

Landing Pages > All Landing Pages

The Ascent360 Landing Page Builder allows for the creation of landing pages and forms to gather information from new subscribers and prospects into the Customer Data Platform. Use the Landing Page Builder to create an Email Signup Form or to allow individuals to provide more information for segmentation purposes.

In this article:

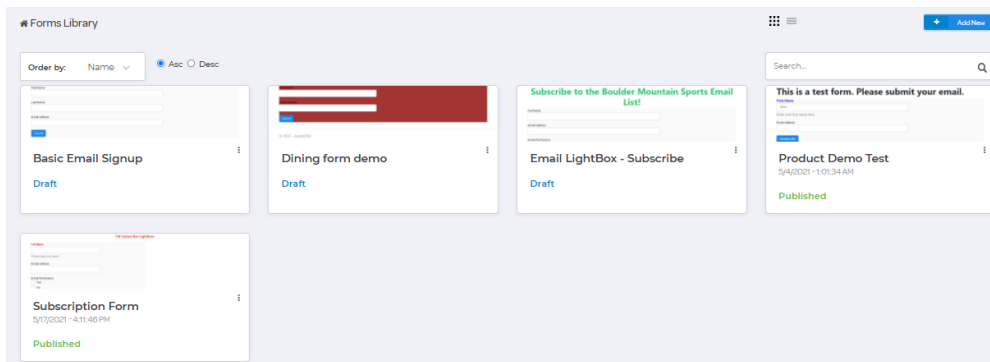
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Accessing the Ascent360 Landing Page Builder

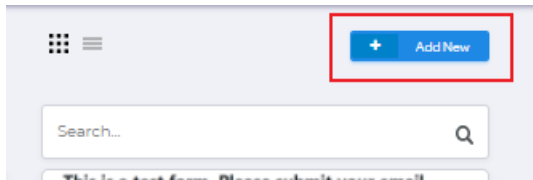
Landing Page Builder can be found under the **Landing Pages** menu. If you don't see **Landing Pages** as an option on the left-side menu, please contact support@ascent360.com or your Client Success Manager to adjust your account permissions.

The Landing Page Library allows you to create new Landing Pages or update existing pages.



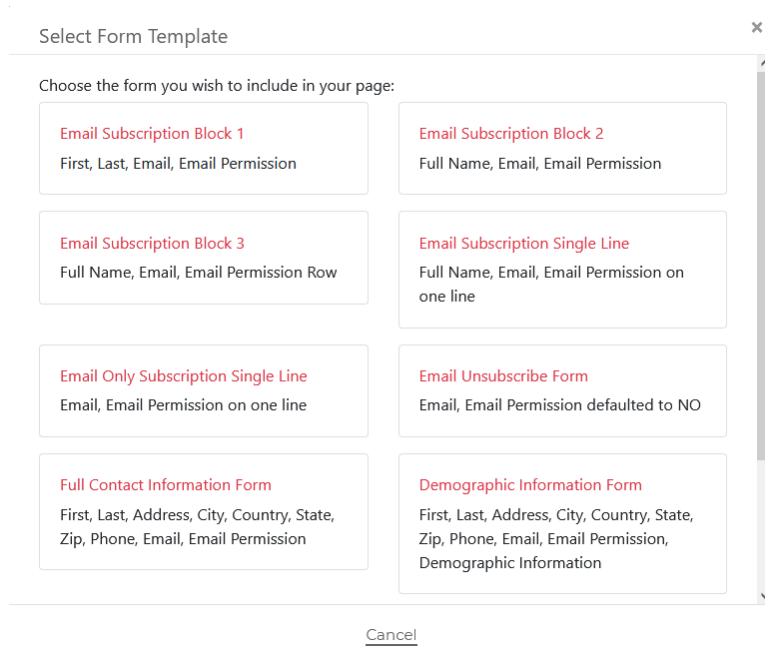
Creating a New Landing Page

Select **Add New** from the upper right corner.

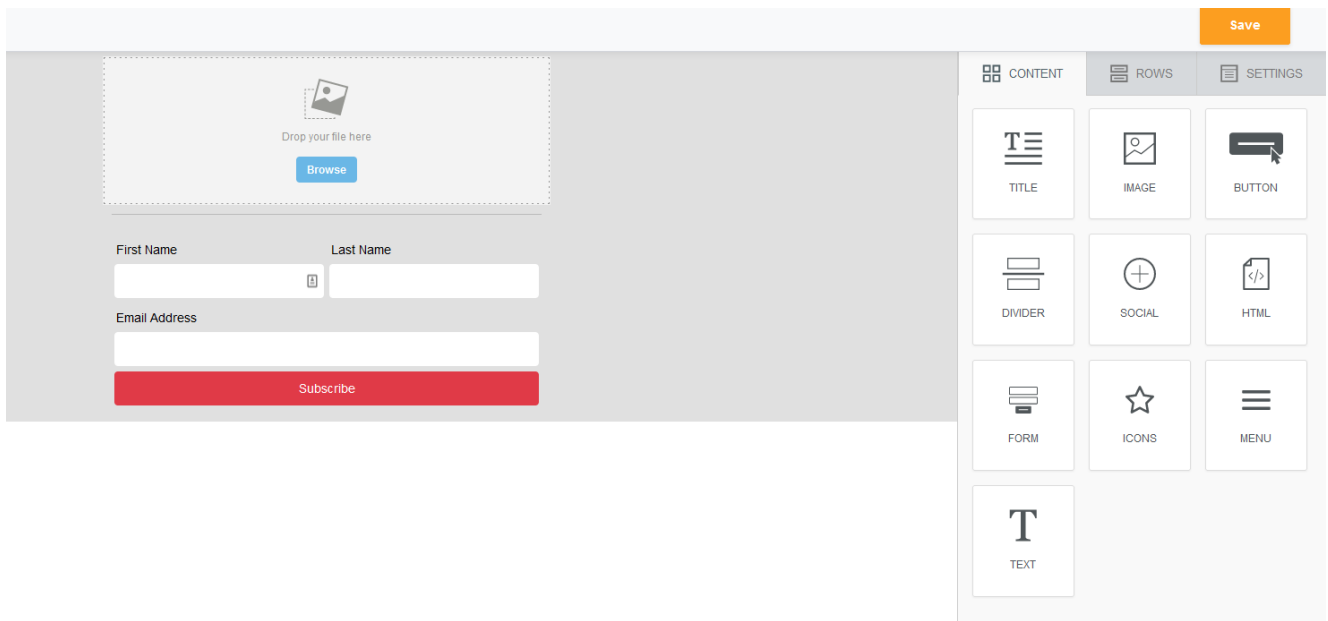


Select Landing Page and you will be brought to the **Landing Page Designer** screen.

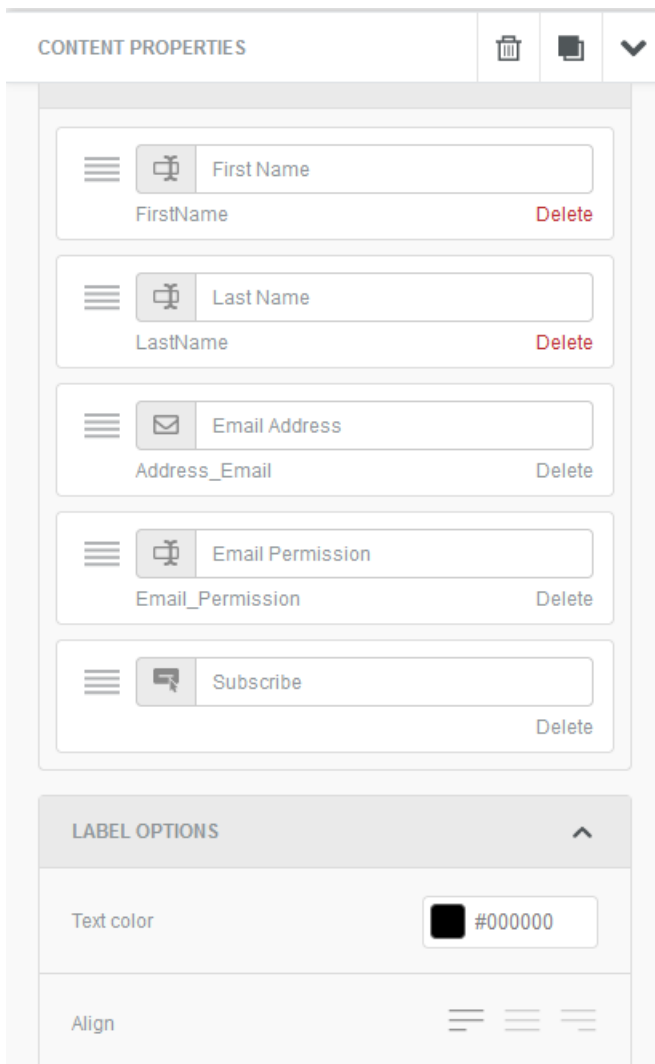
The **Templates** popup will allow you to select a Landing Page from multiple presets.



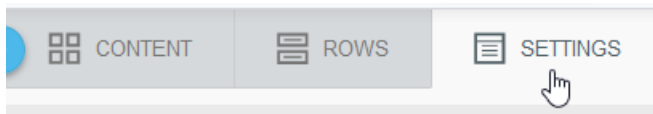
After selecting a Landing Page, you will be brought to the **Landing Page Editor**. On this page, you can add multiple rows, content blocks, and tweak the parameters of the landing page. Drag-and-drop content blocks from the right side into the canvas.



Click on a field within the editor to configure the properties of the field.

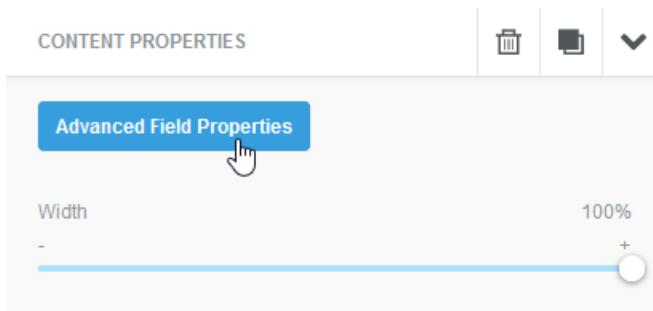


To configure global properties for the landing page, click on **Settings** on the right side menu.



Configure Advanced Field Properties

Indicate the *required*, *hidden*, or *read-only* status for each field in your form by clicking **Advanced Field Properties** in the form settings.

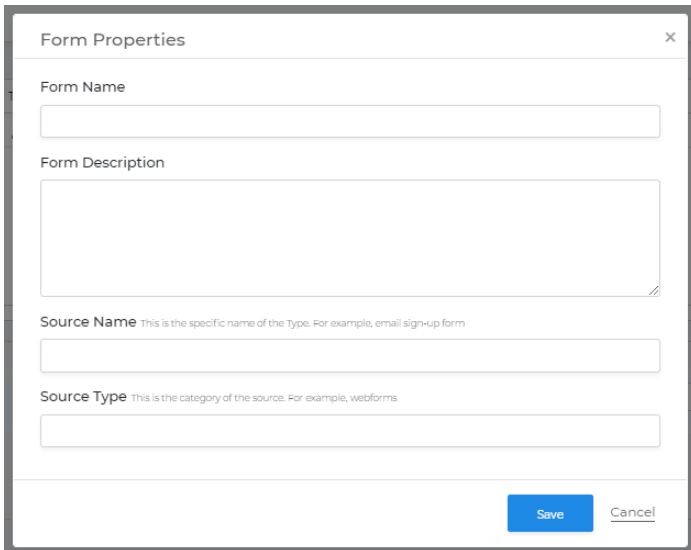


The resulting menu will allow you to determine the following properties for each field in your form:

- **Field Label:** This is the friendly name of the field the end user sees.
- **Required toggle:** Indicate if this field is required in order to make a submission on the Landing Page form.
- **Hidden toggle:** Indicate if this field is hidden from the end-user. *Hidden* fields cannot also be marked as *Required*.
- **Read Only toggle:** Indicate if this field is read-only, unable to be edited by the end user.
- **Default Value:** Configure a default value for the field.

Saving a Landing Page & Landing Page Properties

The first time you save a landing page, you will be prompted to complete the **Landing Page Properties**.

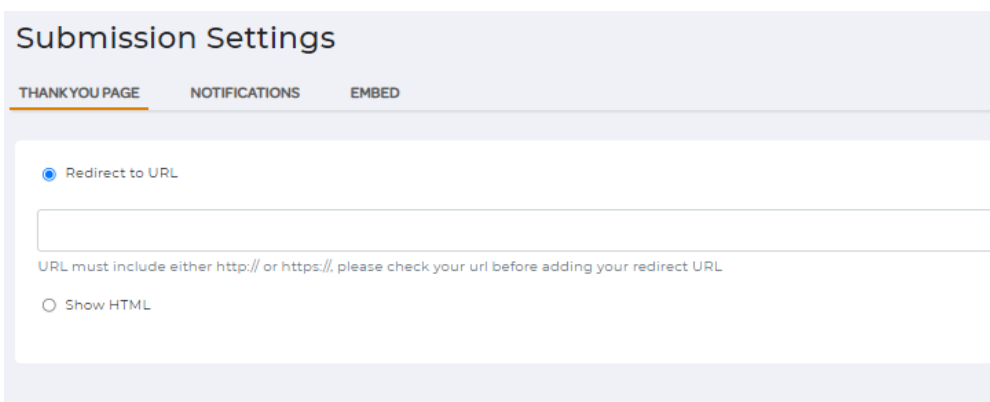
A dialog box titled "Form Properties" with a close button (X) in the top right corner. It contains four input fields: "Form Name" (a single-line text box), "Form Description" (a multi-line text area), "Source Name" (a single-line text box with a small help icon), and "Source Type" (a single-line text box with a small help icon). At the bottom right, there are two buttons: a blue "Save" button and a "Cancel" button with a thin border.

- Name: The name of the landing page that you will see in the Landing Page Library. This can be changed after you save.
- Description: An explanation of what this form is used for. This can be changed after you save.
- Source Name: The specific name of the source such as 'Email Subscription Webform'. This **cannot** be changed once you save. This is accessible in the **Audience Selector** under the Source Name field.
- Source Type: The general category of the source (multiple forms may have a Source Type = Webforms). This **cannot** be changed once you save the form. This is accessible in the **Audience Selector** under the Source Type field.

Submission Settings

After you save a landing page, you have the ability to update the **Submission Settings** for the form on the landing page.

Thank You Page

A dialog box titled "Submission Settings" with three tabs: "THANKYOU PAGE" (selected and underlined), "NOTIFICATIONS", and "EMBED". Under the "THANKYOU PAGE" tab, there is a radio button labeled "Redirect to URL" which is selected. Below it is a single-line text input field. A note below the field reads "URL must include either http:// or https://, please check your url before adding your redirect URL". At the bottom, there is another radio button labeled "Show HTML" which is not selected.

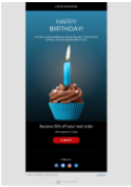
The **Thank You Page** is the page a user is directed to after submitting a form on the landing page.

1. **Redirect to URL** – Input any URL for a user to be directed to. This can be your homepage or a custom Thank You page on your own website.
2. **Show HTML** – Show custom HTML to create a page hosted by Ascent360 that is displayed after the form is submitted.

Notifications

Submission Settings

THANK YOU PAGE **NOTIFICATIONS** EMBED



[Edit](#)

From Name: Boulder Mountain Gear

From Email: info@bmg.ascent360.com

Subject Line: Happy Birthday

Send a confirmation email to people who submit this form

Send me an email for every submission with the submission details

Recipient Emails

test@ascent360.com

Please enter valid email comma-separate if multiple.

There are two options for **Notifications** after submission of a form on a landing page.

1. **Send a confirmation email to people who submit this form.** This allows you to select a draft design from the Email Design Library and will deliver an email to the user that submits the landing page form within a few minutes of submission.
2. **Send me an email for every submission with the submission details.** Check this box to receive an email containing the submission details for each submission.

Embed Details

Submission Settings

THANK YOU PAGE NOTIFICATIONS **EMBED**

Form Link

<https://forms.ascent360.com/WebForm/Viewer?f=VGCeZD4MqvsopX7xiNw6hA%3d%3d&c=6NXParrHkz0h>

Embed

```
<iframe src="https://forms.ascent360.com/WebForm/Viewer?f=VGCeZD4MqvsopX7xiNw6hA%3d%3d&c=6NXParrHkz0hLrwQLrg3EA%3d%3d" width="100%" height="100%" frameborder="0" style="border: 0;"></iframe>
```

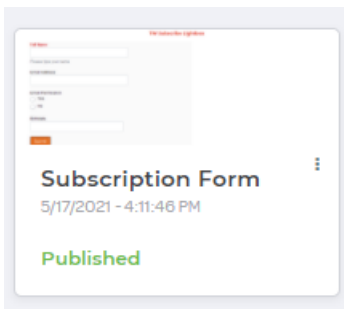
There are three options to access your published Landing Page. Regardless of how the landing page is published or accessed all data will still flow into your CDP.

1. **Landing Page Form Link:** this is a direct link to the landing page hosted by Ascent360. Any published page can be accessed this way.
2. **Embed Code:** this generates an iframe tag to embed into your website HTML.
3. **Javascript:** this generates a script tag to embed into your website HTML or JS file.

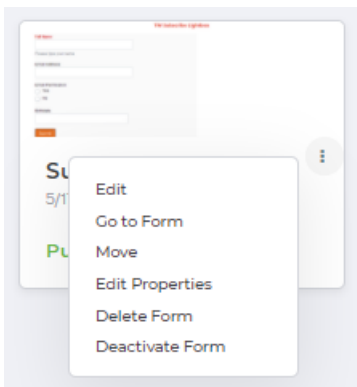
Publishing a Landing Page & Form Statuses

Once you have set-up the necessary submission settings for your landing page, you can then publish your page. As soon as you publish your page, it can begin collecting data. The data will be available in your Ascent360 CDP the following day.

After publishing, you will be directed back to the **Landing Page Library** where you will see the status of your page as **Published**.



In **Landing Page Library**, you can make changes to your existing pages.



- **Edit** – this will take you to the Landing Page Editor to update fields, styling, submission settings.
- **Go to Landing Page** – this will take you to the direct link to the Form.
- **Move** – this allows you to move a Landing Page in/out of a Folder.
- **Edit Properties** – allows for changing the name or description of the page. After initial configuration, the Source Name and Source Type of the form cannot be changed.
- **Delete Landing Page** – this will permanently remove the Landing Page. It cannot be retrieved, but all of the submission data will still be maintained in your CDP.