

Landing Pages and Web Forms

- [How to Create an Unsubscribe Page \(Update: add customised unsubscribe button text and post confirmation text\)](#)
- [How to Create a Web Form](#)

How to Create an Unsubscribe Page (Update: add customised unsubscribe button text and post confirmation text)

Update: add customised unsubscribe button text and post confirmation text

In the landing page feature, you are able to set up an unsubscribe page to include in your email campaigns and manage your opt-outs.

This tutorial covers the process of setting up an unsubscribe page in CONNECT.

1. Begin by creating a new Landing Page

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2. Enter a Title for the Landing Page

Enter a title for the landing page

3. Select the domain you would like the unsubscribe page hosted on

Select the domain you would like the unsubscribe page hosted on

4. Select "This landing page is an Unsubscribe page"

Select

5. Paste in the landing page HTML code, click "View HTML"

To paste in the landing page HTML code, click

- If there is already landing page code in the editor, move on to the "Variables" step.
-

6. Paste in the HTML code and click "Update"

Paste in the HTML code and click

7. Variables

Variables

The following variables are required in the landing page for the Unsubscribe page to be valid:

- **##email##**
 - This will display the email address that will be unsubscribed.
- **##subscription##**
 - This will display the subscription the email address will be unsubscribe from.
 - This is determined by the subscription chosen when the email was deployed.
- **##forms:unsubscribe##**
 - This will display a button for the visitor to click and unsubscribe the **##email##** from the **##subscription##**

UPDATE:

CONNECT also allows users to add custom text to the unsubscribe button and post-unsubscribe text confirmation.

- **##forms:unsubscribe Value="Se dÃ©sabonner" Confirmation="dÃ©sabonnement rÃ©ussi"##**
 - **Value** - this parameter allows user to add custom text for unsubscribe button.
 - **Confirmation** - Once, the user has clicked on the unsubscribe button, a confirmation appears. CONNECT allows user to customise the text that appears to confirm if they unsubscribed successfully.

An additional variable is available and is optional for communities that are not sending to Canadian contacts.

If a community is sending to Canadian contacts, under CASL, the user must offer the user a way to unsubscribe from all of their email communications.

- **##forms:unsubscribe-all##**

- This will display a button for the visitor to click and unsubscribe the **##email##** from ALL subscriptions they are currently subscribed to.

How to Create a Web Form

Web Forms are a great way to collect new subscribers for each subscription you have in your DataMart or just collecting customer data for later use.

This tutorial goes over the standard method for creating a web form.

1. To begin, navigate to the Compose tab and click on the Web Forms tab

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2. Click "Create new Web Form"

Click

3. Type in the Web Form Name

Type in the web form name

4. The Form will Automatically collect the UniqueID field Assigned to your

DataMart

The form will automatically collect the UniqueID field assigned to your Datamart

- The field type will also be automatically assigned to be "Simpletext" and the field will be required when a subscriber fills out your form.
-

5. Add any additional fields you would like your form to Collect

Add any additional fields you would like your form to collect. Also indicate the type of field and if it is

- Indicate the type of field and if it is required.
-

6. Select the Submit Action you would like the form to use when new contacts Submit their information through your Form.

Select the submit action you would like the form to use when new contacts are submit their informa

- **"Always add to this subscription"**

- This submit action will add new contacts, with the permission level chosen, to the subscription you choose when subscribers simply fill out the form and clicking the submit button.
 - **"Include opt-in checkbox"**
 - This submit action will place a checkbox on your web form above the submit button that, when the submit button is clicked, will submit the contact into your DataMart with an explicit permission level (if checked).
 - **Note:** Make sure to fill out the "Opt-in text displayed" field with a line of copy that indicates what the user is opt-ing into by checking the box displayed. (ie. To subscribe to our Monthly Newsletter.)
-

7. Select the Permission level for records added by the form to that subscription

Select the permission level for records added by the form to that subscription

- If the web form indicates that the user submitting the form will be "signed up" or "opted in" to a specific publication, then select **explicit**.
 - If the web form is to collect user information but not subscribe the user to a specific publication, select **implied**.
-

8. OPTIONAL: Select the landing page you would like the form to redirect to after a user has successfully submitted

data

OPTIONAL: Select the landing page you would like the form to redirect to after a user has successfully

- The page you select here will appear once the user has finished the web form and clicked the submit button.
-

9. Type in the text you would like placed in the "Submit" button

Type in the text you would like placed in the

10. Click "Save Web Form"

Click

- This completes the steps required to create the form.
 - In order to have the form appear on a landing page, you will need to complete the next steps.
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11. Navigate to "Landing Pages"

Navigate to

12. Select the landing page you would like to insert in the Web Form

Select the landing page you would like to insert the web form

13. Place the cursor in your landing page where you would like the web form to appear

Place the cursor in your landing page where you would like the web form to appear

14. Click the "Insert Web Form" option in the editor

Click the

15. Select the name of the web form you set up earlier and click "Insert"

Select the name of the web form you set up earlier and click

16. This will insert the web form tag into your landing page

This will insert the web form tag into your landing page

17. Click "Save" and then click "Preview" to open the landing page in your browser

Click

18. The Result

The Result

Using your web form

- Now that you've built a great looking landing page and web form, you can begin to use the URL provided through your email messages or your website.
- A common use for the landing page tool is to display the page on your website using an iFrame.