

## Forms & Landing Pages

- Create relevant destination content in just minutes.
- Capture leads, collect signups, and more without any coding knowledge.
- Deploy landing pages and forms yourself, without any help from IT.
- Generate higher click-through and capture rates with personalized pages and pre-filled forms.



Whether you are just getting started with e-mail marketing, forms and landing pages, or you are looking to upgrade your lead generation programs with advanced marketing techniques like lead nurturing and lead scoring, the Act-On Marketing Service offers a straightforward way to get it done.

### Easy to Build

If you know how to use Microsoft Word, you are ready to create professional forms and landing pages without any HTML, CSS, or Javascript knowledge.

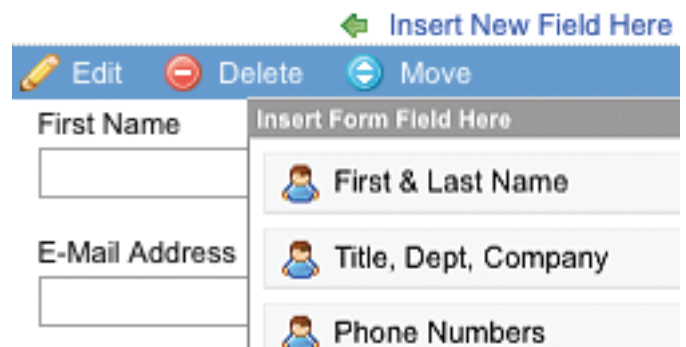
To build a form, choose your favorite corporate stationery, drop in your logo, insert text fields, radio buttons, check boxes, free-form note fields and even file upload fields. Act-On automatically builds the database tables to hold the form data, and processing logic to collect the form data. So your form can be ready to go in minutes.

Building landing pages is even easier, allowing you to create targeted landing pages for each of your campaigns instead of simply driving traffic to your website home page

### Deployment & Promotion

Act-On automatically hosts your landing pages and forms, and gives you trackable links for your website, blog, email, paid search, ads, and more.

When recipients click on these links, they will be presented with personalized landing pages and pre-filled forms. This generates higher click-throughs and more form submissions.



Use Act-On's intuitive visual content builder to build landing pages, forms, signup pages, registrations forms, and surveys.

### Source of Submissions



No matter where you promote your landing pages and form, Act-On's integrated platform provides insightful real-time reports for all of your traffic driving activities.

## E-Commerce Enabled Forms

Use your Act-On forms to collect credit card payment for events, webinars, e-books and more. Simply add your PayPal or Authorize.net account information to the form and we take care of the rest. We don't store any credit card numbers – funds go directly to your PayPal or bank account.

## Real-Time Report & Analytics

The Act-On platform gives you real-time reports of visitor traffic to your forms and landing pages, showing which channels are the most effective.

Best of all, our reports are live and actionable so that you can drill into specific segments and launch additional messages to each segment, or save it for a future campaign.

Your real-time report data is also easily exported directly to Microsoft Excel for further analysis, if needed.

### 1. Choose Provider

Payment Processor:

Choose A Payment Provider:

Authorize.net Merchant ID:

Authorize.net Transaction Key:

This is the title Authorize.net invoice page.

With our e-commerce enabled forms simply add your PayPal or Authorize.net account information and we'll take care of the rest.

### Rate of Responses



Act-On's integrated reporting lets you see how effective your campaigns are at driving website and landing page visits, form views, etc., right from within the message report.

“Staff productivity has increased as we are able to prepare emails, e-newsletters, landing pages, forms, and other e-communications without having to know complex html coding.”

**Donna Lehmann**  
 Director of Marketing Communications, First Insight Corporation  
[www.first-insight.com](http://www.first-insight.com)

## About Act-On

Act-On Software's cloud-based integrated marketing platform is rapidly becoming the foundation for successful marketing departments in organizations of all sizes. Act-On's highly intuitive user interface, complete online marketing tool set and affordable pricing starting at just \$500/month have enabled the adoption of marketing automation technologies without dedicated IT support.