and Surveys



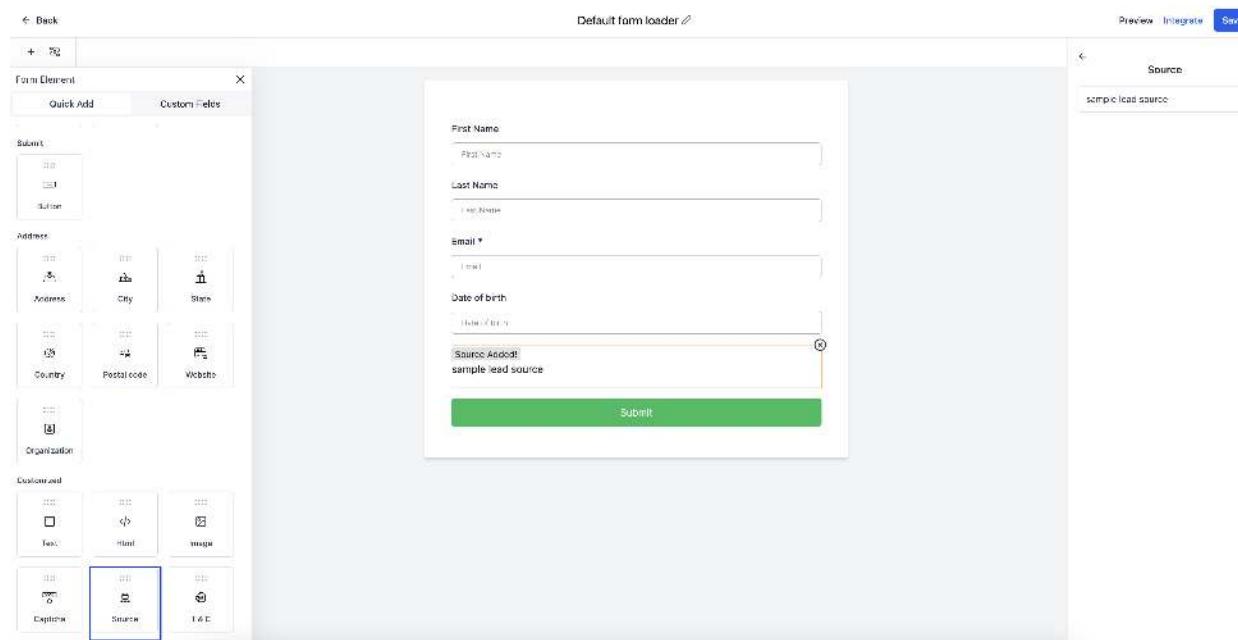
Source Field in Forms and Surveys

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.

In This Article

- [Adding the source element](#)
- [Usecase of this field](#)
- [Other usecase of this field](#)

Adding the source element

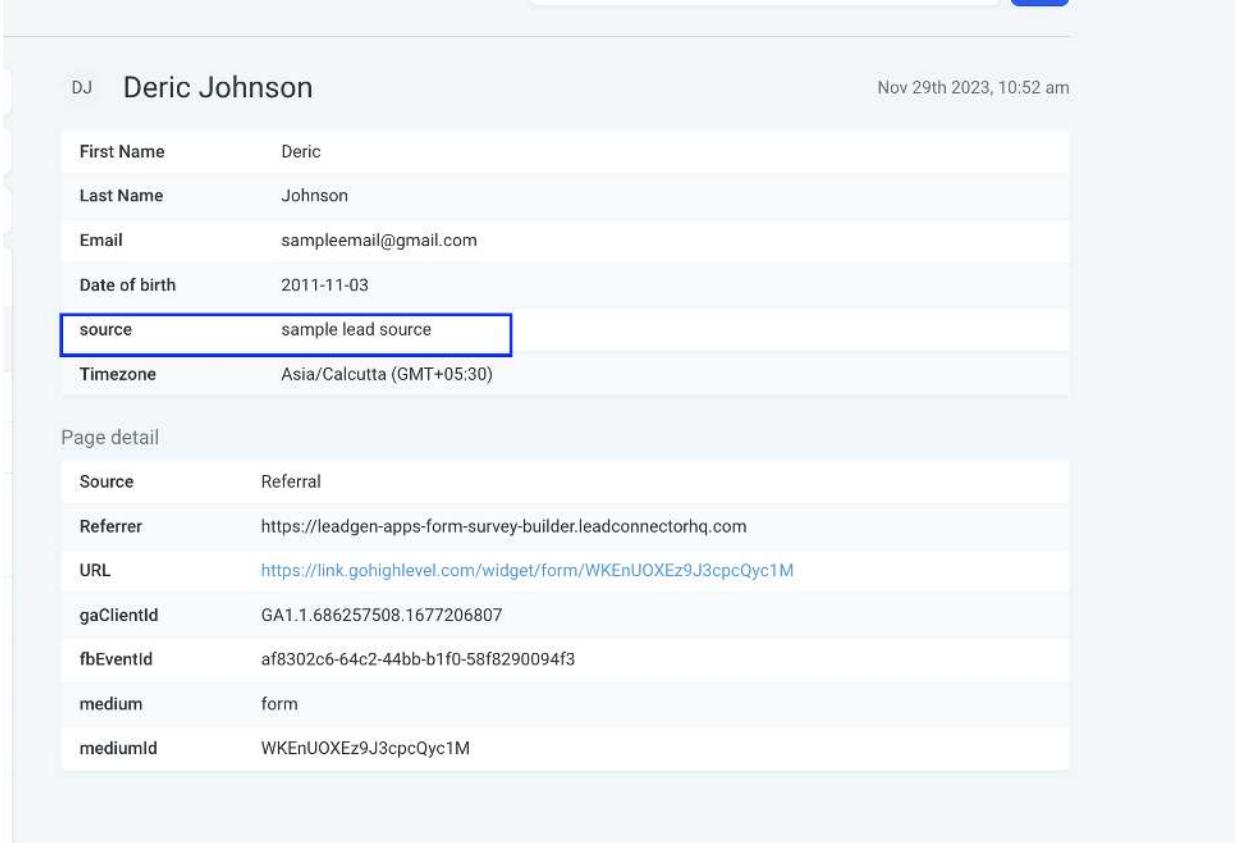


You can find the element under Quick Add. You can drag and drop the field in the form. On the right side, you can enter the value in the source field. We have entered the value as "sample lead source". This field will be hidden and won't be shown to the users.

Usecase of this field

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

Source Field in Forms and Surveys



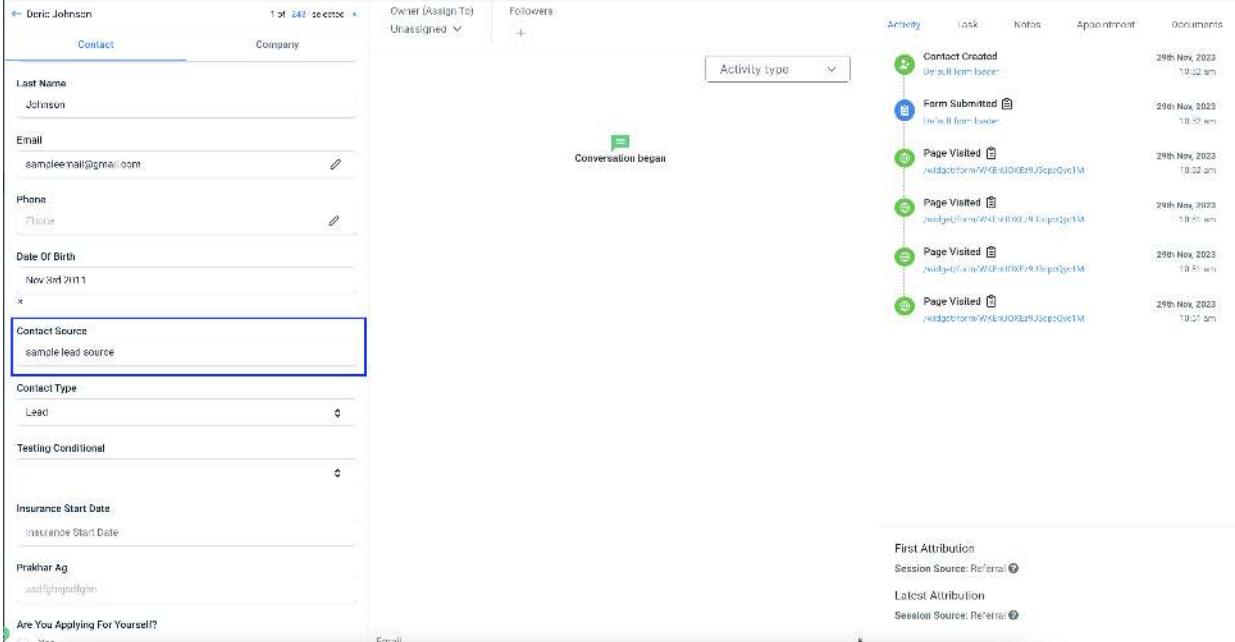
DJ Deric Johnson Nov 29th 2023, 10:52 am

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 242 selected

Contact	Company
Last Name	Johnson
Email	samplemail@gmail.com
Phone	Phone
Date Of Birth	Nov 3rd 2011
Contact Source	sample lead source
Contact Type	Lead
Testing Conditional	
Insurance Start Date	Insurance Start Date
Prakhar Ag	prakhar.ag@highlevel.com
Are You Applying For Yourself?	<input checked="" type="checkbox"/> Yes
Email	

Activity

Activity	Task	Notes	Appointment	Documents
Contact Created	Default form-based	29th Nov, 2023 10:52 am		
Form Submitted	Default form-based	29th Nov, 2023 10:52 am		
Page Visited	https://link.gohighlevel.com/widget/form/WKEnUOXEz9J3cpcQyc1M	29th Nov, 2023 10:52 am		
Page Visited	https://link.gohighlevel.com/widget/form/WKEnUOXEz9J3cpcQyc1M	29th Nov, 2023 10:52 am		
Page Visited	https://link.gohighlevel.com/widget/form/WKEnUOXEz9J3cpcQyc1M	29th Nov, 2023 10:52 am		
Page Visited	https://link.gohighlevel.com/widget/form/WKEnUOXEz9J3cpcQyc1M	29th Nov, 2023 10:52 am		
Page Visited	https://link.gohighlevel.com/widget/form/WKEnUOXEz9J3cpcQyc1M	29th Nov, 2023 10:52 am		

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

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.