

Set a Hidden Form Field Value

Hidden fields are usually populated dynamically. They are not shown to the person filling out the form. Here's how to set the value.

Prerequisites

[Set a Form Field as Hidden](#)

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[Cookie Value](#)

[Referrer Parameter](#)

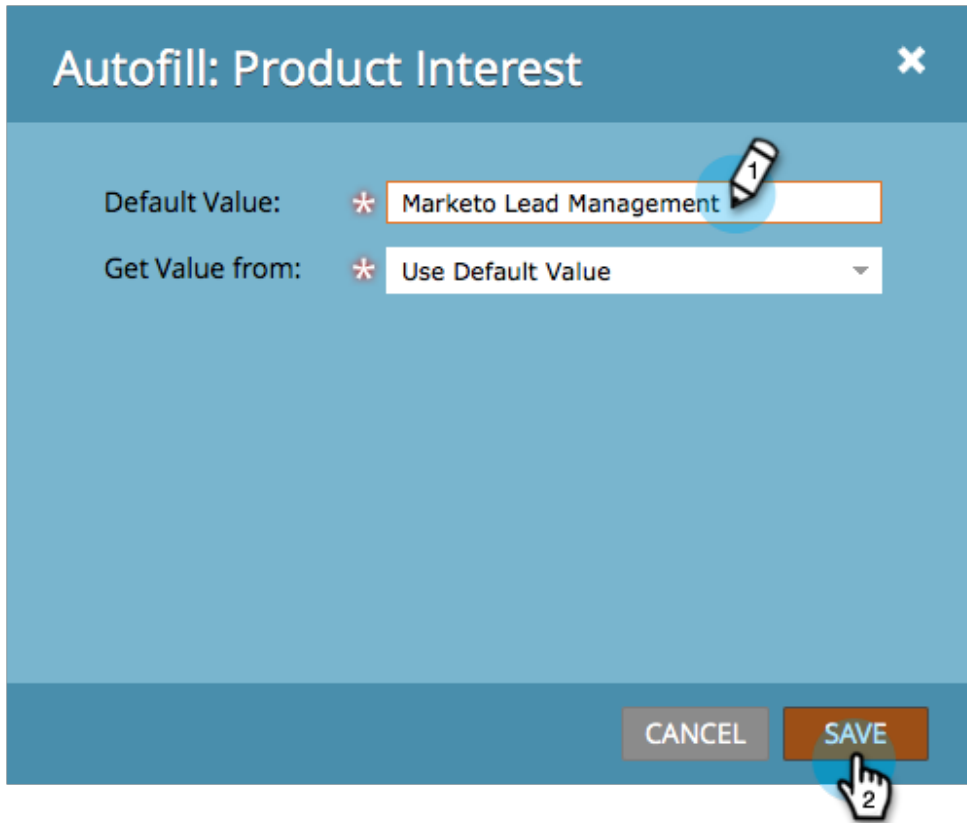
Select the Field

1. In your form, select the hidden field and click **Edit** for **Autofill**.

The screenshot displays a form editor interface. On the left, a form is shown with the following fields: "First Name:" (empty), "Last Name:" (empty), "Email Address:" (empty, marked with a red asterisk), "Product Interest:" (empty, highlighted with a dashed border and labeled "Hidden: 'null'"), and "Phone Number:" (containing "555-555-5555"). A green "Submit" button is at the bottom. On the right, a light blue sidebar contains a "Delete" button at the top. Below it, the "Properties" section includes "Label:" (Product Interest), "Field:" (Product Interest), and "Field Type:" (Hidden). The "Behavior" section includes "Form Pre-fill:" (Enabled) and "Autofill:" (Edit). A hand cursor is clicking the "Edit" button in the Autofill section.

Use Default Value

By selecting **Use Default Value** you can hard-code a specific value to always be used when this form is submitted. Enter the **Default Value** and click **Save**.



The screenshot shows a dialog box titled "Autofill: Product Interest" with a close button (X) in the top right corner. Inside the dialog, there are two rows of controls:

- The first row is labeled "Default Value:" and features a red asterisk icon followed by a text input field containing "Marketo Lead Management". A blue callout bubble with a pencil icon and the number "1" is positioned over the text field.
- The second row is labeled "Get Value from:" and features a red asterisk icon followed by a dropdown menu currently displaying "Use Default Value".

At the bottom of the dialog, there are two buttons: a grey "CANCEL" button and a brown "SAVE" button. A blue callout bubble with a hand icon and the number "2" is pointing to the "SAVE" button.

URL Parameter

If you want to capture URL Parameters (Query Strings) from the page the person is on when filling out the form, you can use **URL Parameters** to populate your hidden field.

Note

Parameters are kinda techie, aren't they? Once you get them though, they are powerful. This [Wikipedia page on Query Strings](#) is somewhat helpful.

1. Select **URL Parameter** for **Get Value Type**.

Autofill: Product Interest ✕

Default Value: *

Get Value from: *

- Use Default Value 1
- Use Default Value
- URL Parameter 2
- Cooki...ue
- Referrer Parameter

2. Enter the **Parameter Name** and click **Save**.

Autofill: Product Interest ✕

Default Value:

Get Value from: *

Parameter Name: * 1

2



Tip

You can enter a Default Value in case the URL parameter is not found.

Cookie Value

If you're storing data in cookies, you can use **Cookie Value** to pick up data when the form is submitted.

1. Select **Cookie Value** for **Get Value From**.

The screenshot shows a dialog box titled "Autofill: Product Interest" with a close button (X) in the top right corner. The dialog contains three main sections:

- Default Value:** An empty text input field.
- Get Value from:** A dropdown menu with a red asterisk icon to its left. The menu is open, showing a list of options: "Cookie Value", "Use Default Value", "URL Parameter", "Cookie Value", and "Referer parameter". A hand cursor with the number "1" is pointing to the first "Cookie Value" option.
- Parameter Name:** A text input field with a red asterisk icon to its left. A hand cursor with the number "2" is pointing to this field.

At the bottom of the dialog, there are two buttons: "CANCEL" (grey) and "SAVE" (orange).

2. Enter the cookie Parameter Name you want and click **Save**.

Autofill: Product Interest ×

Default Value:

Get Value from: *

Parameter Name: *



Tip

You can enter a Default Value in case the parameter/cookie is not found.

Referrer Parameter

If you want to capture data from the page the visitor came from before filling out the form, you can use **Referrer Parameter**.

1. Set **Get Value From** to **Referrer Parameter**.

Autofill: Product Interest ✕

Default Value: *


Get Value from: *


- Use Default Value 1
- Use Default Value
- URL Parameter
- Cookie Value
- Referrer Parameter 2


2. Enter the **Parameter Name** which you want to snatch from the referrer URL and click **Save**.

Autofill: Product Interest ✕

Default Value:

Get Value from: * Referrer Parameter 


Parameter Name: * Product_Interest 





Tip

You can enter a **Default Value** in case the referrer parameter is not found.

3. Click **Finish**.

Community Help 

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4. Click **Approve and Close**.

Community Help ?

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BACK CLOSE APPROVE AND CLOSE



Sweet! You're doing pretty well. There's more to learn about [forms](#).