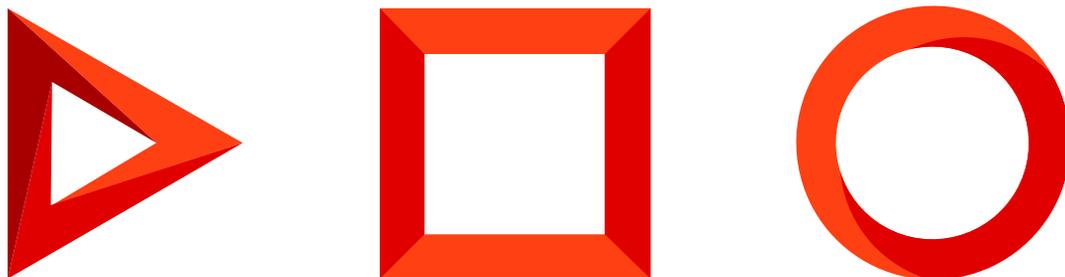


Landing pages and web forms

Connect your website landing page to Creatio

Version 7.18



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Connect your website landing page to Creatio

PRODUCTS: **MARKETING CREATIO**

After [publishing landing pages](#) on your website, perform the following steps:

1. Add a new record in the [*Landing pages and web forms*] section. [Read more >>>](#)
2. Set up a page to redirect customers [Read more >>>](#)
3. Modify the generated HTML code. [Read more >>>](#)
4. Set up lookup and custom field mapping. [Read more >>>](#)
5. Add the modified HTML code to the code of the landing page on the website. [Read more >>>](#)
6. Set up default values for the fields that are not filled in on the landing page. [Read more >>>](#)

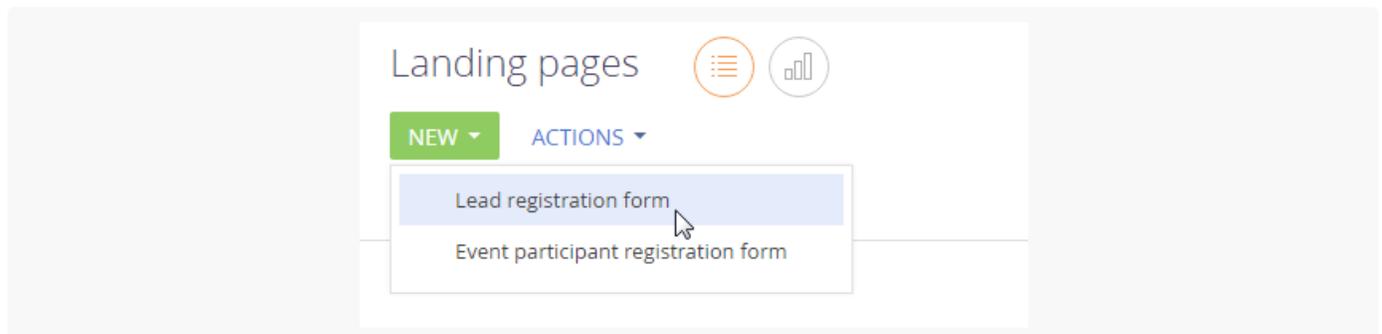
Note. Landing pages should be set up by your website developer.

Attention. Creatio supports integration with CMS that enables adding custom HTML and JavaScript code. You will need an additional connector to integrate with other CMS (for example, WordPress). More information can be found at the [Creatio Community](#) and [Marketplace](#) websites.

Add a new record in the [*Landing pages and web forms*] section.

1. Go to the [*Landing pages and web forms*] section, click the [*New*] button and select the type of landing page integration ([Fig. 1](#)).

Fig. 1 - Creating a new landing page



2. Populate the fields on the opened page:
 - a. [*Name*] – landing page name in Creatio.

- b. [*Website domains*] – your landing page URL.

Note. In the [*Website domains*] field, specify all domains used to host the landing page. The domains must be separated with commas.

Fig. 2 – Populating the landing page fields

The screenshot shows the 'LANDING SETUP' configuration page. On the left, there's a sidebar with fields: Name (Webinar), Website domains, Description, Status (Active), and Create contact (checked). The main content area has tabs for LANDING SETUP, DEFAULT VALUES, ATTACHMENTS AND NOTES, and FEED. It contains three steps: STEP 1 (Set up a redirection URL optional), STEP 2 (Copy the code and configure and map the fields) showing a list of fields like Name, Email, Zip, MobilePhone, Company, Industry, FullJobTitle, UseEmail, City, Country, and Comment; and STEP 3 (Insert the customized code into the landing page source code) showing the code: onSubmit=createLead(); return false.

- c. [*Description*] – additional information about the landing page.
- d. [*Create contact*] – select this checkbox to enable the automatic creation of both a lead and a contact when a form on the landing page is completed.
- e. [*Redirection URL*] – the URL that is opened after the landing page form is completed.

3. Click [*Save*].

Set up a page to redirect customers

You can configure Creatio settings so that your site visitor will be automatically redirected to a certain page right after submitting the web form – for example, to the Thank You page. To do that, open the [*Landing setup*] tab and enter the redirection page URL in the [*Redirection address field*] – for example, <http://mysite.com/submit/thank-you-page>. As a result, the HTML code embedded in your landing page will use the specified URL for redirection, for example:

```
redirectUrl: "http://mysite.com/submit/thank-you-page"
```

Attention. Redirection page settings must be configured before copying the HTML code from Creatio to your website landing page. If the landing page redirection is already set up on your website, then you can

leave the [*Redirection address*] field blank.

Edit unique HTML code

Attention. This article covers the process of editing HTML code for a lead registration form.

To correctly fill out the fields of a lead record added automatically after registration on a landing page, edit the unique HTML code and add the edited code to the landing page code.

The list of lead page fields that are filled out upon registration on a landing page is located in the “fields” block of the generated HTML code. Match these fields to the web form fields. Below is an example of the “fields” block in the HTML code.

```
fields: "Name": "css-selector", // Name of a visitor, submitting the page "Email": "css-selector"
```

Select fields to map to a lead record

You can set up mapping for both standard lead fields and custom fields. Field mapping setup for [lookups and custom fields](#) is covered in a separate guide.

Below are values of standard fields from the HTML code and corresponding lead page fields:

- “Name” → [*Contact full name*];
- “Email” → [*Email*];
- “Zip” → [*ZIP code*];
- “MobilePhone” → [*Mobile phone*];
- “Company” → [*Account name*];
- “Industry” → [*Industry*];
- “FullJobTitle” → [*Job title*].
- “UseEmail” → This checkbox indicates whether the customer agreed to receive promotional materials.

The fields that are not used in the landing web form can be deleted from the HTML code.

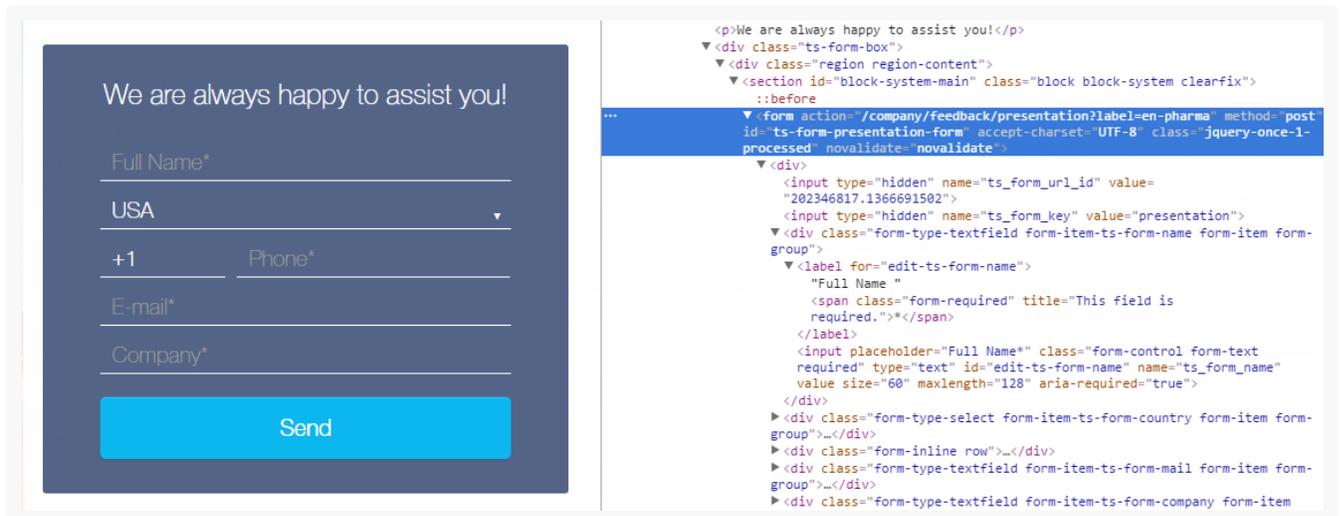
Match web form fields to the lead record fields

To fill in the lead page, replace the “css-selector” expression with the id or class of the corresponding field of the landing page form.

1. Copy the unique HTML code to any text editor.
2. Replace the “css-selector” text in the code with the corresponding selector name from the code of the landing page on your website. The procedure for viewing source code may be different in different browsers. Below is an example of filling out the [*Full name*] field in Chrome.

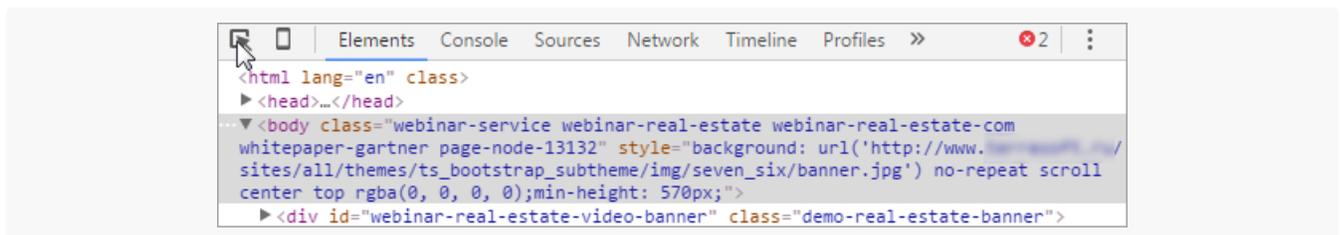
- a. Go to the landing page and open the source code (Fig. 3).

Fig. 3 – Example of a landing page source code



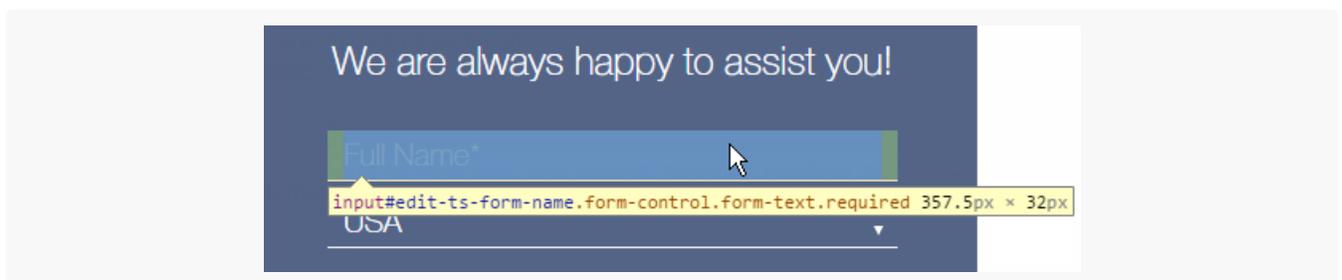
- b. Click the  icon in the source code area (Fig. 4).

Fig. 4 – Selecting a code item on the page



- c. Click the [Full name] field on the landing page (Fig. 5).

Fig. 5 – Selecting an item to view code



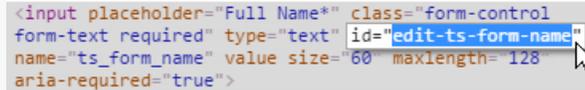
The code of the selected field will be highlighted in the source code area of the page (Fig. 6).

Fig. 6 – Highlighted code fragment that corresponds to the [Full name] field



- d. Copy the value that is contained in the "id" parameter of the source code (Fig. 7).

Fig. 7 – Copying the “id” value from the source code



```
<input placeholder="Full Name*" class="form-control
form-text required" type="text" id="edit-ts-form-name"
name="ts_form_name" value size="60" maxlength="128"
aria-required="true">
```

- e. Replace the “css-selector” of the “Name” value of the source code:

```
fields: { "Name": "#edit-ts-form-name", // Name of a visitor, submitting the page "Email":
```

Attention. You can use the “id” or “class” values to replace the “css-selector” parameters of the landing page fields. If the “id” value is used, be sure to put the “#” character before it when editing the HTML code. For example, #edit-ts-form-name.

3. Replace “css-selector” for the remaining other fields in the same manner.

Note. Delete any fields in the generated HTML code that are not used on the landing page.

Recommendations on field mapping setup

- One web form field can be mapped to several fields in Creatio. For example, the value specified by the customer in the “Name” field of your form can automatically be filled in the [*Name*] (of the contact) and [*Name*] (of the account) fields of the lead page in Creatio.
- One field of a lead page in Creatio can only be mapped to one field of your web form. We do not recommend setting up a lead page field to be auto-filled with values from two fields of your form. In that case, one of the values will overwrite the other one.
- We recommend that the mapped fields are of the same type and format. If a lookup field form is filled in by the customer with a text value that matches a lookup value, the field will be filled in with that value. For example, if your form contains a “Country” text field and the customer enters “USA” in that field, which matches a lookup value in the countries lookup, then the [*Country*] lookup field on the lead page in Creatio will be filled in with that value. There is also some additional input logic implemented for [*Country*], [*State/province*,] and [*City*] fields. In case the field values entered by the customer cannot be found in Creatio, those values will automatically be saved in the additional text fields of the [*Verification required*] block on the lead page.
- We recommend passing the unique code to the lead page when working with lookup fields since a name cannot identify a record and is not a unique key in the Creatio database. If a user has a different UI language (culture) configured, passing the name will lead to creating another record, likely to be a duplicate.
- Use radio button and drop-down lists with unique ID values as interactive UI elements for localizable lookups. Read more in the “[Set up lookup and custom field mapping](#)” block.

[Add the modified HTML code](#) to the code of the landing page on the website.

Set up lookup and custom field mapping.

Landing page web forms may use non-standard fields, such as radio buttons or drop-down lists with lookup records.

Attention. The settings below are performed by the website administrator.

Set up passing radio button values

1. Add a hidden field to the landing page html-markup. The id value of this field can be custom:

```
<input type="hidden" id=" idOfRadiobutton" />
```

2. In the “fields” block of the Creatio landing page code, set up a mapping between the lead field and the new hidden field:

```
"UsrField": "#idOfRadiobutton"
```

3. The value, selected with a radio button, must be passed to the hidden field created earlier. Add an expression that contains this value to the landing code before the fragment that calls the create a lead function (createLead):

```
var idOfRadiobutton = $('input[ name=name_of_your_radiobutton ]:checked').val();
```

4. Save the changes.

Set up passing drop-down list values

1. Add a hidden field to the landing page html-markup. The id value of this field can be custom:

```
<input type="hidden" id="fieldId" />
```

2. In the “fields” block of the landing page code, set up a mapping between the lead field and hidden field:

```
"UsrField": "#fieldId"
```

3. Before calling the lead creation function, the value selected in the list must be calculated and passed to the hidden field created earlier. Add an expression that contains this value to the landing code before the fragment that calls the createLead function):

```
var fieldId = $("#name_of_dropdown option:selected").text();
```

```
$("#fieldId").val(fieldId);
```

4. Save the changes.

After modifying these settings, the data entered on the web form via the radio button, and drop-down lists will be passed to the Creatio lead page.

To add the modified HTML code to the landing page source code:

Attention. This article covers the process of editing HTML code for a lead registration form.

After editing the generated HTML code, add it to the code of the landing page on your website. To do this:

1. Copy the entire code that you [modified earlier](#) to the clipboard.
2. Place the source code on the landing page:
 - a. Open the location of the landing page file on the server ([Fig. 8.](#)).

Fig. 8 – Location of a landing page on the server



- b. Open landing page in a text editor.
- c. Paste the generated HTML code to the source code of the landing page before the "`</body>`" tag ([Fig. 9.](#)).

Fig. 9 – Adding the modified generated HTML code to the source code of the landing page

```

301 |      ts_form_mail : {
305 |      ts_form_company : {
308 |      ts_form_country : {
311 |      },
312 |      submitHandler: function(form) {
316 |      });
317 | });
318 | </script>
319 |
320 | </body>
321 | </html>
322 |

```

- d. Click [Save].
3. Add an event that launches the "CreateLead()" function to the code of the landing page. To do this, the following code is used: `onSubmit="createLead(); return false"`. To place an event in the source code of the landing page:
 - a. Go to the "form action" tag in the source code:

```
<span class="registration">Register</span> <form action="/webinar-creatio-
```

- b. In the opening `<form>` tag, add the following code: `OnSubmit="createLead(); return false."`

```
<span class="registration">Webinar registration</span> <form action="/webinar-creatio-7-6"
```

- c. Click [Save].

After setting up the connection of the landing page to Creatio, proceed to [set up an automatic population of page fields](#) for leads created via landing pages.