

URL Parameters

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Overview

Variables can now be created at the start of a workflow and automatically set using URL Parameters. Once initialized, these variables can be mapped or used throughout the workflow to drive dynamic behavior in Connectors, prefill fields, and more. This feature is available to all workflow users.

Adding URL Parameters

How To Add URL Parameters:

- Enter the **Workflow Builder**
- Open **Workflow Properties**
 - Locate the workflow toolbar
 - Click the **Configure** (cog) button
- Add URL Parameter(s)
 - Enter a URL Parameter Name
 - Set whether the parameter will be Secure or Unsecure
- Optional – Select the Add Parameter button to add additional URL Parameters
- **Save** the Workflow

URL Parameters are defined in the URL Parameters tab and are created with 3 parts:

- **URL Parameter Name** – A name you enter that appears in the Workflow URL for the parameter.
- **Variable Name** – A generated name for the variable that can be mapped and used within the Workflow.
 - To ensure the variable value is unique, and to make clear which data is secure or unsecure in later mapping steps, the Workflow Properties tab automatically prepends "unsecure-" or "secure-" to the URL Parameter Name to create the Variable Name.
 - The default variable name after the prepended security type can be changed if desired.
- **Secure toggle** – Toggle on to create a Secure URL Parameter; toggle off to create an Unsecure URL Parameter.
 - **Unsecure URL Parameter** – The URL Parameter is **not signed** in the Workflow URL.
 - **Secure URL Parameter** – The URL Parameter is **signed** in the Workflow URL.

Deleting URL Parameters

Remove URL Parameters by selecting the **Delete** (trash) button beside the URL Parameter you want to delete.

Using URL Parameters

A common use case for URL Parameters is to perform a First-Form Prefill with a connector using a Lookup a Record action. For more information about prefilling with a Salesforce Workflow Connector, [reference this set of instructions](#).

To take full advantage of URL Parameters, you must map values to them using the workflow's URL in [Publishing Options](#). Below are instructions for how to use both Unsecure URL Parameters and Secure URL Parameters.

Unsecure URL Parameters

- Unsecure URL Parameters are called so because the parameter data is **not signed** and not verified by a secret key in the URL of the form, which could lead to data manipulation by respondents or exposure of potentially sensitive data.
- The URL parameter value can be set on the Publish tab within Workflow Properties. When a value is set, the workflow URL can be shared with the parameter value included in the link.

Unsecure URL Parameter Use Example:

The Goal – Send a customized workflow to a respondent for a Spring 2025 campaign.

- The workflow URL sent to respondents will be `https://[InstanceURL]/[WorkflowID]?campaign=spring2025`
 - `?` indicates the URL includes parameters
 - `campaign` is the URL Parameter Name
 - `spring2025` is the URL Parameter Value
- To capture the URL parameter data, I should enter `campaign` as my URL Parameter Name
- The default variable name would be `unsecure-campaign`
- The variable value is set to "spring2025" when the variable "unsecure-campaign" is mapped to a workflow-native connector

URL Parameter Name	Variable Name	Secure
campaign	unsecure-campaign	☐

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[Learn more about Workflow URLs here.](#)

Workflow URL

<https://preview.formassembly.com/wf7oqn0?campaign=spring2025>

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EMBED

Embed your workflow's initial form into your website using JavaScript, triggering it when a respondent submits the embedded form. To customize this form's position on your website, follow the instructions on the learn more link.
[Learn more about embedding a Workflow.](#)

JavaScript

```
<script src="https://preview.formassembly.com/publish/wf/wf7oqn0?campaign=spring2025" data-qp-target-id="" defer></script>
```

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URL PARAMETERS

URL Parameters are used to pass data into your workflow via the URL.
[Learn more about URL query parameters and building prefilling URL.](#)

URL PARAMETER NAME	VALUE	SECURE
campaign	spring2025	unsecure

Secure URL Parameters

- Secure URL Parameters must be **signed** in the Workflow URL with a cryptographic signature to validate the data in the URL. If the URL doesn't contain a valid signature, the URL Parameter Value is **not** stored in the variable.
- Secure URL parameters can be set with an optional expiration date. If expired, the URL Parameter Value is **not** stored in the variable.
- The URL parameter value can be set on the Publish tab of Workflow Properties. When a value is set, the workflow URL can be shared with the parameter value and a cryptographic signature included in the link. The expiration date can also be set on the Publish tab.

Secure URL Parameter Use Example:

The Goal - Capture the source value "homepage" when a respondent clicks the link for your form from your homepage website.

- The workflow URL sent to respondents will be `https://[InstanceURL]/[WorkflowID]?source=homepage&signature=a7bh18438angsl29n8n8ks0`
 - `?` indicates the URL includes parameters
 - `source` is the URL Parameter Name
 - `homepage` is the URL Parameter Value
 - `signature` is the signature parameter, added automatically, required for secure parameters
 - `a7bh18438angsl29n8n8ks0` is the cryptographic signature required for secure parameters
- To capture the URL parameter data, I should enter `source` as my URL Parameter Name
- The default variable name would be `secure-source`

- The variable value is set to "homepage" when the variable "secure-source" is mapped to a workflow-native connector

Note: If including multiple parameters, the values must appear in the signature in the same order that the parameters are defined in the workflow.

URL Parameter Name	Variable Name	Secure
source	secure-source	☒

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[Learn more about Workflow URLs here.](#)

Workflow URL

[https://preview.formassembly.com/wf7oqn0?](https://preview.formassembly.com/wf7oqn0?source=homepage&signature=r5xR3f0ykFR0XrT8W310o7037px83LUzTqoC%2FFcJDHI%3D)

[source=homepage&signature=r5xR3f0ykFR0XrT8W310o7037px83LUzTqoC%2FFcJDHI%3D](https://preview.formassembly.com/wf7oqn0?source=homepage&signature=r5xR3f0ykFR0XrT8W310o7037px83LUzTqoC%2FFcJDHI%3D)

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JavaScript

```
<script src="https://preview.formassembly.com/publish/wf/wf7oqn0?
```

```
source=homepage&signature=r5xR3f0ykFR0XrT8W310o7037px83LUzTqoC%2FFcJDHI%3D" data-qp-target-id="" defer></script>
```

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URL PARAMETERS

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[Learn more about URL query parameters and building prefilling URL.](#)

URL PARAMETER NAME	VALUE	SECURE
source	homepage	secure

SECURE URL PARAMETER SETTINGS

Secure parameters are protected using a cryptographic signature.

Generating a signature requires the secret key indicated below.

[Learn more about using Secure URL Parameters.](#)

