

Apteco Orbit™

Campaigns | Form builder



Benefits

- Provides an accurate method to capture high-quality leads
- Fully compatible with Apteco email builder, allowing confirmation emails to use any saved sections or images created in Apteco email
- Utilises familiar drag-and-drop functionality for ease of construction
- Offers the flexibility to embed forms into your landing page or to design them as pop-ups
- Conveniently offers pre-built templates for your forms, confirmation page and email for streamlined form creation
- Provides a double opt-in process to ensure you are compliant with GDPR

Double opt-in confirms the leads interest, enhances engagement, and reduces spam



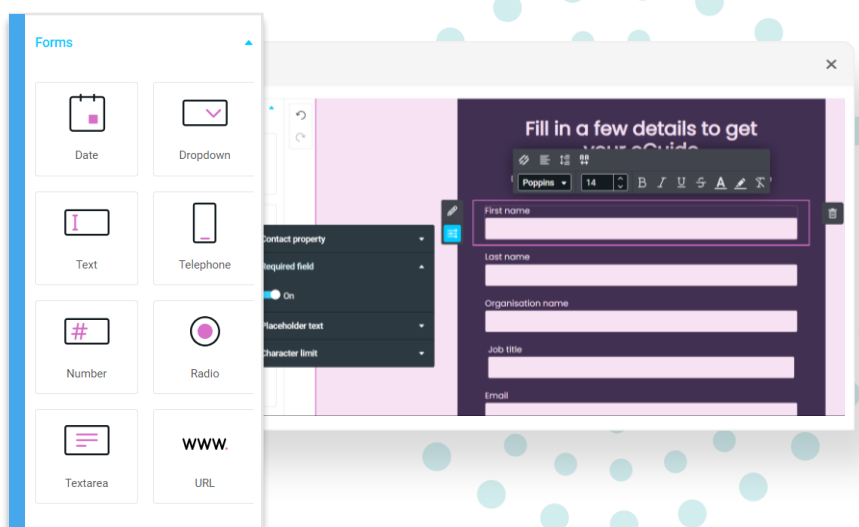
Boost your marketing efforts, collect valuable insights about your audience and help qualify your leads with Apteco forms.

Utilising drag-and-drop functionality for constructing forms, our in-platform form builder offers access to form, confirmation page, and email templates for a streamlined form creation, confirmation, and capture process.

With Apteco form builder you can create forms and confirmation emails and embed these assets into your landing page for use in campaigning.

- Create an opt-in form for your website
- Generate and send a confirmation email to authenticate form submission
- Build a confirmation page for customers

Apteco form builder conveniently offers two types of lead capture form - in-page embedded forms and pop-up forms. In-page forms can be seamlessly embedded into a web page or landing page, blending with the overall user experience. Pop-ups present a more emphatic option, by appearing in a pop-up window.



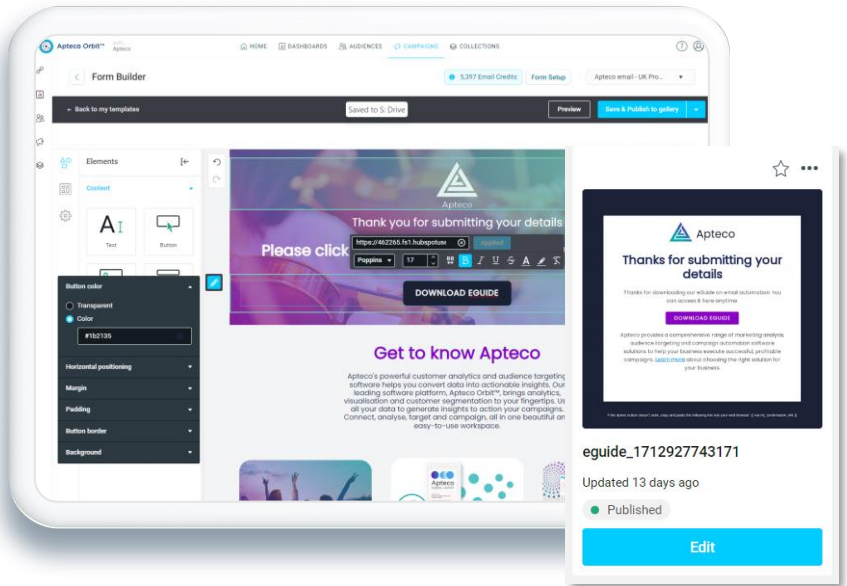
Streamline your marketing efforts by automating the lead generation process, collecting valuable data about your audience, qualifying your leads to help move them through the sales cycle and to provide opportunities for follow up and support.

Benefits

- Adding properties to your form is easy – just click on the form block of your choice and drag it to the desired area in your form. If you want to move that block, just drag and drop it to the new location
- Add radio buttons and drop-down blocks to make your forms more user-friendly
- Use global style settings to easily format the text styles of all your paragraphs, headers, and hyperlinks within your form
- Set-up consent checkboxes to allow contacts to decide whether they would like to be contacted again

Generate high-quality leads and increase conversion rates

Data capture forms have numerous benefits. They can help with lead generation and are an excellent way to generate high-quality leads and increase conversion rates for your business. You can also use Apteco forms to enable a double opt-in process. By saving information like referrer, IP address, and time you will create automatic evidence of each opt-in.



Drive more qualified traffic and convert leads into customers

Form conversion is an essential, early step to building your leads database. Apteco forms help you generate prospects who download resources from your landing pages, when promoting eguides, signing up to newsletters, case studies, free trials, webinars etc. When a user fills out the form on your website, a confirmation email containing a link to the confirmation page is sent. Once the respondent confirms their registration, their email address and any additional information provided on the form are stored as contact properties in Apteco Orbit. This data is then ready for use in data enrichment or further campaigns.

GDPR double opt-in compliance

Create opt-in forms in Apteco form builder to gather user contact details for voluntary subscriptions. When a contact fills in a form on your web page, a double opt-in email can be triggered to verify genuine interest. This double opt-in process supports compliance, confirms the leads interest, enhancing engagement, and reducing spam. This two-step process helps organisations maintain a dependable and engaged subscriber base.

After designing your opt-in form, confirmation email template, and double opt-in confirmation page in the form builder, Apteco generates the code for the opt-in form and handles the workflow and form data capture.



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