SimplyCast

LANDING PAGE USER GUIDE

Up to date as of 4.24.2023

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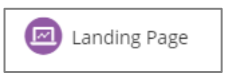
Overview

The Landing Page tool allows users to create and design landing pages that can be used as a means of providing information or gathering signups for the system. Landing pages are a way to provide the general public with a means to receive communications from you.

With the Landing Page Builder you are able to embed forms you have previously created in the Form Builder or create new ones specific to your page. Use the drag-and-drop editor to customize your pages; use the A/B split test feature to determine whether one landing page is more successful than the other; and then have the winner become the final version of your page.

Landing Page Dashboard



To set up a landing page project in SimplyCast, go to the Landing Page Dashboard. Landing Page can be found in the top bar in the Applications dropdown menu. From here, you will be brought to the main Dashboard where you are able to create a new project, copy an existing project, see a list of all the landing page projects you have already created, see the projects that have been published, as well as see any pending activation.

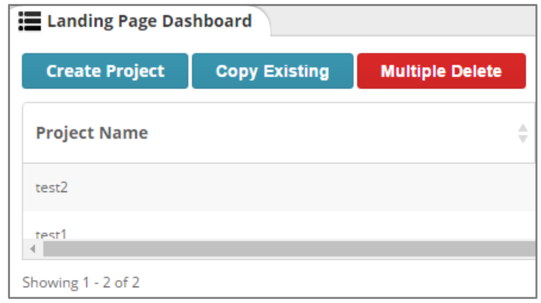
From the Landing Page Dashboard, you are able to:

Create a New Project

If you wish to create a new landing page project, there is a blue Create Project button at the top of the Landing Page Dashboard on the left-hand side in the Summary tab.

Clicking this button will direct you to the naming page where you have the ability to name the project before moving onto the main landing page project creation and scheduling process. Refer to the *Create a New Project* section to learn how to create and set up your landing page project.

View the List of Projects

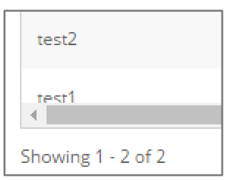


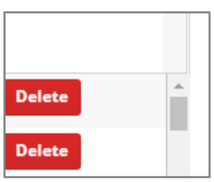
Below the Create Project button, you will see a list of all of the landing page projects you have created, with the most recent appearing at the top. If there are no projects listed, this means you have not yet created one.

There are six columns of information:

- **Project Name:** The name you gave your landing page project
- **Status:** The current project status (e.g. Incomplete, Approved)
- **Published:** Whether or not the landing page project has been published
- **Created On:** The date the project was created
- **Last Modified:** The date the project was last modified
- **Actions:** Buttons to edit, retrieve links, publish, or delete the landing page project

Find Older Landing Page Projects

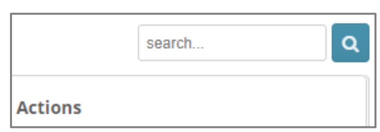




To view a project that does not immediately appear in the list:

- Navigate to the bottom of your screen where you will find the page numbers indicating the total number of landing page projects you have created.
- If there are more projects than can be displayed at once, look to the right side of the list to find a scroll bar.
- Click and drag the scroll bar to view older projects.

Search/Sort Landing Page Projects



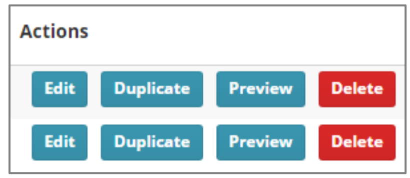
If you are looking for a particular landing page project you have already created search through your projects in the list on the Dashboard by:

- Selecting the search box that appears in the top right-hand corner of the page.
- Typing in the text you would like to search for.
- Clicking the blue magnifying glass button to search.
- To remove the search filter, click the “X” button that appears in the search box button and click the blue magnifying glass button again to return to the full list of projects.

You are also able to sort your landing pages by any table column by clicking on the name of the column in the Landing Page Dashboard. Once clicked, your list of projects will reorder automatically.

Edit / Delete Landing Page Projects

Once you have created landing page projects, they appear in a list below the blue Create Project button on the main Dashboard.



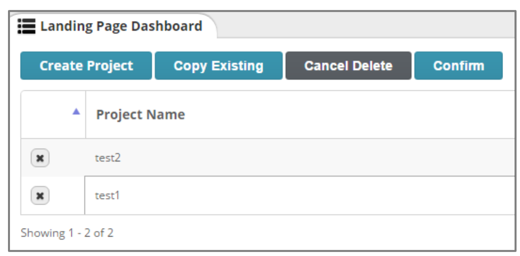
To edit a landing page project:

- Click the blue Edit button located at the far right of the screen across from the corresponding project name and underneath the Actions column.
- Make your edits in the project editor and click Save at the bottom of the page to save your edits. Or, click Dashboard to return to the main Landing Page Dashboard without making any changes.

To delete a landing page project:

- Click the red Delete button that appears to the left of the project name in the list, underneath the Actions column.

- Delete multiple projects at once by clicking the red Multiple Delete button located at the top of the list of landing pages.



- A new checkbox column will appear in the list of projects to the left of the Project Name. Check off all the boxes next to the projects you wish to delete and click the blue Confirm button at the top of the list.
- With either Delete option, a pop-up window will appear asking you to confirm the deletion. Click the blue OK button to finish deleting the project or click the Cancel button to close the pop-up without deleting the project.

[**Note:** Click the black Cancel Delete button that appears in place of the Multiple Delete button if you do not want to delete any projects.]

Get Links for Landing Page Projects

The permalink refers to the URL you can take to use in emails or other communication methods so users can access your landing page.

To obtain the permalink for a landing page project:

- Locate and click on the blue Links button that appears to the right of the project name in the list in the Actions column of the table and between the Edit and Publish buttons.
- Once this button is clicked, a pop-up window will appear with three fields:

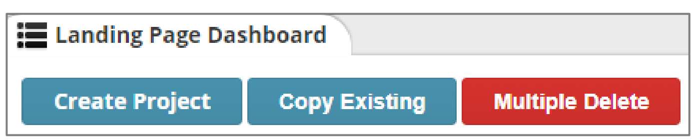
  > **Permalink:** The link to the landing page that can be used to embed the landing page on your website or in an email.
  > **Custom URL:** Contains any custom link ending that you set up during your landing page project creation. This custom ending serves as a replacement for the string of letters appearing at the end of the autogenerated link. Refer to the *Create a Custom Link* section for more information on custom URLs.
  > **QR Codes:** Contains three links to different sizes of the same unique QR code associated with your landing page. The small option links to an 82 by 82 pixel QR code, medium to a 205 by 205 pixel QR code, and large to a 410 by 410 pixel QR code. These codes can be scanned by the cameras of most phones. When the code is scanned, it links the phone to the corresponding landing page.

- Copy the link you wish to use and click the "X" button appearing in the top right corner of the pop-up to close the window.

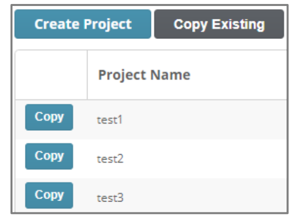
Copy Existing Landing Page Project

You can also copy the template of a landing page to create a new project.

To copy a project:



- Click on the blue Copy Existing button next to the Create Project button at the top of the list once you have created a landing page project.



- A new column will appear in the list of projects to the left of the Project Name with blue Copy buttons. Click the Copy button appearing next to the project you wish to copy.
- Enter the name of your new landing page project in the black box appearing on the page and click Save in the bottom right corner, which will let you proceed to the landing page setup process. Refer to the *Create a New Project* section for more information.
- Or, click Dashboard to return to the main Landing Page Dashboard without copying a project.

Publish/Unpublish a Landing Page Project

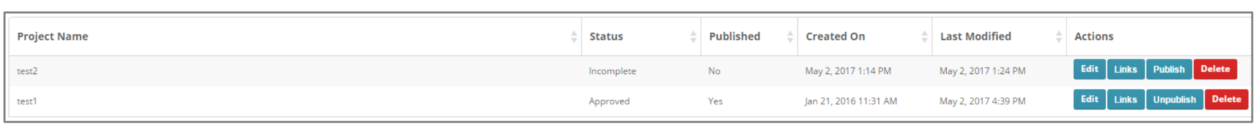
Once you have created a landing project and it is approved, you are able to publish it to the web, meaning users are able to access the page through the permalink you were provided with upon completion of the setup.

To publish/unpublish a project:

- Click on the blue Publish button that appears between the Links button and Delete button in the Actions column.
- A pop-up window will appear saying that the landing page has been published successfully.

[**Note:** The landing page will not be able to be published if the setup isn't complete.]

- To unpublish the landing page, click on the Unpublish button you will see in place of the Publish button.



Project Name	Status	Published	Created On	Last Modified	Actions
test2	Incomplete	No	May 2, 2017 1:14 PM	May 2, 2017 1:24 PM	Edit Links Publish Delete
test1	Approved	Yes	Jan 21, 2016 11:31 AM	May 2, 2017 4:39 PM	Edit Links Unpublish Delete

Access Landing Page Reports

You can view reports for any landing page project that has been created within the account. To enter the main Landing Page Reporting page in the SimplyCast Reporting interface, navigate to the list of tabs on the left-hand side of the screen in the Landing Page Dashboard. Click the Reports tab, which will take you to the Reporting page where all the information received for that particular project will be displayed. For more information about reports, refer to the *Reports* section.

Create a New Project

Once you have clicked on the blue Create Project button in the Landing Page Dashboard, you will be directed to the first page of the landing page setup process.

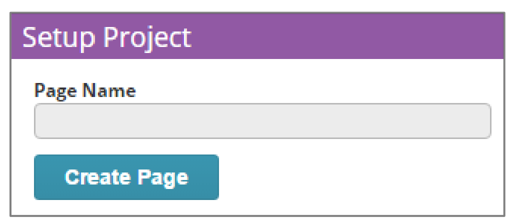
First, you must name your project in the field in the black box to the left of your screen. Once you have entered a name into the field, click the blue Next button at the bottom side of your screen.

After clicking the blue Next button, you will be directed to the Landing Page setup page. This step in the process allows you to create the different pages that will be a part of your landing page project.

[**Note:** You must create at least one landing page, however you are able to create as many as you like within the same Landing Page project. The multiple pages will serve as either an A/B split test (with only one of them randomly generating when someone clicks on the link to the landing page), or as part of regional traffic settings (a specific page appearing depending on where the clicker is located). These settings will be configured later on in the Landing Page setup process. Refer to the *Landing Page Settings* section more information.]

On the setup page in the Landing Page project, you are able to:

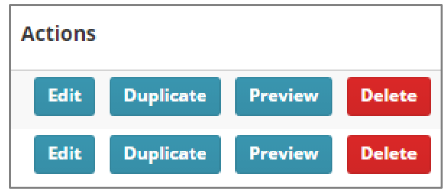
Name and Create a New Page



In the first section on this page you will see the Page Name field where you are asked to provide a title for the landing page you are about to create. Once you have entered a name, click on the blue Create Page button located below this field. Refer to the *Landing Page Editor* section to learn how to configure your landing page.

View the List of Created Pages

In the second section of the page, you will see a table listing all of the landing pages (if any) you have created within this project.



In this table there are four columns of information:

- **Page Name:** The title you gave your page in the first section of the setup process
- **Created On:** The date and time the particular page was created
- **Last Modified:** The date and time the particular page was last edited
- **Actions:** Contains four buttons allowing for specific actions to be taken on a particular page: Edit, Duplicate, Preview, or Delete

Edit a Page

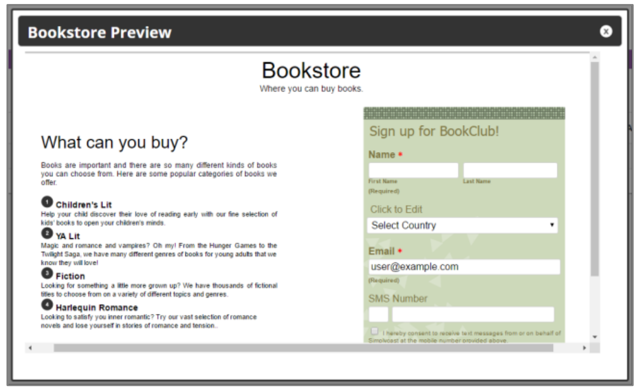
To make changes to a page in your landing page project, navigate to the Actions column in the table containing your created pages. You will see a blue Edit button you can select to proceed to the Editor for the page. Refer to the *Landing Page Editor* section for more information. Once you have finished making changes to the page, click through the rest of the setup process by clicking the blue Next button in the bottom right-hand corner of your screen to return to the main project setup page.

Duplicate a Page

To create a copy of one of your pages, locate the blue Duplicate button in the Actions column of the table containing all your created pages. Upon clicking this button, a pop-up window will appear asking you to confirm whether you would like to create a duplicate of the page. Click the blue OK button to confirm the duplication or Cancel to close the pop-up without duplicating the page.

[**Note:** There is a message in this pop-up window that warns if the Strategy is set as fixed for this page, the page's traffic settings will be split between the original page and the duplicated one. Refer to the *Determine Page Traffic Strategy* section for more information on traffic strategies.]

Preview a Page

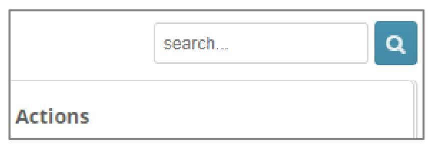


To preview how your page will look when it has been published, locate the blue Preview button in the Actions column in the list of created pages. Clicking this button will cause a pop-up window to appear showing the content of the landing page as it will appear once the page is published.

Delete a Page

To delete a page from your landing page project, navigate to the Actions column located in the table of created pages. You will see the red Delete button next to the Preview button. Clicking the Delete button will cause a pop-up window to appear asking you to confirm the deletion of the page. Click the blue OK button to delete the page or Cancel to close the pop-up without deleting the page.

Search/Sort Pages



To search through your pages in the table:

- Select the search box that appears in the top right-hand corner of the section.
- Type in the text you would like to search.
- Click the blue magnifying glass button to search.
- To remove the search filter, click on the “X” button that appears in the search box button and click the blue magnifying glass button again to return to the full list of available pages.

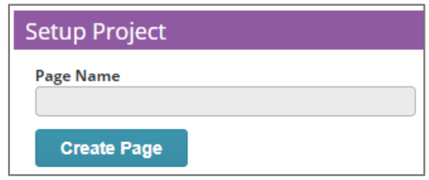
You are also able to sort your pages by any table column by clicking on the name of the column in the list of pages in the landing page project.

Go to Summary

In the black box on the left side of your screen, you will see a blue Go to Summary button, which when clicked, will direct you to the next step in the Landing Page setup process where you are able to configure the landing page’s link as well as enable or disable the various pages created as part of the project. Refer to the *Landing Page Summary* section for more information on the Summary page.

Landing Page Editor

To configure the appearance and settings for your landing page, you must first create a new page within the landing page project. This can be done by entering a name for the page in the first section on the Setup page and clicking the blue Create Page button that will lead you to the Landing Page Editor. Alternatively, if you have already created a landing page within the project, you can enter the editor by clicking the blue Edit button found in the Actions column.



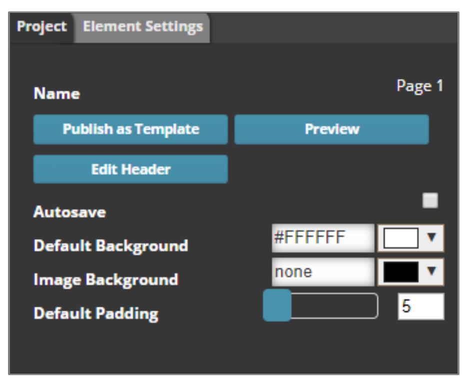
Upon arriving in the Landing Page Editor for the first time when creating a page, the first page you will encounter is the Templates page where you are able to select a template to use as a base for your landing page. Select the template you wish to use from the available options, then click the Use This Template button to proceed to the next stage of the editor, or click Cancel to choose another template.

[**Note:** Any templates you have created from previous landing page projects will appear on this page as well. Refer to the *Publish as a Template* section for more information on creating templates.]

The next step in the Editor is the Landing Page Setup page where you can take the chosen template and modify it however you like using different elements and settings (or begin building your landing page from the ground up).

On this page of the Landing Page setup process, you must:

Configure the Project Settings

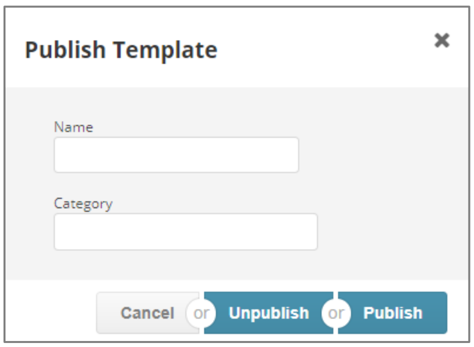


The project settings section can be found in the Project tab in the black box on the left-hand side of your screen. At the top of the black box, the Project tab is located on the left side of the three tabs. The first thing you see in this tab is the name of your landing page project. Make sure to select the entire landing page project and not just a single element by clicking on the gray area outside of the landing page template so the entire perimeter of the page is highlighted by a dotted line.

Below the name in the Project tab, there are seven items you can configure:

Publish as a Template

The first button is the blue Publish as Template button. This button will allow you to add your completed landing page to the list of templates you can choose from when creating a new landing page.



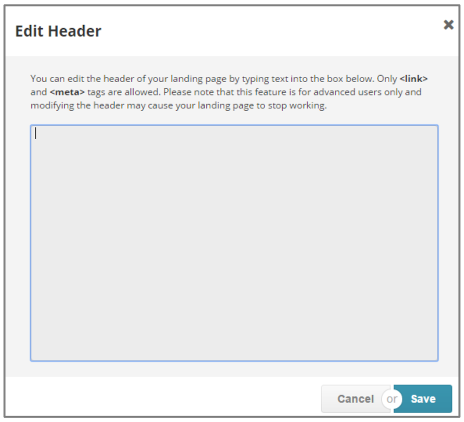
When you click the Publish as Template button:

- A pop-up will appear where you will be asked to name your template.
- The second field in the pop-up allows you to type in the name of the category you want the template to appear under when choosing a new landing page template. Create a new category by entering a new name in this field.
- To publish your landing page template, click the blue Publish button found at the bottom of the pop-up. Alternatively, click the gray Cancel button to close the pop-up without creating the template.
- To remove the template from the list appearing on the template selection page, click the Unpublish button appearing in this pop-up window.

Preview

The second button in the Project tab is the blue Preview button. Clicking this button will open a new window in your browser that will display your landing page exactly how it will appear once it has been published.

Edit Header



The third button in the Project tab is the blue Edit Header button. Clicking this button will open a pop-up window you can use to edit the top header portion of the landing page using <link> and <meta> tags.

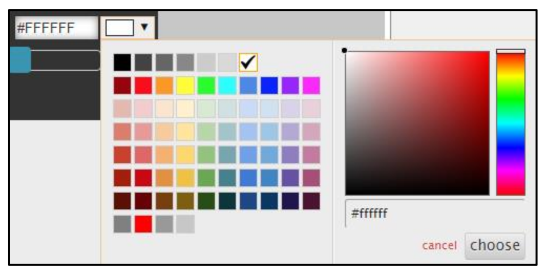
[**Note:** This feature is recommended for advanced users only. Modifying the header may cause your landing page to stop working.]

Autosave

The Autosave checkbox appears directly below the three blue buttons. Checking off this box will save your progress about every 30 seconds.

Default Background

The field located below the Autosave field in the black box to the left-hand side of your screen in the Landing Page Editor is where you are able to set the default background color of any landing page element you drag into your landing page after the default is set.



To choose a color:

- Click on the color dropdown menu in this field and a color selector will appear, or enter the hex code of the color in the field next to the dropdown.
- Or, choose your desired color from the pre-set swatches on the left side of the selector dropdown or use the right side to manually choose a color.
- Click the Choose button at the bottom right side of the color selector to lock in your color or click Cancel to close the selector dropdown without picking a new color

Image Background

The field below the Default Background field in the black box to the left-hand side of your screen in the Landing Page Editor is where you are able to set the default background color of any image element you drag into your landing page that will show up if the image cannot be displayed to the recipient. Refer to the above section to learn how to use the color selector tool.

Default Padding

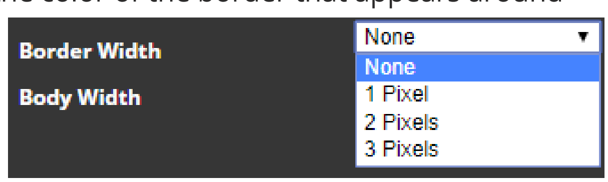
The last field to look at in the left-hand black box on the Landing Page Editor screen is the Default Padding field. This field lets you determine how much spacing you would like between your landing page content and the outside edges of the page. Click and move the blue slider either to the right or left to change the number of pixels for padding, or simply enter the pixel number in the textbox to the right of the slider.

Configure Main Element Settings

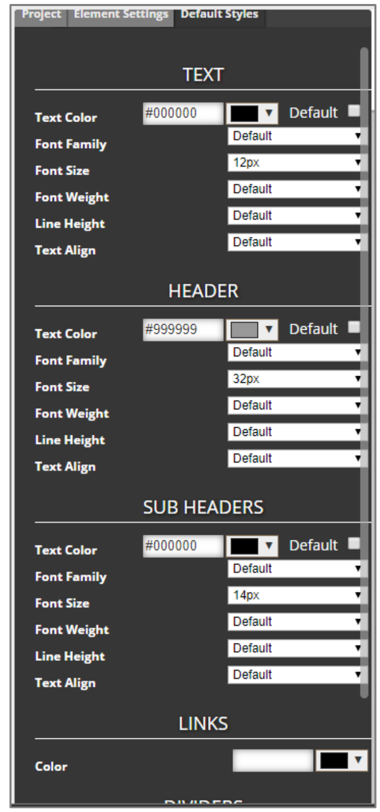
After you have configured your Project Settings, you can move onto altering some general settings for the appearance of the background behind the main landing page. These settings can be found in the Element Settings tab at the top of the black box.

In this tab there are four options:

- **Background Color:** This field allows you to change the color of the background screen behind the landing page. You can do this by entering the code for the desired color (if known) into the field provided or click on the dropdown button to bring up a selection of colors to choose from. You can also choose a custom color by using the color selector tool on the right side of the dropdown. Refer to the *Default Background* section to learn how.
- **Border Color:** This field allows you to change the color of the border that appears around the outside of the landing page. You can do this by entering the code for the desired color (if known) into the field provided or click on the dropdown button to bring up a selection of colors to choose from. You can also choose a custom color by using the color selector tool on the right side of the dropdown. Refer to the *Default Background* section to learn how.



- **Border Width:** This field refers to how wide you would like the landing page's border to be in terms of pixels. Select whether you would like your border to be one, two, three, or zero pixels wide from the dropdown list in this field.
- **Body Width:** This field refers to the total width of your landing page. Use the slider next to the field in the black box to the left of your screen to increase or decrease the maximum width of the landing page body in pixels.



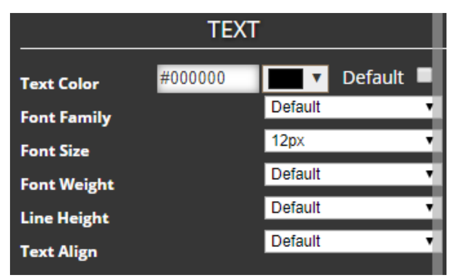
Configure Project's Default Styles

The third tab found in the left-hand black box is the Default Styles tab. This tab allows you to set the styles that are applied when using the Style dropdown located in some of the elements' editors. This tab is useful if you would like to easily set up a block style format for your entire landing page instead of manually formatting each individual section.

[**Note:** Should you wish to alter any of the following settings once you have added elements to your page, simply click your mouse outside of the main landing page body to be able to change these main project settings. Make sure to select the entire landing page project and not just a single element by clicking on the gray area outside of the landing page template so the entire perimeter of the page is highlighted by a dotted line.]

There are 5 sections in this tab:

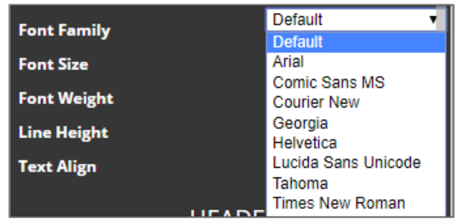
Text



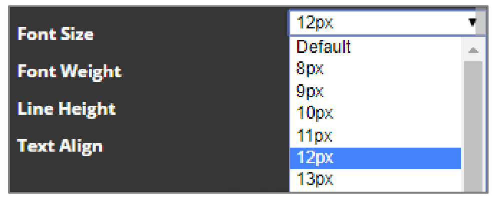
The first section in the main project's Default Styles tab is the Text section where you can configure some of the default text style formatting for the main body text in the landing page.

There are six fields in this section:

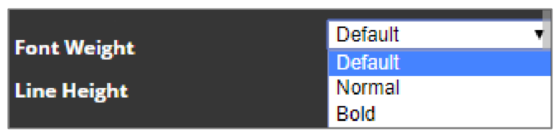
- **Text Color:** This option allows you to set a default color for the main body text of your page. Enter the code for the desired color (if known) or click the dropdown button to bring up a selection of colors to choose from. You can also choose a custom color by using the tool on the right side of the dropdown. Refer to the *Default Background* section to learn how. Check off the Default checkbox if you would like to make dark gray the default text color for your landing page.



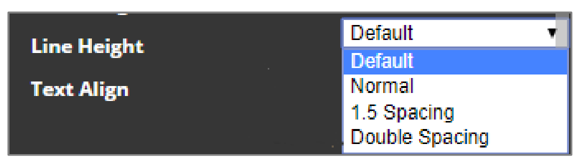
- **Font Family:** This option allows you to set a standard font for the page by choosing from a selection of options in the corresponding dropdown menu. Choosing the Default option from the dropdown means the page font will be set according to each recipient's browser text default and therefore could appear different depending on the application they use to access the landing page.



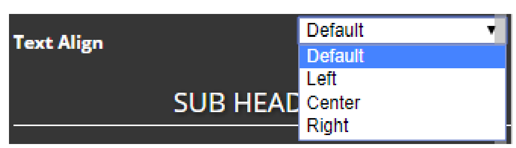
- **Font Size:** This option allows you to determine a standard size for the main text of your landing page. Choose your desired font size in pixels from the field's dropdown menu. The Default option that is available means the text size will be set according to each recipient's browser default and therefore could differ depending on the application they use to access the page.



- **Font Weight:** This option allows you to determine whether the standard appearance of the landing page body text should be bolded or normal. Choose your desired option from the dropdown menu provided. The Default option available means the font weight will be set according to recipients' browser default. There could be differences in appearance depending on the application they use to access the landing page.



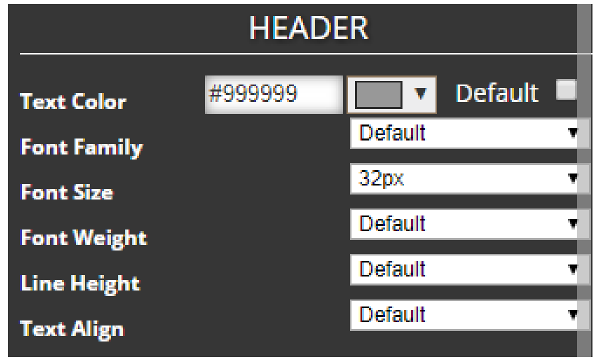
- **Line Height:** This option allows you to set a standard line spacing format for the body text of your page. You are able to choose from the dropdown menu in this field whether your text should be spaced normally (1.0), at 1.5, or double-spaced by default. Or, you can choose the Default option in the dropdown, which will set the text spacing according to each recipient's browser default



- **Text Align:** This option allows you to set the standard positioning of the main landing page text. Choose whether you would like the page text to align to the right, left, or center of the landing page from the dropdown menu provided.

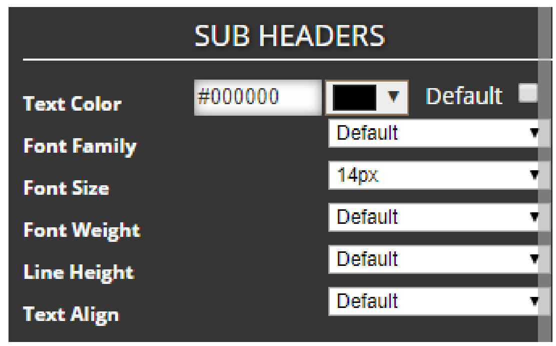
[**Note:** In terms of the Default option available with some of these fields, due to the varied nature of web and email browsers, it is recommended you limit the use of this option in order to avoid formatting inconsistencies in your landing page.]

Header



Whereas the Text section of the main project's Default Styles tab deals with the text in the main body of the landing page, the second section is the Header section where you can configure the default text style formatting for any headers/section titles that may appear on the page. The same six options are available in this section as the above *Text* section.

Sub Headers



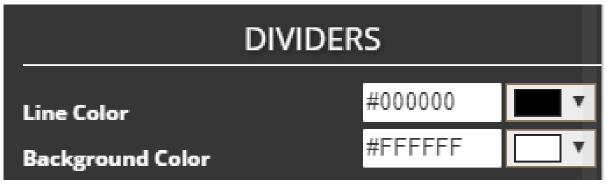
The third section of the main project's Default Styles tab is the Sub Headers section where you can configure some of the default text style formatting for any of the smaller headers/titles that may appear on the landing page. The same six options are available in this section as the above *Text* and *Header* sections.

Links

The Links section of the main project's Default Styles tab is where you can set the default color of any of the hyperlinks that may appear in the landing page. Enter the code for your desired color (if known) or click on the dropdown button to bring up the selection of colors to choose from. You can also choose a custom color by using the tool on the right side of the dropdown.

Dividers

The Dividers section of the main project's Default Styles tab is where you can set the default colors for the divider line itself, or the background color for any Divider elements in the landing page. Enter the code for your desired color (if known) or click on the dropdown button in either field to bring up the selection of colors to choose from. You can also choose a custom color by using the tool on the right side of either dropdown.



Add/Edit Landing Page Elements

After you have configured your Project Settings, you can move onto altering the elements and content of your landing page. To begin, drag and drop any of the landing page elements found in the top bar of the Editor into the landing page template.

These elements are:

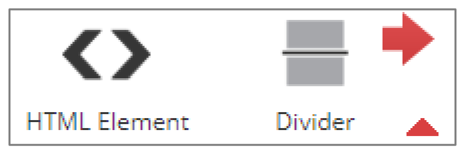
- **Text Block:** Add some text content to the landing page using formatting tools.
- **Image Block:** Add an image to your page.
- **Caption Left:** Insert a right-aligning image into your landing page with the ability to add a caption on the left-hand side.
- **Caption Right:** Insert a left-aligning image into your landing page with the ability to add a caption on the right-hand side.
- **Caption Below:** Insert a centered image into your landing page with the ability to add a caption underneath.
- **Social Following:** Add a bar of buttons you can configure to allow landing page recipients to follow you on social media sites.
- **Social Sharing:** This element allows you to add a bar of buttons you can configure to allow recipients to share the landing page on social media sites.
- **Slideshow:** Add a slideshow comprised of images and video with customizable options and transitions. Refer to section *Add Content to Slideshow Element* to learn how to add images to your slideshow.
- **Video:** Embed videos onto your landing page from Vimeo or YouTube.

- **Form:** Add a form to your landing page that you can create using the Form Builder. Refer to the *SimplyCast Form Builder & Survey User Guide* for more information application and embed onto the landing page.

[**Note:** You can only have one form element on your landing page.]

- **PayPal:** Add a PayPal button to your landing page to link an item you would like to sell through PayPal.
- **Call to Action:** Place a button on your page for recipients to click in order to perform an action such as signing up for more messages.
- **HTML Element:** Add custom HTML coding to your landing page.
- **Divider:** Add a divider line to separate your landing page sections.
- **QR Check-In:** Creates an element that allows Check-in QR codes sent through email to be scanned using a camera on the device that has the landing page open in order to check a contact in or out of a facility.

[**Note:** Click on the red arrow buttons that appear on the far right and left sides of the elements in the top bar to view other elements that may not be immediately visible.]

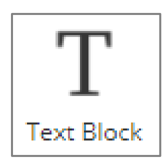


[**Note:** To hide the element selection bar at the top of your workspace, click on the smaller, red arrow located on the far right of the bar.]

After you select at least one of these elements to add to your landing page, you can configure them in the black box to the left of your screen. In this black box, you will see different fields depending on the element you choose. These are located in the Element Settings tab and the Default Styles tab that is also available with some elements.

Here are the fields broken down by element:

Text Block Element



After adding a Text Block element, configure its Element Settings in the black box on the left-hand side of the screen. To configure the Text Block element, you have the following options broken down into three categories: Text Block, Column, and Row.

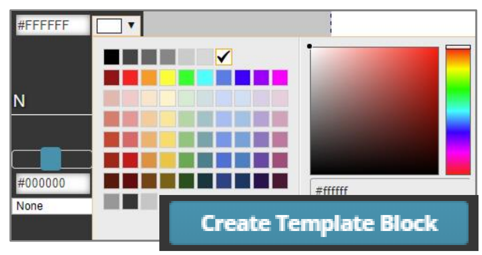
In the first category, Text Block, you have the following options:

- **Edit Text**: A blue button at the top of the black box on the left side of your screen

that allows you to open the text editor from the right of your screen, where you can type in your desired content for the element. In the editor you are provided with some basic formatting tools to use while creating your content. Refer to the following sections to learn more about the Text Editor.

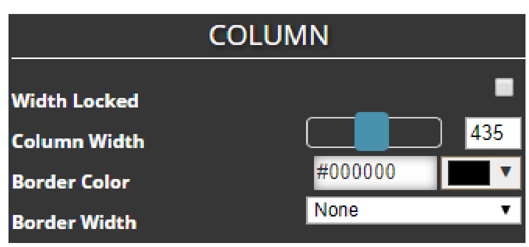
- **Edit HTML**: A blue button at the top of the black box to the left of your screen. When clicked, it opens up the HTML editor pop-up where you can edit the HTML code for the landing page content. This button is recommended for use by more experienced users.
- **Padding Top/Right/Bottom/Left**: The amount of extra space that appears between the sides of a particular element's content and the edges of the element. Click and drag the slider appearing next to any of these fields to increase or decrease the amount of space.

- **Padding Lock**: Force the Padding Top/Left/Bottom/Right sliders to move in unison, ensuring an equal amount of space on each side of the element's content. Click the checkbox in this field to lock the element's padding, or uncheck this option if you do not want to lock padding for all sides.
- **Background Color**: Change the color of the element's background by entering the code for the desired color (if known) into the field provided or click of the dropdown button to bring up a selection of colors. You can also choose a custom color by using the tool on the right side of the dropdown. To revert to the default background color, click the Default checkbox to the right of the dropdown.



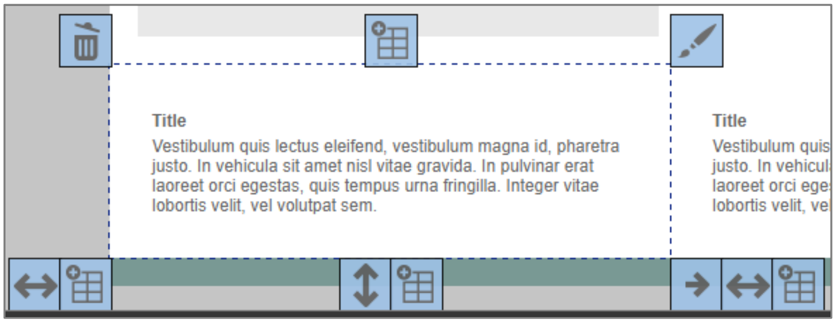
- **Create Template Block**: A blue button in the black box on the left side of your screen that allows you to create a template of the chosen landing page element that you can re-use in future projects. To learn how to use this option, refer to the *Creating a Template Block* section.
- **Conditional Visibility**: A blue button that when selected, opens the Conditions interface. Allows the element to be hidden except when a contact viewing the landing page meets the condition configured in the element's conditions. To learn how to configure conditions, view the Configuring Conditional Visibility section.

In the next category, Column, you have the following options:



- **Width Locked**: Prevent the width of a particular element on the landing page from changing with the addition or removal of other elements to the page. Click on the checkbox in this field to lock the width of the element. You are not able to lock the width of all of the columns in a row. You must unlock at least one other column before checking off this checkmark.

- **Column Width**: Determine the width of the landing page. When an element is selected on your page, there will be blue boxes located around the edges of the element. On the left and right sides of the element you will see two boxes with two arrows in each. Click and drag either of these boxes to the left or right to change the width of the page. You will notice the toggle in the left-hand black box next to this corresponding field will move to the left or right depending on which way you are dragging the page.



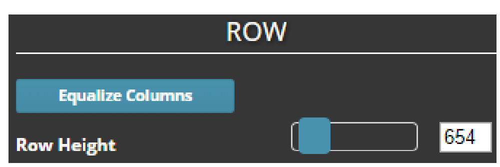
[**Note:** To add a new column to your landing page, refer again to the blue boxes that appear on the outside of an element when it is selected. You will see one on the right with a table image on it with a "+" sign. Clicking this right-hand button will add a new column to your page.]

- **Border Color**: The color of the edges of the particular element on your landing page. Change this by entering the code for the desired color (if known) into the field provided or click on the dropdown button to bring up the selection of colors to choose from. You can also choose a custom color by using the tool on the right side of the dropdown.

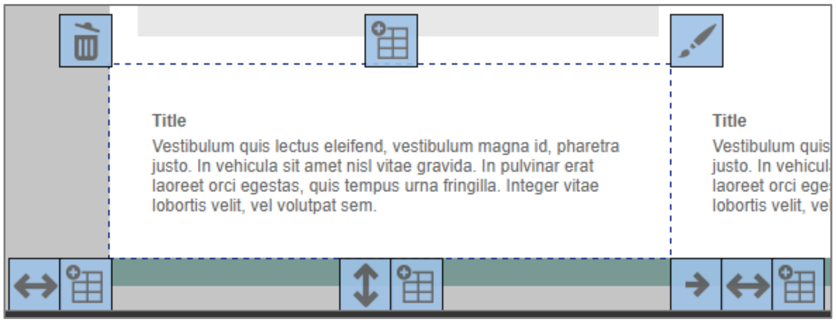
- **Border Width**: How wide you would like the element's border to be in terms of pixels. This field may also be referred to as Box Border Width depending on the element selected. Select whether you would like your border to be one, two, three or zero pixels wide from the dropdown list in this field.

In the Row category, you have the following options:

- **Equalize Columns**: A blue button in the black box allowing you to ensure any columns in your landing page are equal in width. The Equalize Column Button looks at columns in the row of content and make their width equal. Click the button to activate.
- **Row Height**: The vertical height of the element you are editing. Click and drag the slider that appears in



this field to make the element taller or shorter as necessary, or enter the desired number of pixels in the number field to the right of the slider.

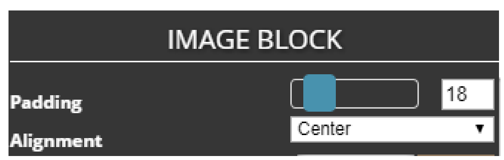


[**Note:** To add a new row to your landing page, refer to the blue boxes that appear on the outside of an element when it is selected. You will see one on top of the selected element with a table image on it with a "+" sign. Clicking this top button will add a new row to your page.]

Image Block Element

After adding an Image Block element, configure its Element Setting in the black box on the left-hand side of the screen.

To configure the Image Block element, you have the following options:

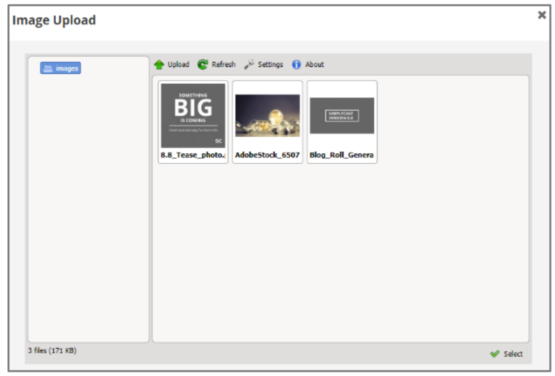


- **Padding**: The amount of extra space that appears between the edges and content of the element, or between any text and images in the element. To set the padding for the element, click and drag the slider located in the left-hand black box in the corresponding field.
- **Alignment**: Choose where you wish the text, image, or video to sit on your page depending on the element. Select your position (left/right/center) from the dropdown list located in the left-hand black box.

- **Background Color**: Change the color of the image element's background. You can do this by entering the code for the desired color (if known) into the field provided or click on the dropdown button to bring up a selection of colors. You can also choose a custom color by using the tool on the right side of the dropdown.
- **Border Color**: The color of the edges of the particular element on your landing page. You change this by entering the code for the desired color (if known) into the field provided or click on the dropdown button to bring up the selection of colors to choose from. You can also choose a custom color by using the tool on the right side of the dropdown.

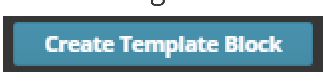
- **Border Width**: How wide you would like the element's border to be in terms of pixels. Select whether you would like your border to be one, two, three or zero pixels wide from the dropdown list in this field.
- **Hide on Mobile**: Make your landing page more mobile friendly by blocking the element it is associated with from appearing on mobile devices. Click this checkbox in the left-hand black box if you would like the element not to show up in the mobile version of your landing page.

- **Change Image**: Choose an image from your device to add to the element. Click on the blue Choose Image button located in this field (or within the element itself) and a pop-up will appear where you can search through your files and choose the image you wish to upload. Click Select at the bottom right corner of the pop-up to add the image to the page. To delete an image from the page, click on the "X" button to the right of the Choose Image button.



- **Image Width/Height**: Modify the vertical and horizontal sizing of an image. Click and drag the sliders located in the corresponding fields in the black box to the left of your screen to change the width and height of the image.

- **Lock Aspect Ratio**: Ensure the original proportions of any images in the element are maintained even if you decide to modify the image height or width. Click this checkbox to lock the image's original proportions.
- **Alt Text**: The text that will be displayed on the landing page if the recipient's browser does not allow them to view the images in the element. This text is also what will be read by screen readers for the visually impaired. Type the text you would like to use in the textbox located in the left-hand black box on the side of your screen.
- **Link URL**: Add a hyperlink to the image you've added, directing those who click on the image to a web address of your choosing. Click on the textbox in this field located in the left-hand black box and type in the URL of the site you wish to be associated with this image.



- **Create Template Block**: A blue button in the black box on the left side of your screen and allows you to create a template of the chosen landing page element you can re-use in future projects. To learn how to use this option, refer to the *Creating a Template Block* section.
- **Conditional Visibility**: A blue button that when selected, opens the Conditions interface. Allows the element to be hidden except when a contact viewing the landing page meets the condition configured in the element's conditions. To learn how to configure conditions, view the Configuring Conditional Visibility section.

Caption Left/Right/Below Elements

After adding a Caption Left/Right/Below element, configure its Element Settings in the black box on the left-hand side of the screen.

To configure the Caption Left/Right/Below element, you have the following options:

- **Edit Text**: A blue button at the top of the black box on the left side of your screen that allows you to open up the text editor from the right side of your screen where you can type in your desired content for the element. In the editor you are provided with some basic formatting tools to use while creating your content. Refer to the following chapters to learn more about the Text Editor.
- **Edit HTML**: A blue button at the top of the black box to the left of your screen. When clicked, it opens up the HTML editor pop-up where you can edit the HTML code for the landing page content. This button is recommended for use by more experienced users.

- **Padding Top/Right/Bottom/Left**: The amount of extra space that appears between each side of a particular element's content and the edges of the element. Click and drag the slider appearing next to any of these fields to increase or decrease the amount of space.

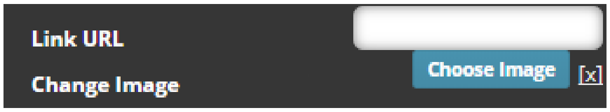
- **Lock Padding**: Force the Padding Top/Left/Bottom/Right sliders to move in unison, ensuring an equal amount of space on each side of the element's content. Click the checkbox in this field to lock the element's padding, or uncheck this option if you do not want to lock padding for all sides.

- **Image/Text Padding**: The amount of extra space that appears between the edges and content of the element, or between any text and images in the element. To set the padding for an element, click and drag the slider located in the left-hand black box in the corresponding field.
- **Background Color**: Change the color of the element's background. You can do this by entering the code for the desired color (if known) into the field provided or click on the dropdown button to bring up a selection of colors. You can also choose a custom color by using the tool on the right side of the dropdown. To revert to the default background color, click the Default checkbox to the right of the dropdown.

- **Hide on Mobile**: Make your landing page more mobile friendly by blocking the element it is associated with from appearing on mobile devices. Click this checkbox in the left-hand black box if you would like the selected element not to show up in the mobile version of your landing page.
- **Alt Text**: The text that will be displayed on the landing page if the recipient's browser does not allow them to view the images in the element. This text is also what will be read by

screen readers for the visually impaired. Type the text you would like to use in the textbox located in the left-hand black box on the side of your screen.

- **Link URL**: Add a hyperlink to the image you've added, directing those who click on the image to a web address of your choosing. Click on the textbox in this field located in the left-hand black box and type in the URL of the site you wish to be associated with this image.



- **Change Image**: Choose an image from your device to add to the element. Click on the blue Choose Image button located in this field (or in the element itself) and a pop-up will appear where you can search through your files and choose the image you wish to upload. Click Select at the bottom right corner of the pop-up to add the image to the page. To delete an image from the page, click on the "X" button to the right of the Choose Image button.
- **Image Width/Height**: Modify the vertical and horizontal sizing of an image by clicking and dragging the sliders located in the corresponding fields in the black box to the left of your screen to change the width and height of the image.
- **Lock Aspect Ratio**: Ensure the original proportions of any images in the element are maintained even if you decide to modify the image height or width. Click this checkbox to lock the image's original proportions.

- **Create Template Block**: A blue button in the black box on the left side of your screen and allows you to create a template of the chosen landing page element you can re-use in future projects. To learn how to use this option, refer to the *Creating a Template Block* section.

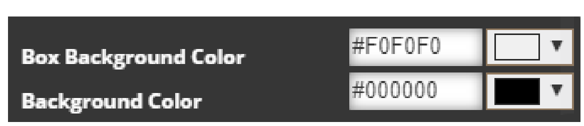
- **Conditional Visibility**: A blue button that when selected, opens the Conditions interface. Allows the element to be hidden except when a contact viewing the landing page meets the condition configured in the element's conditions. To learn how to configure conditions, view the Configuring Conditional Visibility section.

Social Following Element

After adding a Social Following element, configure its Element Settings in the black box on the left-hand side of the screen.

To configure the Social Following element, you have the following options:

- **Box Background Color**: Change the background color of the box containing the social platform buttons on your landing page. Do this by entering the code for the desired color (if known) into the field provided or click on the dropdown button to bring up a selection of colors. You can also choose a custom color by using the tool on the right side of the dropdown.
- **Background Color**: Change the color of the element's background. Do this by entering the code for the desired color (if known) into the

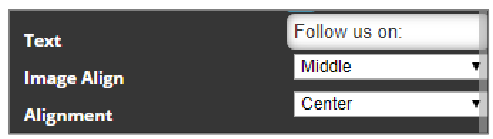


field provided or click on the dropdown button to bring up a selection of colors. You can also choose a custom color by using the tool on the right side of the dropdown.

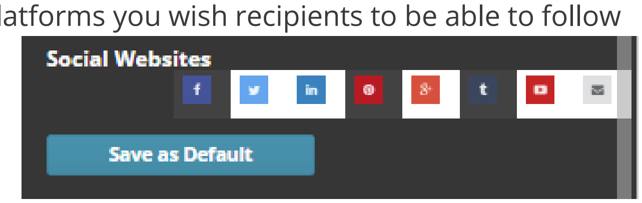
- **Padding**: The amount of extra space that appears between the edges and content of the element, or between any text and images in the element. To set the padding for the element, click and drag the slider located in the left-hand black box in the corresponding field.

- **Box Border Color**: The color of the edges surrounding the box containing the social platform buttons. You can change this by entering the code for the desired color (if known) into the field provided or click on the dropdown button to bring up the selection of colors to choose from. You can also choose a custom color by using the tool on the right side of the dropdown.

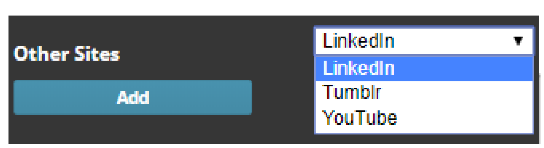
- **Box Border Width**: How wide you would like the element's border to be in terms of pixels. This field may also be referred to as Box Border Width depending on the element selected. Select whether you would like your border to be one, two, three or zero pixels wide from the dropdown list in this field.
- **Box Padding**: The amount of extra space that appears between each side of the box containing the social platform buttons and the edges of the element. Click and drag the slider appearing next to this field to increase or decrease the amount of space
- **Text**: Add the text that will appear in the element by typing it into the corresponding textbox found in the black box on the left side of your screen.
- **Image Align**: Choose where you wish text from the previous field to set on the Social Following element box. Select your position (top/middle/bottom) from the dropdown list located in the left-hand black box.



- **Alignment**: Choose where in the Social Following element box you wish the social media icons to sit. Select your position (left/right/ center) from the dropdown list located in the left-hand black box.
- **Social Websites**: Determine which social platforms you wish recipients to be able to follow you on. The available options are: Facebook, Twitter, LinkedIn, Pinterest, Google+, Tumblr, YouTube, and email. In this field located in the black box on the left-hand side of your screen, you will see the icons for each of these platforms. By default, they will all be enabled, so to disable/re-enable any of these options simply click on the corresponding icon. There is a blue Save as Default button located underneath this field so you can save the settings you select as a default.



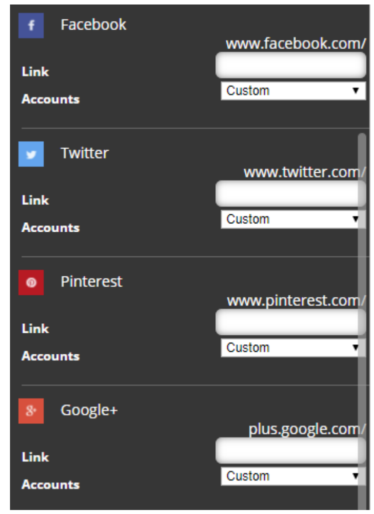
[**Note:** Should you choose to disable any channel, a new field option will appear below the Social Websites field. The Other Sites option contains a dropdown menu that contains the names of the



social channels that have been disabled. Select any option in this list and click the blue Add button to re-enable this social site.]

- **Conditional Visibility**: A blue button that when selected, opens the Conditions interface. Allows the element to be hidden except when a contact viewing the landing page meets the condition configured in the element's conditions. To learn how to configure conditions, view the Configuring Conditional Visibility section.

- **Accounts**: Allow recipients to follow you on certain social media sites when they click on the appropriate option. The dropdown for each option allows you to choose which account on the particular social media platform you want to link the landing page project to. If you do not have any Facebook or Twitter account synced with the platform, the only option available in this dropdown will be Custom, where you can insert the URL of your desired page. If you have accounts synced to the platform, they will available here for those social sites.

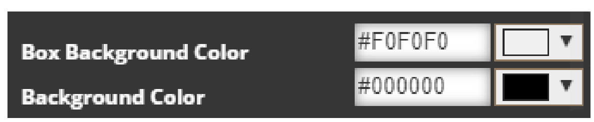


Social Sharing Element

After adding a Social Following element, configure its Element Settings in the black box on the left-hand side of the screen.

To configure the Social Following element, you have the following options:

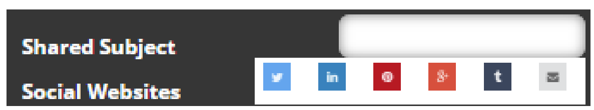
- **Box Background Color**: Change the background color of the box that contains the social platform buttons on your landing page. You can do this by entering the code for the desired color (if known) into the field provided or click on the dropdown button to bring up a selection of colors. You can also choose a custom color by using the tool on the right side of the dropdown.



- **Background Color**: Change the color of the element's background. You can do this by entering the code for the desired color (if known) into the field provided or click on the dropdown button to bring up a selection of colors. You can also choose a custom color by using the tool on the right side of the dropdown. To revert to the default background color, click the Default checkbox to the right of the dropdown.
- **Padding**: The amount of extra space that appears between the edges and content of the element, or between any text and images in the element. To set the padding for the element, click and drag the slider located in the left-hand black box in the corresponding field.

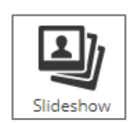
- **Box Border Color**: Refers to the color of the edges surrounding the box containing the social platform buttons. You can change this by entering the code for the desired color (if known) into the field provided or click on the dropdown button to bring up the selection of colors to choose from. You can also choose a custom color by using the tool on the right side of the dropdown.

- **Box Border Width**: How wide you would like the element's border to be in terms of pixels. This field may also be referred to as Box Border Width depending on the element selected. Select whether you would like your border to be one, two, three or zero pixels wide from the dropdown list in this field.
- **Box Padding**: The amount of extra space that appears between each side of the box containing the social platform buttons and the edges of the element. Click and drag the slider appearing next to this field to increase or decrease the amount of space.
- **Text**: Add the text that will appear in the element by typing it into the corresponding textbox found in the black box on the left side of your screen.
- **Image Align**: Choose where you wish text from the previous field to set on the Social Sharing element box. Select your position (top/middle/bottom) from the dropdown list located in the left-hand black box.
- **Alignment**: Choose where in the Social Sharing element box you wish the social media icons to sit. Select your position (left/right/ center) from the dropdown list located in the left-hand black box.
- **Shared Subject:** Enter a message that you want to accompany the landing page whenever a user shares it.



- **Social Websites**: Determine which social platforms you wish recipients to be able to share the landing page on. The available options are: Twitter, LinkedIn, Pinterest, Google+, Tumblr, and email. In this field you will see the icons for each of these platforms. By default, they will all be enabled, so to disable/re-enable any of these options, simply click on the corresponding icon.
- **Conditional Visibility**: A blue button that when selected, opens the Conditions interface. Allows the element to be hidden except when a contact viewing the landing page meets the condition configured in the element's conditions. To learn how to configure conditions, view the Configuring Conditional Visibility section.

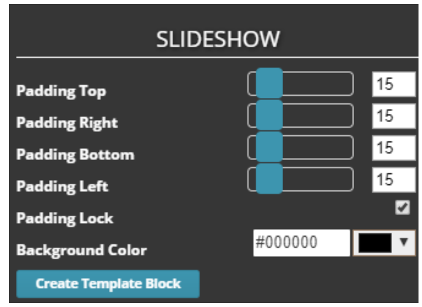
Slideshow Element



After adding a Slideshow element, configure its Element Settings in the black box on the left-hand side of the screen.

To configure the Slideshow element, you have the following options:

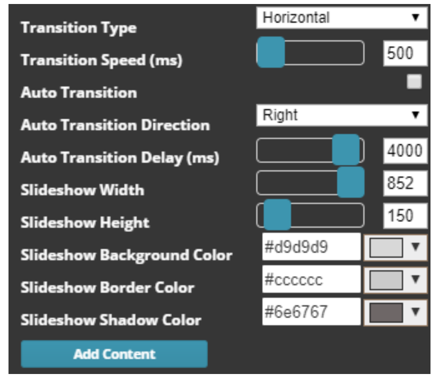
- **Padding Top/Right/Bottom/Left**: The amount of extra space that appears between each side of a particular element's content and the edges of the element. Click and drag the slider appearing next to any of these fields to increase or decrease the amount of space.



- **Padding Lock**: Force the Padding Top/Left/Bottom/Right sliders to move in unison, ensuring an equal amount of space on each side of the element's content. Click the checkbox in this field to lock the element's padding, or uncheck this option if you do not want to lock padding for all sides.
- **Background Color**: Change the color of the element's background. You can do this by entering the code for the desired color (if known) into the field provided or click on the dropdown button to bring up a selection of colors. You can also choose a custom color by using the tool on the right side of the dropdown.
- **Create Template Block**: A blue button in the black box on the left side of your screen that allows you to create a template of the chosen landing page element you can re-use in future projects. To learn how to use this option, refer to the following sections.
- **Conditional Visibility**: A blue button that when selected, opens the Conditions interface. Allows the element to be hidden except when a contact viewing the landing page meets the condition configured in the element's conditions. To learn how to configure conditions, view the Configuring Conditional Visibility section.

- **Transition Type**: How the images in the slideshow change out for new ones. In the dropdown menu located in this field, you are able to select whether you wish the images to transition horizontally, meaning the image will slide from one side of the panel out the other with a new one replacing it, or if you wish the image to fade into the new one.
- **Transition Speed (ms)**: How quickly the slideshow images change out in milliseconds. Move the slider in this field to either side to determine how long you wish the transition between images to last, or insert the number of milliseconds in the text field to the right of the slider.
- **Auto Transition**: Whether or not you would like the transition between slideshow images to be automatic or whether you want users to click through the images themselves. Click the checkbox to enable or disable this feature.

- **Auto Transition Direction**: Whether you wish the slideshow images to transition from the left or right of the element when the Auto Transition function is enabled. Make your selection from the dropdown menu located in this field.
- **Auto Transition Delay (ms)**: How long you wish the automatic transition between slideshow images to take in milliseconds. Use the slider in this field to determine how many milliseconds you wish the transition to take or enter the number of milliseconds desired into the textbox found to the right of the slider.



- **Slideshow Width/Height**: Modify the vertical and horizontal sizing of the slideshow on your landing page. Click and drag the sliders located in the corresponding fields in the black box to the left of your screen to change the width and/or height of the slideshow.
- **Slideshow Background Color**: Change the element's background color by entering the code for the desired color (if known) into the field provided or clicking on the dropdown button to bring up a selection of colors. You can also create a custom color by using the tool on the right side of the dropdown.
- **Slideshow Border Color**: The color of the edges surrounding the landing page's Slideshow element. You can do this by entering the code for the desired color (if known) into the field provided or click on the dropdown button to bring up the selection of colors to choose from. You can also choose a custom color by using the tool on the right side of the dropdown.
- **Slideshow Shadow Color**: The color of the area behind the images in Slideshow element (should all the included images not be the same size). You can do this by entering the code for the desired color (if known) into the field provided or click on the dropdown button to bring up the selection of colors to choose from. You can also choose a custom color by using the tool on the right side of the dropdown.
- **Add Content:** Add image and video content to the slideshow carousel. For more information on adding slideshow content, refer to the *Add Content to Slideshow Element* section.

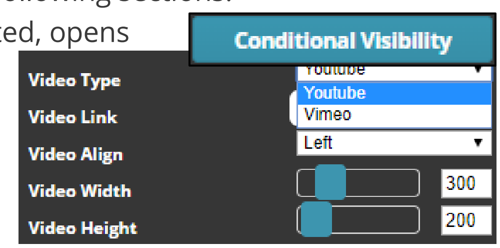
Video Element

After adding a Video element, configure its Element Settings in the black box on the left-hand side of the screen. To configure the Video element, you have the following options broken down into three categories: Video Block, Column, and Row.

In the first category, Video, you have the following options:

- **Padding Top/Right/Bottom/Left**: The amount of extra space that appears between each side of a particular element's content and the edges of the element. Click and drag the slider appearing next to any of these fields to increase or decrease the amount of space.

- **Padding Lock**: Force the Padding Top/Left/Bottom/Right sliders to move in unison, ensuring an equal amount of space on each side of the element's content. Click the checkbox in this field to lock the element's padding, or uncheck this option if you do not want to lock padding for all sides.
- **Background Color**: Change the color of the element's background. You can do this by entering the code for the desired color (if known) into the field provided or click on the dropdown button to bring up a selection of colors. You can also choose a custom color by using the tool on the right side of the dropdown.
- **Create Template Block**: A blue button in the black box on the left side of your screen that allows you to create a template of the chosen landing page element you can re-use in future projects. To learn how to use this option, refer to the following sections.
- **Conditional Visibility**: A blue button that when selected, opens the Conditions interface. Allows the element to be hidden except when a contact viewing the landing page meets the condition configured in the element's conditions. To learn how to configure conditions, view the Configuring Conditional Visibility section.
  Video Type: Choose whether your video is from YouTube or Vimeo through the dropdown menu.

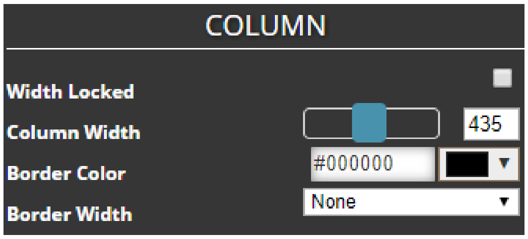


- **Video Link**: Insert the URL for the YouTube or Vimeo video that you wish to embed onto your landing page.
- **Video Align**: Choose where you wish the video to sit on your page depending on the element. Select your position (left/right/center) from the dropdown list located in the left-hand black box.
- **Video Width/Height**: Modify the vertical and horizontal sizing of a video. Click and drag the sliders located in the corresponding fields in the black box screen to change the width and height of the video.

In the next category, Column, you have the following options:

- **Width Locked**: Prevent the width of a particular element on the landing page from changing with the addition or removal of other elements to the page. Click on the checkbox in this field to lock the width of the element. You are not able to lock the width of all of the columns in a row. You must unlock at least one other column before checking off this checkbox.

- **Column Width**: Determine the width of the landing page element. When an element is selected on your page, there will be blue boxes located around the edges of the element.



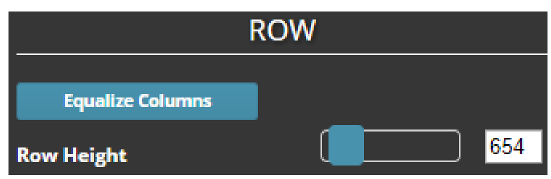
On the left and right sides of the element you will see two boxes with two arrows in each. Click and drag either of these boxes to the left or right to change the width of the page. You will notice the toggle in the left-hand black box next to this corresponding field will move to the left or right depending on which way you are dragging the page.

[**Note:** To add a new column to your landing page, refer again to the blue boxes that appear on the outside of an element when it is selected. You will see one on the right side with a table image on it with a "+" sign. Clicking this right-hand button will add a new column to your page.]

- **Border Color**: The color of the edges of the particular element on your landing page. Change this by entering the code for the desired color (if known) into the field provided or click on the dropdown button to bring up the selection of colors to choose from. You can also choose a custom color by using the tool on the right side of the dropdown.
- **Border Width**: How wide you would like the element's border to be in terms of pixels. This field may also be referred to as Box Border Width depending on the element selected. Select whether you would like your border to be one, two, three or zero pixels wide from the dropdown list in this field.

In the Row category, you have the following options:

- **Equalize Columns**: A blue button in the black box on the left side of your screen allows you to ensure any columns in your landing page are equal in width. The Equalize Column Button looks at columns in the row of content and make their width equal. Click the button to activate.



- **Row Height**: The vertical height of the element you are editing. Click and drag the slider that appears in this field to make the element taller or shorter as necessary, or enter the desired number of pixels in the number field to the right of the slider.

[**Note:** To add a new row to your landing page, refer to the blue boxes that appear on the outside of an element when it is selected. You will see one on the top of the element with a table image on it with a "+" sign. Clicking this top button will add a new row to your page.]

Form Element

After adding a Form element, configure its Element Settings in the black box on the left-hand side of the screen. To configure the Form element, you have the following options broken down into three categories: Form, Column, and Row.

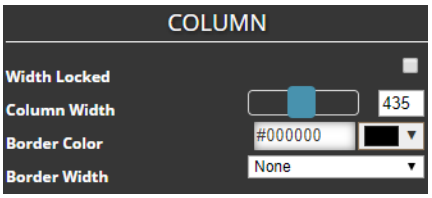
In the first category, Video, you have the following options:

- **Padding Top/Right/Bottom/Left**: The amount of extra space that appears between each side of a particular element's content and the edges of the element. Click and drag the slider appearing next to any of these fields to increase or decrease the amount of space.
- **Padding Lock**: Force the Padding Top/Left/Bottom/Right sliders to move in unison, ensuring an equal amount of space on each side of the element's content. Click the checkbox in this field to lock the element's padding, or uncheck this option if you do not want to lock padding for all sides.
- **Show Scroll Bar**: Determine whether a scroll bar will appear in the landing page for the Form element. If this option is selected, the entire form may not appear on the page and users may have to use the scroll bar to show the rest of it. If this option is left unselected, the entire form will appear on the landing page.

- **Background Color**: Change the color of the element's background. You can do this by entering the code for the desired color (if known) into the field provided or click on the dropdown button to bring up a selection of colors. You can also choose a custom color by using the tool on the right side of the dropdown.
- **Embedded Form:** Determine whether to embed an existing Form project onto your landing page or create a brand new one. Select your preferred option from the dropdown menu that appears in this field. Choosing an existing form option will generate the corresponding form onto the landing page whereas choosing the new form option will maintain the Form icon that currently appears on the page. In order to create your new form, double click on the Form icon in the landing page and this will cause a pop-up window to appear asking you whether you wish to proceed to the Form Editor. Click the blue OK button to confirm or Cancel to close the window without entering the editor. Refer to the *SimplyCast Form Builder & Survey User Guide* to learn how to set up your form.
- **Conditional Visibility**: A blue button that when selected, opens the Conditions interface. Allows the element to be hidden except when a contact viewing the landing page meets the condition configured in the element's conditions. To learn how to configure conditions, view the Configuring Conditional Visibility section.

In the next category, Column, you have the following options:

- **Width Locked**: Prevent the width of a particular element on the landing page from changing with the addition or removal of other elements to the page. Click on the checkbox in this field to lock the width of the element. You are not able to lock the width of all of the columns in a row. You must unlock at least one other column before checking off this checkmark.
- **Column Width**: Determine the width of the landing page. When an element is selected on your page, there will be blue boxes located around the edges of the element. On the left and right sides of the element you will see two boxes with two arrows in each. Click and drag either of these boxes to the left or right to change the width of the page. You will notice the toggle in the left-hand black box next to this corresponding field will move to the left or right depending on which way you are dragging the page.



[**Note:** To add a new column to your landing page, refer again to the blue boxes that appear on the outside of an element when it is selected. You will see one on the right with a table image on it with a "+" sign. Clicking this right-hand button will add a new column to your page.]

- **Border Color**: The color of the edges of the particular element on your landing page. Change this by entering the code for the desired color (if known) into the field provided or click on the dropdown button to bring up the selection of colors to choose from. You can also choose a custom color by using the tool on the right side of the dropdown.
- **Border Width**: How wide you would like the element's border to be in terms of pixels. This field may also be referred to as Box Border Width depending on the element selected. Select whether you would like your border to be one, two, three or zero pixels wide from the dropdown list in this field.

In the Row category, you have the following options:

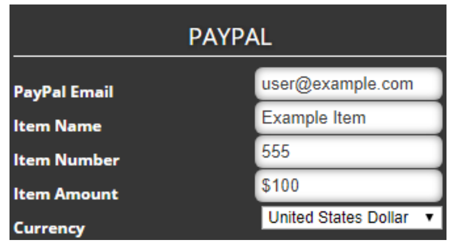
- **Equalize Columns**: A blue button in the black box on the left side of your screen allows you to ensure any columns in your landing page are equal in width. The Equalize Column Button looks at columns in the row of content and makes their width equal. Click the button to activate.
- **Row Height**: The vertical height of the element you are editing. Click and drag the slider that appears in this field to make the element taller or shorter as necessary, or enter the desired number of pixels in the number field to the right of the slider.

[**Note:** To add a new row to your landing page, refer to the blue boxes that appear on the outside of an element when it is selected. You will see one on the top with a table image on it with a "+" sign. Clicking this top button will add a new row to your page.]

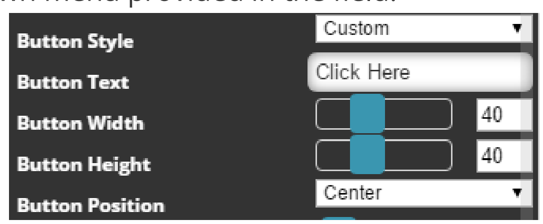
PayPal Element

After adding a PayPal element, configure its Element Settings in the black box on the left-hand side of the screen.

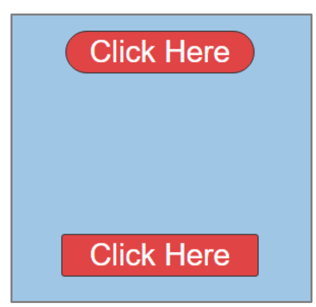
To configure the PayPal element, you have the following options:



- **PayPal Email:** Allows you to insert the email address associated with the proper PayPal account you wish to use. Enter the email address into this field.
- **Item Name:** Requires you to enter a name for the item you wish to sell from your landing page. Enter a name for the item into this field.
- **Item Number:** Allows you to enter a number that will be associated with the specific product the buyer is able to purchase via the landing page. Enter the item number into the textbox provided.
- **Item Amount:** Allows you to enter a price for the product you are selling through the landing page. Enter the appropriate cost for the item in the textbox provided.
- **Currency:** Choose the currency in which you are selling the particular item via your landing page. Select the desired currency from the dropdown menu provided in the field.



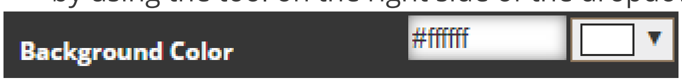
- **Button Style**: Choose what you would like a button on your page to look like. Select from the dropdown menu appearing in the field located in the black box on the left side of your screen whether you wish the button to be an uploaded image or a custom button that you have some control over its appearance.
- **Button Text**: Enter a label for a button that may appear on your landing page. Click on the textbox in this field that appears in the black box on the left side of your screen and type the label you would like to appear on the button.
- **Button Height/Width**: Modify the vertical and horizontal sizing of a button on your landing page. Click and drag the sliders located in the corresponding fields in the black box to the left of your screen to change the width and height of the button.
- **Button Position**: Choose where you wish a button to be aligned. Select your position (left, right, or center) from the dropdown list located in the left-hand black box to determine where you want the button.



- **Rounded Corners**: Make the corners of the buttons in your landing page either more rounded or more angular. Move the slider in this field to the left or right to determine how rounded you would like your button corners.
- **Button Color**: Change the color of a button appearing in the element. You can do this by entering the code for the desired color (if known) into the field provided or click on the

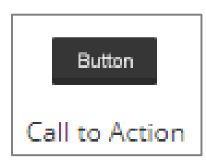
dropdown button to bring up the selection of colors to choose from. You can also choose a custom color by using the tool on the right side of the dropdown.

- **Text Color**: Change the color of the text appearing in the element. You can do this by entering the code for the desired color (if known) into the field provided or click on the dropdown button to bring up the selection of colors to choose from. You can also choose a custom color by using the tool on the right side of the dropdown.
- **Text Size**: Modify the size of the lettering that appears in the buttons. Move the slider located in this field to the left or right to change the size of the button text or simply insert the number of the text size you desire into the textbox to the right of the slider.
- **Border Size**: How wide you would like a button's border to be in terms of pixels. Move the slider located in this field to the left or right to change the number of pixels in the button's border. The border can be up to 10 pixels wide.
- **Border Color**: The color of the edges of the particular element on your landing page. You change this by entering the code for the desired color (if known) into the field provided or click on the dropdown button to bring up the selection of colors to choose from. You can also choose a custom color by using the tool on the right side of the dropdown.
- **Background Color**: Change the color of the element's background. You can do this by entering the code for the desired color (if known) into the field provided or click on the dropdown button to bring up a selection of colors. You can also choose a custom color by using the tool on the right side of the dropdown. To revert to the default background color, click the Default checkbox to the right of the dropdown.



- **Vertical Padding**: Determine how much space is above and below the buttons associated with these elements. Use the slider found in this field to increase or decrease the amount of space located above and below the button.
- **Horizontal Padding**: Determine how much space is to the left and right of the buttons associated with these elements. Use the slider found in this field to increase or decrease the amount of space located on either side of the button.
- **Conditional Visibility**: A blue button that when selected, opens the Conditions interface. Allows the element to be hidden except when a contact viewing the landing page meets the condition configured in the element's conditions. To learn how to configure conditions, view the Configuring Conditional Visibility section.

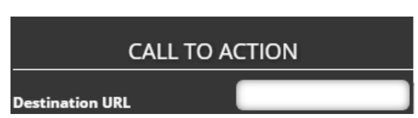
Call to Action Element



After adding a Call to Action element, configure its Element Settings in the black box on the left-hand side of the screen.

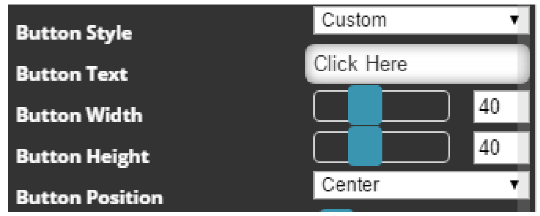
To configure the Call to Action element, you have the following options:

- **Destination URL**: Make the CTA button that appears on the landing page a hyperlink, directing those who click on the image or button to a web address of your choosing.

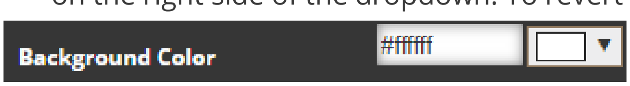


Click on the textbox in this field located in the left-hand black box and type in the URL of the site you wish to be associated with the button.

- **Button Style**: Choose what you would like a button on your page to look like. Choose from the dropdown menu appearing in the field whether you wish the button to be an uploaded image or a custom button that you have some control over its appearance.
- **Button Text**: Enter a label for a button that may appear on your landing page. Click on the textbox in this field that appears in the black box on the left side of your screen and type the label you would like to appear on the button.
- **Button Height/Width**: Modify the vertical and horizontal sizing of a button on your landing page. Click and drag the sliders located in the corresponding fields in the black box to the left of your screen to change the width and height of the button.

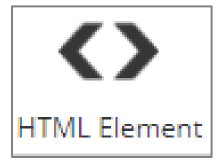


- **Button Position**: Choose where you wish a button to be aligned. Select your position (left, right, or center) from the dropdown list located in the left-hand black box to determine where you want the button.
- **Rounded Corners**: Make the corners of the buttons in your landing page either more rounded or more angular. Move the slider in this field to the left or right to determine how rounded you would like your button corners.
- **Button Color**: Change the color of a button appearing in the element. You can do this by entering the code for the desired color (if known) into the field provided or click on the dropdown button to bring up the selection of colors to choose from. You can also choose a custom color by using the tool on the right side of the dropdown.
- **Text Color**: Change the color of the text appearing in the element. You can do this by entering the code for the desired color (if known) into the field provided or click on the dropdown button to bring up the selection of colors to choose from. You can also choose a custom color by using the tool on the right side of the dropdown.
- **Text Size**: Modify the size of the lettering that appears in the buttons. Move the slider located in this field to the left or right to change the size of the button text or simply insert the number of the text size you desire into the textbox to the right of the slider.
- **Border Size**: How wide you would like a button's border to be in terms of pixels. Move the slider located in this field to the left or right to change the number of pixels in the button's border. The border can be up to 10 pixels wide.
- **Border Color**: The color of the edges of the particular element on your landing page. You change this by entering the code for the desired color (if known) into the field provided or click on the dropdown button to bring up the selection of colors to choose from. You can also choose a custom color by using the tool on the right side of the dropdown.
- **Background Color**: Change the color of the element's background. Do this by entering the code for the desired color (if known) into the field provided or click on the dropdown button to bring up a selection of colors. You can also choose a custom color by using the tool on the right side of the dropdown. To revert to the default background color, click the Default checkbox to the right of the dropdown.



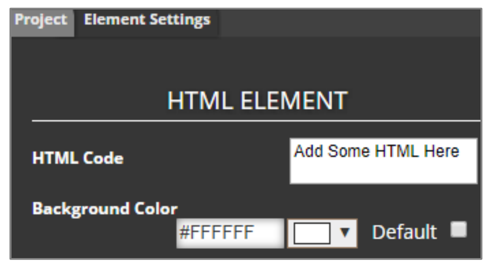
- **Vertical Padding**: Determine how much space is above and below the buttons associated with these elements. Use the slider found in this field to increase or decrease the amount of space located above and below the button.
- **Horizontal Padding**: Determine how much space is to the left and right of the buttons associated with these elements. Use the slider found in this field to increase or decrease the amount of space located on either side of the button.
- **Conditional Visibility**: A blue button that when selected, opens the Conditions interface. Allows the element to be hidden except when a contact viewing the landing page meets the condition configured in the element's conditions. To learn how to configure conditions, view the Configuring Conditional Visibility section.

HTML Element



After adding an HTML element, configure its Element Settings in the black box on the left-hand side of the screen.

To configure the HTML element, you have the following options:



- **HTML Code:** Add your custom HTML code to your landing page by inserting the code in the field provided.
- **Background Color**: Change the color of the element's background by entering the code for the desired color (if known) into the field provided or click on the dropdown button to bring up a selection of colors. You can also choose a custom color by using the tool on the right side of the dropdown. To revert to the default background color, click the Default checkbox to the right of the dropdown.
- **Conditional Visibility**: A blue button that when selected, opens the Conditions interface. Allows the element to be hidden except when a contact viewing the landing page meets the condition configured in the element's conditions. To learn how to configure conditions, view the Configuring Conditional Visibility section.

Divider Element

After adding a Divider element, configure its Element Settings in the black box on the left-hand side of the screen.

To configure the Divider element, you have the following options:

- **Padding**: The amount of extra space that appears between the edges and content of the element, or between any text and images in the element. To set the padding for the element, click and drag the slider located in the left-hand black box in the corresponding field.
- **Background Color**: Change the color of the element's background. Do this by entering the code for the desired color (if known) into the field provided or click on the dropdown button to bring up a selection of colors. You can also choose a custom color by using the tool on the right side of the dropdown. To revert to the default background color, click the Default checkbox to the right of the dropdown.
- **Line Color**: Change the color of the divider line. You can do this by entering the code for the desired color (if known) into the field provided or click on the dropdown button to bring up a selection of colors. You can also choose a custom color by using the tool on the right side of the dropdown. To revert to the default background color, click the Default checkbox to the right of the dropdown.

- **Hide on Mobile:** Make your landing page more mobile friendly by blocking the element it is associated with from appearing on mobile devices. Click this checkbox in the left-hand black box if you would like the element not to show up in the mobile version of your landing page.
- **Create Template Block**: A blue button in the black box on the left side of your screen that allows you to create a template of the chosen landing page element you can re-use in future projects. To learn how to use this option, refer to the following sections.

- **Conditional Visibility**: A blue button that when selected, opens the Conditions interface. Allows the element to be hidden except when a contact viewing the landing page meets the condition configured in the element's conditions. To learn how to configure conditions, view the Configuring Conditional Visibility section.

QR Check-In Element

The QR Check-In element allows you to create a facility-based check-in and check-out system, where contacts can check in and out of facilities by scanning any tracked QR code sent to them using the email application in tandem with a device that has a camera and this landing page open. When the button associated with this element is pressed on a device that has it open, it will connect to the camera of the device it is open on and scan the SimplyCast QR code put in front of it, and then either check the contact associated with that QR code in or out of the facility, based on how the page is configured.

After adding a QR Check-In element, configure its Element Settings in the black box on the left-hand side of the screen.

To configure the QR Check-In element, you have the following options, broken up into four sections:

Element Styling:

- **Background Color**: Change the color of the element's background. Do this by entering the code for the desired color (if known) into the field provided or click on the dropdown button to bring up a selection of colors. You can also choose a custom color by using the tool on the right side of the dropdown. To revert to the default background color, click the Default checkbox to the right of the dropdown.

Check-In Configuration:

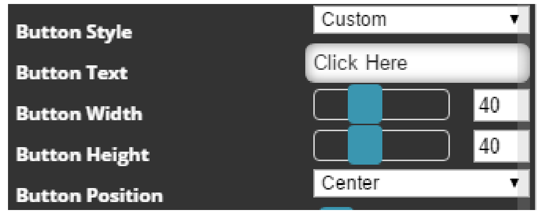
- **Facility List**: This element contains a dropdown of all of your lists. When a list is selected, it becomes a "Facility". Contacts in lists that are treated as facilities can then be check in and out of facilities using a combination of the QR Check-In Element and email sent using the QR code image block.
- **Back Button URL**: Once the scan of a QR code is complete, a back button will appear. The button will lead link to any URL placed in this field.
- **Check-In Type**: This dropdown allows you to set if the element is checking someone in or out. To set it click the dropdown and select either Check-In or Check-Out.
- **Check-In Success Message**: This field configures the message shown when a check-in (or out) is completed successfully. Type the message into the space provided.
- **Check-In Error Message**: This field configures the message shown when a check-in (or check-out) does not complete successfully. Generally this will either be due to an invalid QR code or due to a contact already being checked in (or out) and trying to do so again. Type the message into the space provided.

Message Styling:

- **Alignment**: Choose where in the element's interface you want the messages. Select your position (left/right/ center) from the dropdown list.
- **Text Size**: Modify the size of the lettering of the messages. Move the slider located in this field to the left or right to change the size of the button text or simply insert the number of the text size you desire into the textbox to the right of the slider.
- **Color**: Change the color of the text appearing in the element. You can do this by entering the code for the desired color (if known) into the field provided or click on the dropdown button to bring up the selection of colors to choose from. You can also choose a custom color by using the tool on the right side of the dropdown.

Button Styling:

- **Text**: Enter a label for the button that will appear on your landing page and start the QR code scan when selected. Click on the textbox in this field that appears in the black box on the left side of your screen and type the label you would like to appear on the button.

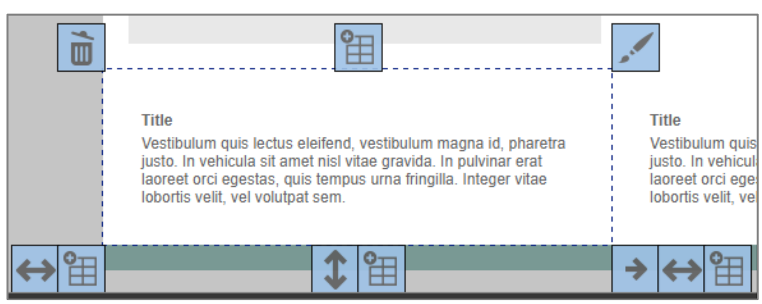


- **Height/Width**: Modify the vertical and horizontal sizing of the QR Check-In button on your landing page. Click and drag the sliders located in the corresponding fields in the black box to the left of your screen to change the width and height of the button, or enter specific values for width and height instead.
- **Rounded Corners**: Make the corners of the QR Check-In button either more rounded or more angular. Move the slider in this field to the left or right (or enter a specific value) to determine how rounded you would like your button corners.
- **Color**: Change the color of a button appearing in the element. You can do this by entering the code for the desired color (if known) into the field provided or click on the dropdown button to bring up the selection of colors to choose from. You can also choose a custom color by using the tool on the right side of the dropdown.
- **Text Size**: Modify the size of the lettering that appears in the button. Move the slider located in this field to the left or right to change the size of the button text or simply insert the number of the text size you desire into the textbox to the right of the slider.
- **Text Color**: Change the color of the text appearing in the element. You can do this by entering the code for the desired color (if known) into the field provided or click on the dropdown button to bring up the selection of colors to choose from. You can also choose a custom color by using the tool on the right side of the dropdown.
- **Border Size**: How wide you would like a button's border to be in terms of pixels. Move the slider located in this field to the left or right to change the number of pixels in the button's border. The border can be up to 10 pixels wide.
- **Border Color**: The color of the edges of the button. You change this by entering the code for the desired color (if known) into the field provided or click on the dropdown button to bring up the selection of colors to choose from. You can also choose a custom color by using the tool on the right side of the dropdown.

Deleting Landing Page Elements

To delete an element on your landing page:

- Highlight the element you wish to delete to produce the blue boxes.
- Click the blue trashcan box at the upper left of the element.
- Confirm the deletion in the pop-up that appears.



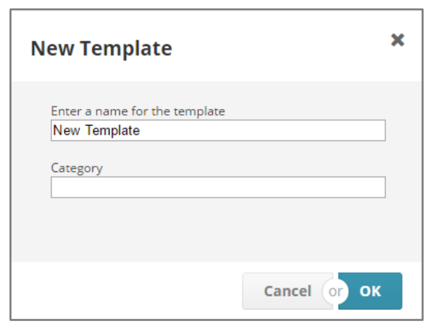
Creating a Template Block

This field appears as a blue button in the black box on the left side of your screen and allows you to create a template of the selected landing page element you can re-use in future projects. This field is available for the Text Block, Image Block, Caption Left/Right/Below, Slideshow, and Video elements.

Template blocks are useful if you have a certain content block that appears on all your landing pages, for example, so you don't have to recreate this block every time you create a new landing page.

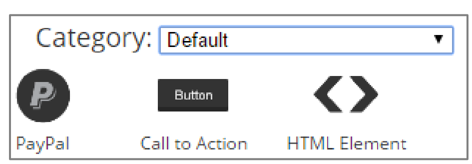
To create a template block, once you have the landing page element designed and configured the way you like:

- Click the blue Create Template Block button and a pop-up will appear with two fields asking for a template name and a template category.
- Type in a name for your template into the first field.
- Type a category name into the second field to determine where the new template will be stored. If you already have a category created that you would like to add this template block to, type in the name of that category. Typing a new name into this field will add a new category to the Category dropdown.
- Click OK and the pop-up will close, with the template block being added to the category without duplicating the category name.



To use an existing template block in your landing page:

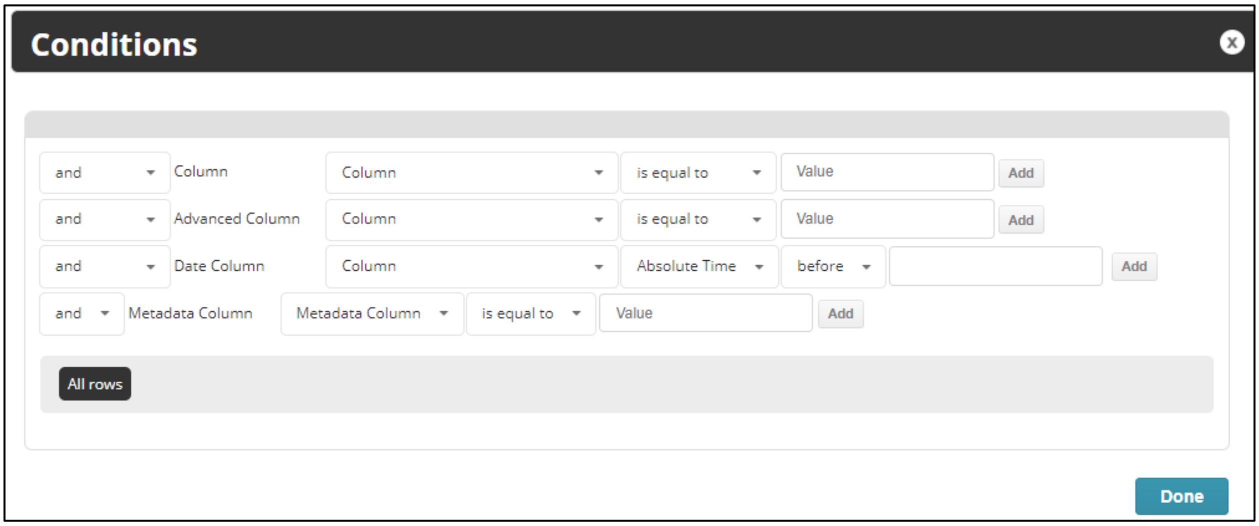
- Locate the Category dropdown menu that appears at the top right of the screen above the drag-and-drop elements bar.
- Clicking this dropdown menu will open a list containing any template block categories created. Click on the category your desired template block is located in and the drag-and-drop elements bar will be replaced with any template block elements you have created within that category.
- Choose which of your template blocks you wish to insert into the landing page and click and drag it onto the page. Once the template block has been inserted into the landing page, it can then be customized to suit the page using the available fields in the left-hand black box.



Configuring Conditional Visibility

When an element has conditional visibility configured, it will only be visible when the criteria of the conditions associated with it are met by the contact viewing the landing page. Only contacts who meet the criteria will see the element.

When you click on the Conditional Visibility button for an element, you are show the Conditions interface for that element.



There are two sections to the Conditions interface. The first section is where you create conditions. The second section is where you see your current conditions.

When you add your first condition to an element, you can ignore the "and" dropdowns – those only have an effect on additional conditions after your first condition.

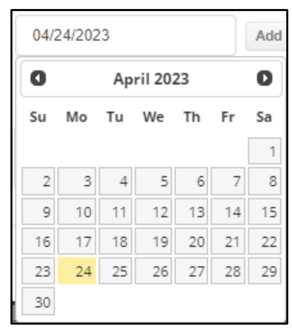
There are four types of conditions that can be added, conditions that check against:

- **Columns**: The column row allows you to add conditions relating to the name, email, fax number, phone number, or mobile number of a contact.
- **Advanced Columns**: The advanced column row allows you to add conditions relating to any other CRM column, excluding date columns.
- **Date Columns:** The date column row allows you to add conditions relating to date columns.
- **Metadata Columns**: The metadata column row allows you to add condition relating to metadata columns (most commonly, Score and Tags)

For all columns except the date columns, you can choose to compare contacts' data in that column the value you enter in the value fields using any of the following operations:

- **Is equal to**: The condition will be met if the contact's data in the selected column matches the value indicated.

- **Is not equal to**: The condition will be met if the contact's data in the selected column *does not* match the value indicated.
- **Contains**: The condition will be met if the contact's data in the selected column contains the value indicated somewhere within it.
- **Doesn't contain**: The condition will be met if the contact's data in the selected column does not contain the value indicated somewhere within it.
- **Begins with**: The condition will be met if the contact's data in the selected column contains the value at the beginning of it.
- **Ends with**: The condition will be met if the contact's data in the selected column contains the value at the end of it.
- **Is greater than**: The condition will be met if the contact's data in the selected column is a numeric value that is greater than the indicated value.
- **Is less than**: The condition will be met if the contact's data in the selected column is a numeric value that is less than the indicated value.
- **Is greater than or equal to**: The condition will be met if the contact's data in the selected column is a numeric value that is greater than or equal to the indicated value.
- **Is less than or equal to**: The condition will be met if the contact's data in the selected column is a numeric value that is less than or equal to the indicated value.

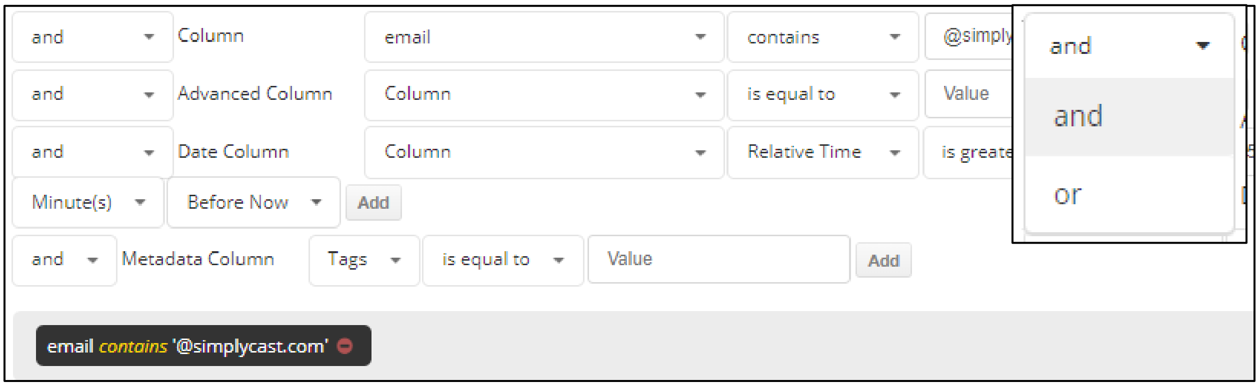


For date columns, setting up conditions is a bit more complex. First, you have two options. You can either compare against an Absolute Time, or a Relative Time.

- **Absolute Time**: Allows you to compare a contact's data in the selected field against a specific date. You can either choose to check if the date in the selected column is before or after the date, and then in the when you select it, you will be shown a date selector where you can select the date in question.
- **Relative Time**: Allows you to compare a contact's data in the selected field against a time relative to when they are viewing the landing page. When comparing to a relative time, you can check if the data in the contact's date field is greater than, less than, greater than or equal to, or less than or equal to the relative date. The relative date itself then has a few options.
  - **Now**: Allows you to compare the contact's data in the selected field to the time the date the page is loaded. Less than checks if the date on the contact is before the current time, greater than checks if the date on the contact is after the current time.
  - **Minute(s)/Hour(s)/Day(s)/Week(s)/Month(s)/Year(s)**: Rather than comparing to now directly, each of these options allows you to instead check the date on the contact's selected field against a time that is offset from the time the page is loaded by the indicated number of minutes, hours, days, weeks, months, or years.
    - **Before Now**: Configures the offset to being that many minutes, hours, days, weeks, months, or years before the time the page is loaded.

> **After Now**: Configures the offset to being that many minutes, hours, days, weeks, months, or years after the time the page is loaded.

Once you have configured your condition, you can then sect the "Add" button at the end of the row to add the condition to the element. It will then show up in the second section of the condition interface.



You can add multiple conditions to one element. When you add additional conditions to a single element, conditions must be conjoined using either the "and" or the "or" option from the dropdown selected at the start of each row.

If you select the "and" option and add another condition, the condition will only be satisfied if *both* conditions are met. By comparison, if you select or and add another condition, the condition will be satisfied if *either* condition is met.

When you add these additional conditions, the system will display them in order. You can read the conditions in order and get a good idea of what the system is checking for.

In this example, the system checks for any contact whose email contains @simplycast.com *and* whose company is listed as SimplyCast. Alternatively, anyone whose city is listed as Dartmouth will also be able to see the element.

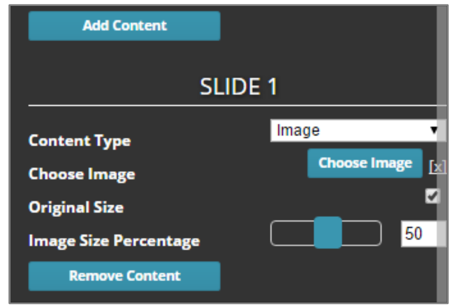
To remove a condition, click the red "-" button next to the element.

Once your conditions are configured, you can select blue Done button in the bottom right corner of the interface or the grey "X" button in the top-right corner of the conditions interface to close it and return to editing your landing page.

Add Content to Slideshow Element

The Add Content option appears as a blue button in the black box for the Slideshow element and allows you to add either image or video content to the slideshow carousel.

When you click this button:



- A new section will appear at the bottom of the left-hand black box called Slide 1. The first option in this section is where you can choose your content type from the provided dropdown menu, either an image or a video.
- If you select "Image" from this dropdown menu, you will see four more fields:

  > **Choose Image:** This option is a blue Choose Image button that, when clicked, will open up the image selector pop-up window where you can upload an image file from your device or choose an image that has already been uploaded to the window. Refer to the *Add an Image* section for more information. Click the Select button at the bottom right-hand side of the pop-up to choose the image or click the "X" button at the top right corner to close the window without selecting an image.

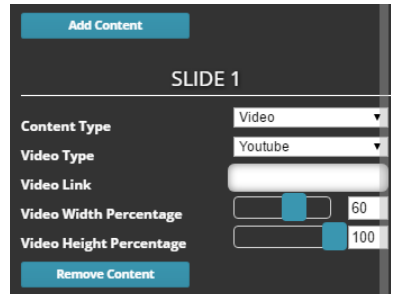
  > **Original Size:** This option is a checkbox you can click to lock the image to its original file size, preventing the landing page from being decreased in size any further than the size of the image.

  > **Image Size Percentage:** This option contains a slider you are able to use to modify the size of the slideshow image by percentage amount. Move the slider to the left or right to increase or decrease the image size, or enter in the desired value in the field beside the slider.

[**Note:** If you have checked off the Original Size checkbox, moving the slider will have no effect on the image size as it has been locked.]

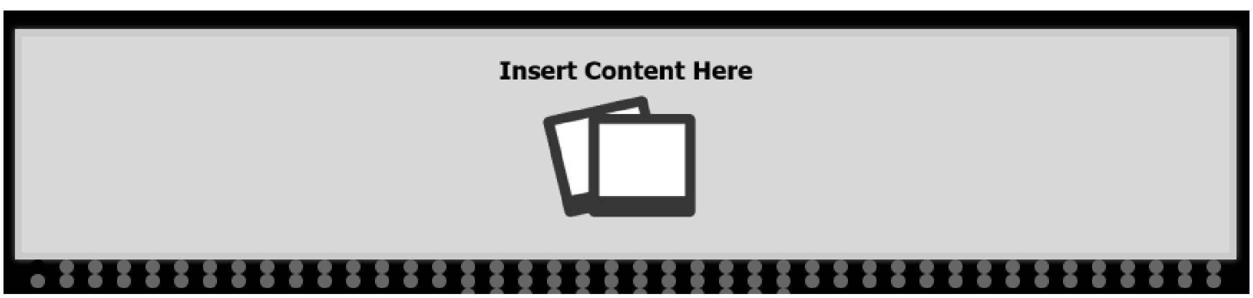
  > **Remove Content:** This is a blue button that allows you to remove the specific slide and its contents.

- If you select "Video" from this dropdown menu, you will see four more fields:



> **Video Type:** A dropdown menu where you can choose whether the video you are adding to your slideshow is from YouTube or Vimeo.
> **Video Link:** A textbox where you can enter the URL for the video you wish to add to the Slideshow element.
> **Video Width Percentage:** A slider that allows you to modify how wide the slideshow video will appear by percentage amount. Move the slider to the left or right to increase or decrease the video width, or enter the desired value in the field next to the slider.
> **Video Height Percentage:** A slider you can use to modify how tall the slideshow video will appear by percentage amount. Move the slider to the left or right to increase or decrease the video height, or entered the desired value in the field next to the slider.
> **Remove Content:** A blue button that allows you to remove the specific slide and its contents.

- To add more slides to your landing page element, click on the blue Add Content button to create a Slide 2 section where you can repeat step 2 or 3. Create as many slides as you want this way. View a specific slide by clicking any of the dots located underneath the content on the landing page element (If you have already added content to the slideshow).



Default Styles Tab

There are six options located in this tab located in the left-hand black box that are available for the Text Block, Caption Left/Right/Below, Slideshow, Video, Form, and PayPal elements:

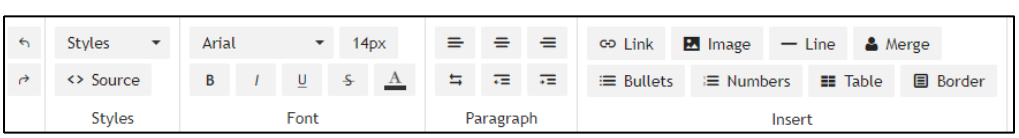
- **Text Color:** Set a default color for the text in this section of your page. Enter the code for the desired color (if known) or click on the dropdown button to bring up the selection of colors to choose from. You can also choose a custom color by using the tool on the right side of the dropdown (refer to the *Default Background* section for more information). Check off the

Default checkbox if you want to make gray the automatic default text color for just that element.

- **Font Family:** Set a standard font for this section of the page by choosing from a selection of options in the corresponding dropdown menu. Choosing the Default option from the dropdown means the font will be set according to recipients' browser text default and therefore could appear different depending on the application they use to access the landing page.
- **Font Size:** Determine a standard size for the text in this section of your page. Choose your desired font size in pixels from the field's dropdown menu. The Default option means the font size will be set according to recipients' browser default and therefore could differ depending on the application they use to access the landing page.
- **Font Weight:** This option allows you to determine whether the standard appearance of the text in this section of the landing page should be bolded or normal. Choose your desired option from the dropdown menu provided. The Default option available means the font weight will be set according to recipients' browser default, and therefore could appear differently depending on the application they use to access the page.
- **Line Height:** This option allows you to set a standard line spacing format for the text in this section of your page. You are able to choose from the dropdown menu in this field whether your text should be spaced normally (1.0), at 1.5, or double-spaced by default. Or, you can choose the Default option in the dropdown which will set the text spacing to whatever the recipients' browser default happens to be.
- **Text Align:** This option allows you to set the standard positioning of the text in this section of your page. Choose whether you would like the text to align to the right, left, or center of the page from the dropdown menu provided. Or, you can choose the Default option in the dropdown, which will set the alignment to whatever the recipient's browser default happens to be.

[**Note:** In terms of the Default option available with these fields, due to the varied nature of web and email browsers, it is recommended you limit the use of this option in order to avoid formatting inconsistencies in your landing page.]

Text Editor



There is a text editor available with the Text Block, Caption Left, Caption Below, and Caption Right elements. When you double click on the element in the landing page project or click on the blue Edit Text button that appears at the top of the left-hand black box. The text editor will appear from the right side of the page.

This text editor is similar to most you would see, with the generic formatting tools such as bulleted lists, tables, and links.

Here is the full list of available tools:

- Undo
- Redo
- Styles
- Source
- Font
- Font Size
- Bold
- Italic
- Underline
- Strikethrough
- Font Color
- Align Left/Center/Right
- RTL-LTR
- Outdent
- Indent
- Link
- Image
- Line
- Merge
- Bullets
- Numbers
- Table
- Border

There are six tools that may require further explanation:

- **Source:** This button appears at the top left of the text editor toolkit and, when clicked, will open a pop-up window where you are able to modify the HTML code of the element. Using the buttons at the top of the pop-up, you can search within the code, find and replace a bit of HTML, format a selection of HTML, or add or remove comments from the source code. It is advised this feature only be used by those who are experienced with HTML. Click the button again to return to the normal editor.
- **Merge**: This button allows you to add merge tags to the text. Merge tags allow you to personalize pages to each user by adding the information associated with a contact to the page. To add a merge tag to the element, click the Merge Tag button and a dropdown with all of your CRM columns with merge tags will appear. Select your desired column and the corresponding merge tag will be added to the text element where you currently have your cursor. Merge tags will always contain two percentage symbols on either side. (e.g. %%NAME%%).

[**Note:** For example, if you wish to include the landing page user's name in the salutation, choose the Name option in the Merge dropdown. The tag will be added to the page and will look something like this: "Hello %%NAME%%." When a contact accesses the page, the message will include the contact's name in place of the merge tag. This will only appear for users with a profile in the CRM. It will be blank for all others.]

[**Note:** You can also add merge tags without using the Merge button by simply typing out the tag with the two % symbols on either side. This will only work if the merge tags have already been set up in the CRM for the column you choose to use. Refer to the *SimplyCast CRM User Guide* for more information.]

- **Image:** This button allows you to insert an image into the text body of your landing page. Clicking this button will open a pop-up window, which will allow you to upload an image from the server, modify its size, determine the alignment, and more. Refer to the Add an Image section for more information on the Image Uploader.

- **Link:** This button, allows you to insert a hyperlink onto your landing page to an outside source. First, you must highlight the section of text or image you would like to turn into a hyperlink and click on the Link button to bring up a pop-up with options for adding the hyperlink. You are then able to paste a link or select the Browse Server option to select or upload a file from the file manager interface, allowing the link directly to that resource. You are also able to turn on a setting to open the link in a new tab, and to turn off tracking using the Do not track checkbox. When your link is configured, click Insert to add it or cancel to cancel adding the hyperlink.

- **Style Dropdown**: This button allows you to easily apply some standard styles to the text in this element. These standards can be configured in the Default Styles tab in the main Project Settings section (Refer to the Configure Project's Default Settings section for more information). After these style standards have been configured to your liking, you can implement them using the text editor by selecting the appropriate option from the dropdown when writing your landing page text.

- **RTL-LTR**: Allows you to switch between right-to-left and left-to-right writing, allowing the support of both types of script.

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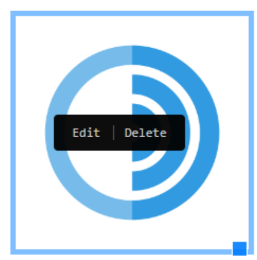
Add an Image

In order to add an image to the text body of the landing page (including image captions), you must first make sure your mouse cursor is where you wish the image to be located. Then, click the Image button..

- Clicking the Image button will open a secondary Image Finder pop-up window where you will see a list of all images you have previously uploaded to the platform (if any). If you see the image you would like to use in this list, click on it and click Select in the bottom right-hand corner of the pop-up to continue the process of adding it to your landing page.
- If you do not see an image you would like to use, or there are no images to choose from, click the green Upload button found at the top of the pop-up, which will open another window where you can search through your device to choose an image to upload. Once you have found an image, click the Open button at the bottom right of the pop-up to add the image to the list in the Image Finder window.
- Use the Refresh button located to the right of the Upload button at the top of the Image finder window to refresh the list of images if new ones have been added.
- The Settings button next to the Refresh button at the top of the window will display some organizational options when clicked. Choose whether to view added images in thumbnail or list view, determine what information to display with each image (Name, Size, and/or Date), whether they will be ordered by image name, type, size, or date, and whether or not the images are displayed in descending order.
- Once you click select, the image will be added to your text block. Once it is there, you can configure it futher.
- You can select the image and then click and drag the blue square in the corner to adjust the size of the image.



- You can also delete the image by clicking the delete button that appears when you select the image, or you can click the edit button to further configure the image.
- Selecting the edit button opens the Edit interface, where you can add alt text for the image, alter the alignment of the image (left, center, or right) add a link to the image with checkboxes to enable opening the link in a new tab and disabling link tracking (which is enabled by default), and adjust the width and height of the image. You can then click cancel to cancel your changes, or save to save the changes.

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Landing Page Settings

Once you have finished designing and configuring your landing page in the editor, save the page by clicking on the blue Save button located at the bottom right-hand side of the screen. Then, you are able to click the blue Next button found beside the Save button to proceed to the next page in the setup process where you are able to configure more settings for the landing page.

Once on this page, you are able to:

Choose Your Conversion Events

Upon arriving at the Settings page in the landing page setup process, the first section you will see is where you must determine the conversion events you wish to include on your landing page. A conversion event is an action that a user does on the page, such as filling out a form, clicking on a link, etc. These actions can then be tracked using web tracking software, or they can be used in order to start sending the user through a 360 workflow. Refer to the Sonar User Guide for more information on trackers and refer to the SimplyCast 360 User Guide for more information about workflows.

To choose an action/event on your landing page you would like to be used as a conversion event:

- Choose an event from those available in the left-hand gray box located on the Settings page. The form you have associated with the landing page as well as any links you have inserted will be included in the list of available conversion events
- Click and drag the chosen event from the left box over to the gray box located directly to the right of it, labeled Selected Conversion Events
- Repeat these steps until you have dragged over all the events you wish to be used as conversions

Enter a Page Name

Below the Conversion table, you will see a Page Name field. This is where you must enter a title for the landing page that will be visible to users who are looking at the page. This is a required field.

Add Tags

To the right of the Page Name field is the Tags field, where you have the option to add any number of keywords that will help your landing page become more searchable by web search engines. Simply type in your tags, leaving a space between each one.

Insert a Description

The section that appears below the Page Name and Tags fields is the Meta Description textbox. This is where you can type in a description for your landing page that will be used by search engines to find the page online.

[**Note:** The page's meta description is restricted to a maximum length of 160 characters.]

Upload a Favicon

The next section on the Landing Page Settings page is where you can upload a favicon for the page. A favicon is the little image that appears at the top of your screen in the page's browser tab. If you already have a favicon uploaded to your page, you will see it in the space provided in this section. Otherwise you will see a gray square in its place.

To upload a favicon for the landing page:

- Locate the blue Upload button located below the favicon square.
- Clicking this button will bring up the pop-up window. Here you are able to search through your files and choose the image you wish to upload. Refer to the Image Info section in the Add an Image section for more information about image uploading.

[**Note:** The favicon image will automatically be resized to 32x32 pixels.]

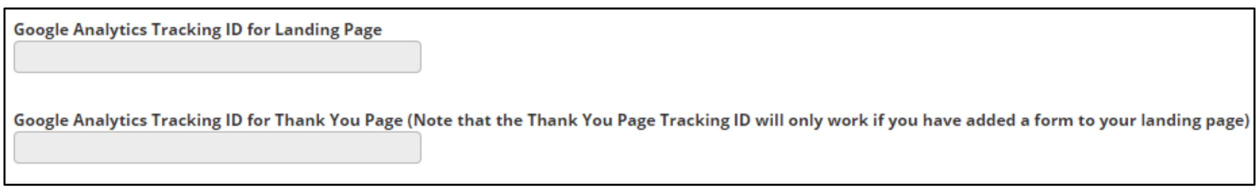
[**Note:** To remove a favicon image that has already been uploaded, click the blue remove button located underneath the Upload button.]

Add Google Analytics

Below where you upload a favicon, you have the option to add tracking IDs from Google Analytics. This is helpful if you wish to track your landing page's progress with your other web stats. If you want to add Analytics to your landing page:

- Generate a tracking ID in Google Analytics.
- Paste the tracking ID into the field.

If done correctly, the landing page data will appear in your Google Analytics. You can also add a tracking ID for your form Thank You page if you created one by pasting in another tracking ID into the second field.



Once you have finished configuring the page's settings, click the blue Next button at the bottom right of your screen to save your progress and exit the Editor. You will be directed back to the landing page project's setup page where you are able to create, edit, or delete other landing pages within the project.

Similarly, you can add a Google AdWords Conversion ID, Google AdWords Conversion Label, and configure the Google AdWords Conversion mode (based on viewing the landing page or the thank you page).

Landing Page Summary

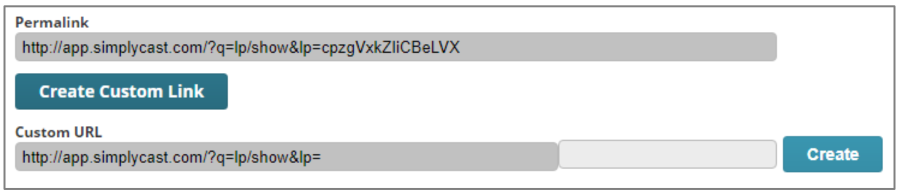
If you are satisfied with the page(s) in your project, you can proceed to the Summary page where you can finish setting up the landing page project before publishing.

On the Summary Page, you can:

Obtain the Landing Page Link

The Permalink field is the first field you can see when you reach the Summary page. The link that appears here is a link that will direct users to one of the landing pages created within this project depending on your traffic settings. Refer to the Traffic Strategy section on page 33 for more information.

Create a Custom Link



The Create Custom Link button appears directly below the Permalink field and allows you to add a custom ending to the permalink provided to replace the autogenerated ending that contains a random mix of letters. Clicking the Create Custom Link button will cause a new field to appear below that includes the base path of the custom link (the part of the link that cannot be changed) as well as another field to the right of the first where you are able to enter the link ending you wish to be used. Click the blue Create button once you have added your custom link ending to save the changes.

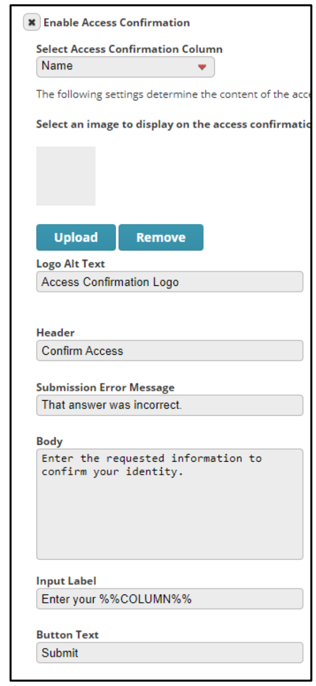
Turn On Auto Publish

Below the Permalink and/or Custom Link fields, you will see a checkbox you can click if you would like the project to be published automatically. Checking off the Auto Publish Project box means that upon completing the project setup, the landing page URL can be searched for and accessed by users.

Login Required for Submission

When this checkbox is enabled, page visitors will need to be logged into the SimplyCast platform to view the page.

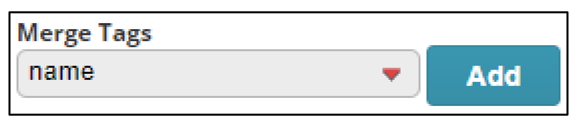
Enable Access Confirmation



When this checkbox is enabled, an access confirmation configuration setup will be added to the page. Enabling access confirmation will require visitors to provide a specific piece of requested information before they can view the page. When enabled, only tracked landing pages will work, as the system will be checking for information associated with the contacts who view the page. To configure Access Confirmation after enabling it, you'll need to configure the following options :

- **Select Access Confirmation Column**: The column that those visiting the page will be asked to confirm. It will require a contact visiting the page enters whatever data is in that field for that contact in the CRM.
- **Upload a Logo**: Optionally, you can select a logo to appear on the access confirmation screen. To do so, click upload and select an image or upload a new image using the image upload interface.
- **Logo Alt Text**: If you are using a Logo, you can define its alt text using this field.
- **Header**: The header of the Access Confirmation page.
- **Submission Error Message**: A message that will appear if the submitted information does not match the contact's CRM data.
- **Body**: The body of the Access Confirmation page.
- **Input Label**: The label for the input field requesting the information in the contact's access confirmation column.
- **Button Text**: The text on the submit button.

All of the options which accept text can include merge tags, which can be added using the Merge Tags dropdown and the corresponding Add button.



View List of Project Pages

In the second section of the Summary page, you will see a table listing all of the landing pages you have created within this project. **In this table there are up to seven pieces of information in this section:**

- **Page Name:** This refers to the title you gave to your page in the first section of the setup Process.
- **Active:** This refers to whether the landing page is active (accessible to users via the URL) or Not.

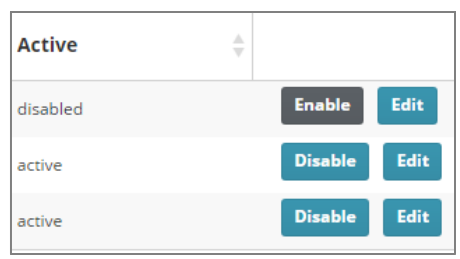
- **Actions:** This (unnamed) column contains two buttons allowing for specific actions to be taken on a particular page: Disable and Edit.
- **Traffic Percentage:** This column appears in the table (only when the Traffic Strategy is Fixed as per section Determine Page Traffic Strategy). It shows the percentage of total users who click on the Permalink URL will be directed to each landing page,
- **Edit Traffic:** This button appears only when the Traffic Strategy is set to Fixed (as per section Determine Page Traffic Strategy) and allows you to change the percentage split between all your available landing page options,
- **Edit Regions:** This button appears only when the Traffic Strategy is set to Regional (as per the Traffic Regions Editor section) and allows you to configure which landing page contacts in specific regions will see when they click the URL.

Find Pages Further in List

To view a project that does not immediately appear in the list:

- Navigate down to the bottom of your screen where you will find the page numbers. indicating the total number of landing pages you have created within the project.
- If there are more pages than can be displayed at once, look to the right side of the list to find a scroll bar.
- Click and drag the scroll bar to view older projects.

Search/Sort Landing Pages



If you are looking for a particular landing page you have created within this project, **you can easily search through the pages in the list on the Summary page by:**

- Selecting the search box that appears in the top right-hand corner of the page.
- Typing in the text you would like the system to search for.
- Clicking the blue magnifying glass button to narrow down the list of pages.
- To remove the search filter, click on the "X" button that appears in the search box button and click the blue magnifying glass button again to return to the full list of pages.

You are also able to sort your landing pages by any table column by clicking on the name of the column in the Landing Page Summary page. Once clicked, your list of pages will reorder automatically.

Edit a Page

To make changes to a page in your landing page project, navigate to the third column in the table containing your project's pages. In this column you will see a blue Edit button you can click to proceed into the Editor for the page. Once you have finished making your changes to the page, click through the rest of the setup process by clicking the blue Next button in the bottom right-hand corner of your screen to return to the Summary page.

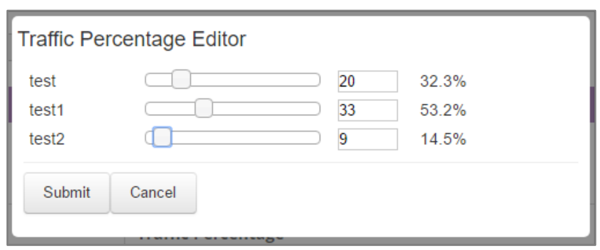
Disable/Enable a Page

To disable a page in your landing page project (make inaccessible via the landing page URL provided), navigate to the third column in the table containing your project's pages. In this column you will see a blue Disable button you can click to deactivate the page. If you would like to reactivate the page, click on the black Enable button that appears in place of the Disable button.

Determine Page Traffic Strategy

The Traffic Strategy field appears in the black box at the left side of the screen on the Summary page. This field allows you to determine how the multiple pages that are part of your landing page project are distributed between the users who access the URL as each user will be presented with just one of the options even though they are clicking on the same URL. There are three possible options in the dropdown menu provided in this field:

- **Random:** This traffic option means the page distribution among users is completely arbitrary. There is no rule dictating which page will appear to a specific user when he or she clicks on the Permalink URL.
- **Fixed:** This traffic option means the page distribution among users is restricted by rules specifying that each page must appear to a certain percentage of users. To modify these percentages click on the blue Edit Traffic button that appears above the list of landing pages when this option is selected. When clicked, the Traffic Percentage Editor pop-up window will appear. Use the sliders that appear next to each of the available landing page option's names to determine how many users you wish to take part in the A/B split test. The percentage of total users you have chosen between all of your page options will appear to the right of the number of users selected. Click the Submit button of the pop-up window to save your settings, or click Cancel



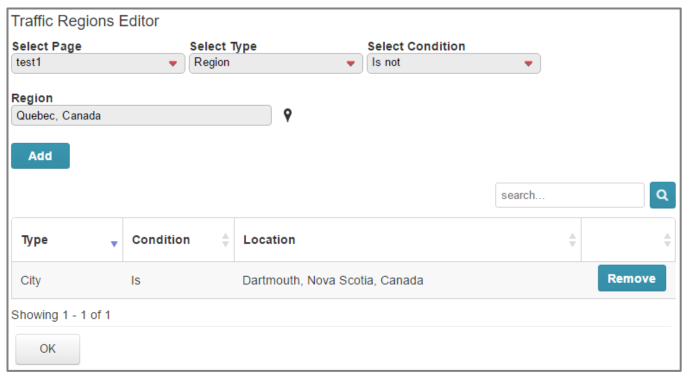
to close the Editor without saving your settings.

- **Regional:** This traffic option means the page distribution among users is restricted depending on where the user is located. To configure the region settings, click on the blue Edit Regions button found above the list of landing pages when this option is selected. When clicked, the Traffic Regions Editor pop-up window will appear.

Traffic Regions Editor

The Traffic Regions Editor allows you to specify which users will see which landing page when they click on the Permalink URL based on location.

To configure the settings in this pop-up:



- Choose the page for which you would like to configure the region settings from the dropdown menu appearing in the Select Page field at the top left of the Traffic Regions Editor.
- Next, choose what type of region you would like to use from the Select Type dropdown menu. The three available options in this dropdown menu are City, Region, and Country.
- After you have chosen a region type, you must select a parameter in the Select condition dropdown menu. The available options here are “Is” and “Is not”.
- The next field is the Region field. Clicking on this field will open up a world map pop-up where you can click anywhere on the map to choose a city, region, or country. Or, type in the name of the location you desire in the field below the map. Click the blue OK button to make your selection, or click Cancel to close the window without choosing a location.
- Once you have determined the location for your Region Traffic Strategy (or chosen what location to restrict), click the blue Add button appearing below the Region field. This will add your chosen location setting to the table at the bottom of the Traffic Regions editor.
- The table at the bottom of the Editor contains four columns: the type of region selected; the condition selected; the location chosen from the map, and a column containing a blue Remove button.
- Click the remove button if you would like to delete that particular location setting you Configured.
- If you have created multiple location settings and wish to find one that isn’t immediately visible, either use the scroll bar located on the right side of the table or use the search bar

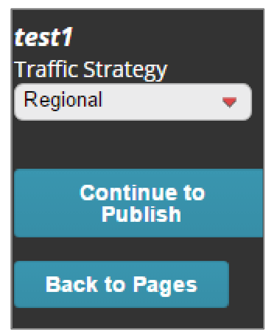
above the table on the right. Type in the text you would like the system to search for and click the blue magnifying glass button to narrow down the location settings.

- When you are satisfied with your locations settings, click on the gray OK button at the very bottom of the Traffic Regions Editor to save the settings and close the pop-up window.

[**Note:** When creating multiple settings for your different landing pages, switching between pages using the Select Page dropdown menu will cause the table at the bottom of the window to populate with the settings you configured for that particular page. Switching back to another page option will show any previous settings you created for that page.]

Continue to Publish

In the black box on the left side of your screen, you will see a blue Continue to Publish button, which, when clicked, will direct you to the next step in the Landing Page setup process where you are able to review the crosscheck page for the project. Refer to the next section in this guide for more information on the Review page.



Back to Pages

In the black box on the left side of your screen, you will see a blue Back to Pages button, which when clicked, will direct you to the previous step in the Landing Page setup process where you are able to create, edit, and delete pages in the project. Refer to the Landing Page Summary section for more information.

Landing Page Crosscheck

Once you have finished configuring the settings on the Summary page, you can click the blue Next button appearing at the bottom right of your screen, or the blue Continue to Publish button in the black box on the left side of your screen to proceed to the Crosscheck page of the landing page setup process where you can review the settings made to the pages and ensure there are no errors before publishing the project.

On this page, the Pages section will have a checkbox beside it, with one of three colors displayed in it:

- **Green with a checkmark:** If the checkbox is colored green with a checkmark, this section of your project has been configured correctly and will function as it is supposed to when published.

- **Yellow with an exclamation point:** If the checkbox is colored yellow with an exclamation point something is not ideal in this section of your project. An explanation will appear below the section detailing the potential issue. However, you are still able to publish a project that has a yellow checkbox.
- **Red with an "X":** If the checkbox is colored red with an "X" there is an error within that section of the project and you are unable to complete your setup without dealing with it. Details concerning the error(s) are noted beneath the section.

Once you reviewed the crosscheck page and have made any necessary changes to your project, you are able to click the blue Complete Project button found either at the bottom right-hand side of your screen or in the black box on the left.

When you click this button, a pop-up window will appear saying you have successfully published your landing page project and will ask you to complete a quick feedback survey about your process.

Click the "X" button at the top right corner of the pop-up to close it and be directed back to the Landing Page Reports page, or simply click anywhere outside of the pop-up window and be directed to the Reports.

Reports

To view a report for any of your live surveys, you must navigate to the SimplyCast Reporting interface.

To do this:

- Go to the main Landing Page Dashboard. where you will see four tabs on the left-hand side of your screen: Summary, Reports, IP Filtering, and IP Block.
- Click the Reports option to be directed to the Reports page.

[**Note:** You are automatically directed to the Reporting interface once you complete a landing page project.]

Once in the Landing Page Reporting Dashboard, you are able to:

View the List of Reports

When you enter the Landing Page Reports Dashboard, you should see a list of all the landing pages you have enabled with the most recent page being at the top of the list. If there are no landing pages in the list, you have not yet created any or none have been enabled.

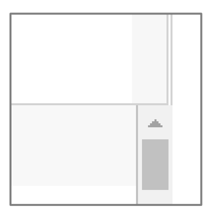
Each report in the list is broken down into six columns:

- **Project Name:** The name you gave to the landing page project when you created it
- **Date Created:** The date and time the landing page was created
- **Date Published:** The date and time the landing page was published. If the page hasn't been published, you will see "Not Published" in this column
- **Permalink:** The URL of the landing page you or users can use to access the page
- **Custom URL:** The custom ending you gave to the landing page project URL (if any)
- **Actions:** Contains blue Open and Compare buttons next to each report in the list, allowing you to view the details of the individual report for that project or compare multiple landing page projects. Refer to the View a Report section for more information about an individual landing page report and the Compare Reports section for more information about comparing reports.

Find Older Reports

To view a landing page project report that does not immediately appear in the list:

- Navigate down to the bottom of your screen where you will find the page numbers indicating the total number of projects you have created.
- If there are more projects than can be displayed at once, look to the right side of the list to find a scroll bar.
- Click and drag the scroll bar to view older landing page project reports.



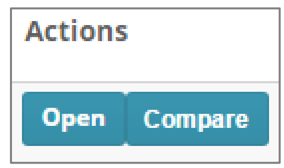
Search/Sort Reports

If you are trying to find a particular project for which to view the report, you can:

- Select the search box that appears in the top right-hand corner of the page
- Typing in the text you would like the system to search for
- Clicking the blue magnifying glass button to narrow down the list of reports
- To remove the search filter, click the "X" button that appears in the search box button and click the blue magnifying glass button again to return to the full list of reports

You are also able to sort your landing pages by any table column by clicking on the name of the column in the Landing Page Summary page. Once clicked, your list of pages will reorder automatically.

View a Report



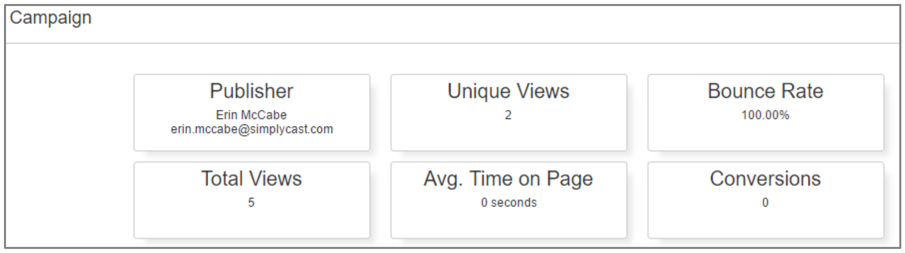
To view the report of a particular landing page project:

- Select the landing page project you would like to see the report for
- Click the blue Open button located in the Actions column for your desired report and you will be directed to the report for that specific project

Campaign

The first section you will see in the report for your particular landing page project is the Campaign section. **Here you will see six boxes containing an overview of the data collected from your project:**

- **Publisher:** This box displays the name and email of the landing page publisher
- **Unique Views:** This box displays the number of page views by different users
- **Bounce Rate:** This box displays the percentage of users who left your page without interacting with any of the conversion events on your landing page
- **Total Views:** This box displays the number of total views of your landing page, including repeat visitors
- **Avg. Time on Page:** This box displays the average amount of time (in seconds) users spent on the landing page
- **Conversions:** This box displays the number of users who interacted with any of the conversion events in your landing page (such as forms, links, etc.)

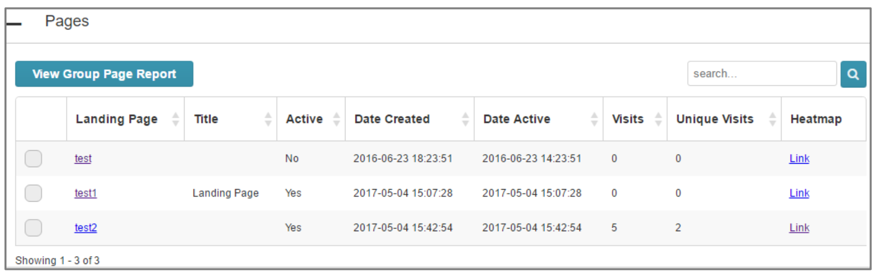


Pages

The second section you will see in the report for your particular landing page project is the Pages section. When clicking on this section, a table will appear containing information regarding all the pages you have created as part of this landing page project.

There are eight information columns in this table:

- **Landing Page:** The internal name of the landing page when created as part of the project
- **Title:** The publicly viewable name given to the landing page that appears in the user's browser tab



Pages

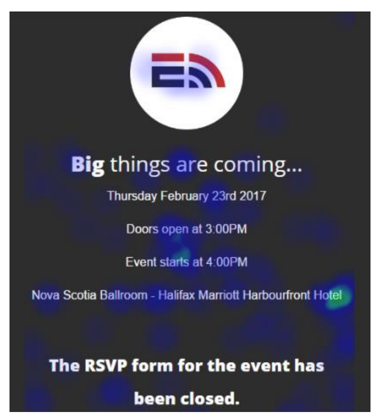
View Group Page Report

search...

	Landing Page	Title	Active	Date Created	Date Active	Visits	Unique Visits	Heatmap
	test		No	2016-06-23 18:23:51	2016-06-23 14:23:51	0	0	Link
	test1	Landing Page	Yes	2017-05-04 15:07:28	2017-05-04 15:07:28	0	0	Link
	test2		Yes	2017-05-04 15:42:54	2017-05-04 15:42:54	5	2	Link

Showing 1 - 3 of 3

- **Active:** Whether or not the page is currently active (accessible via the URL)
- **Date Created:** The date and time the landing page was first created
- **Date Active:** The date and time the landing page was last active
- **Visits:** Total number of visits received by the landing page, including repeat visitors
- **Unique Visits** Total number of visits by different users
- **Heatmap:** A link you can click to view an image of your landing page showing heat signatures where users spent most of their time



At the top of the Pages section in the Landing page project report, you will see a blue View Group Page Report button. This button will allow you to view the report for the project broken down by the various pages you chose to include. To use this function, choose which landing pages you would like to view in the group report, check off the box located to the left of your chosen landing pages' names and click on the View Group Pages Report button, which will direct you to the broken-down report.

[Note: You can also view the report breakdown for a single landing page in the project using this button by simply checking off one landing page and clicking the button to view the report.]

[**Note:** The Group Page Report contains the same information as the overall project report, except the data is divided up among the different pages.]

Forms

The third section you will see in the report for your landing page project is the Forms section. When clicking on this section, a table will appear containing information regarding the forms appearing on the various pages you have created as part of this landing page project.

There are four information columns in this table:

- **Form Name:** The name given to the form when it was created
- **Source Page:** The particular landing page the form is found on within the project. To view the report for the page that a particular form is embedded on, click the link appearing in this field
- **Date Created:** The date and time the form was first created
- **Submissions:** Total number of submissions received from the form

Views

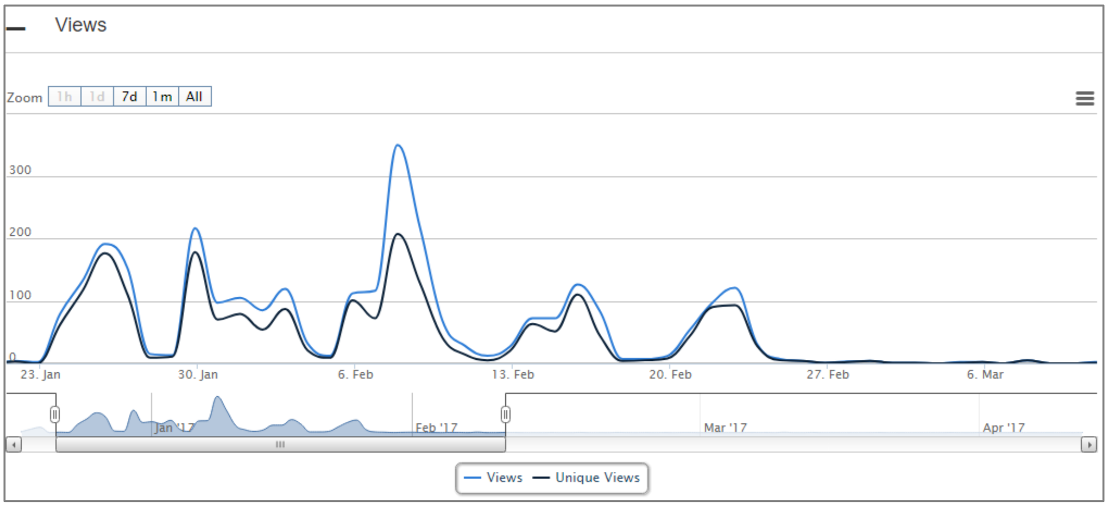
The fourth section you will see in the report for your landing page project is the Views section.

When clicking on this section, a timeline graph will appear containing information regarding the number of views received by the pages in your project over the course of their active lifetimes.

Hovering your mouse over a specific point in the graph will produce a box indicating the particular date as well as the total number of views and unique views received that day. The blue line on the graph indicates the number of views while the black line represents the number of unique views.

Use the scroll bar found at the bottom of this section to view more of the timeline. Click and drag the edges of the scroll bar to modify the date range visible in the timeline. Zoom to a specific section of the graph (if the project has been active long enough) by locating the Zoom function underneath the Views header on the left side of the page and clicking on the amount of time you would like to view on the graph.

To download or print the timeline or a portion of it, click on the three-barred button at the top right of the timeline and choose whether you would like to print the graph or download it as either a PNG or JPEG image, a PDF document, or a SVG vector image.



Conversions

The fourth section you will see in the report for your landing page project is the Conversions section. When clicking on this section, a timeline graph will appear containing information regarding the number of conversions received by the pages in your project over the course of their active lifetimes.

Hovering your mouse over a specific point in the graph will produce a box indicating the particular date as well as the total number of conversions received that day.

Use the scroll bar found at the bottom of this section to view more of the timeline. Click and drag the edges of the scroll bar to modify the date range that is visible on the timeline. Zoom into a specific section of the graph (if the project has been active long enough) by locating the Zoom function underneath the Conversions header on the left side of the page and clicking on the amount of time you would like to view on the graph.

To download or print the timeline or a portion of it, click on the three-barred button at the top right of the timeline and choose whether you would like to print the graph or download it as either a PNG or JPEG image, a PDF document, or a SVG vector image.

Search/Sort Responses

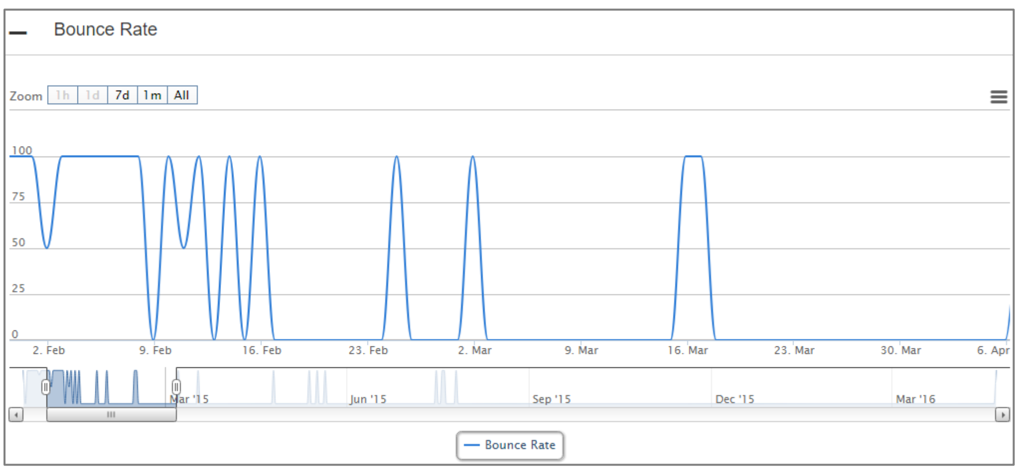
If you are trying to find a particular live survey responder or response, you can use the search bar that appears directly underneath the Responses tab at the top right of your screen. As you type in your query, the responses will automatically filter.

You are also able to sort your live survey reports according to the selected column by name by clicking on the name of any of the columns in the Responses list. Once clicked, your list of reports will re-order automatically.

Bounce Rate

The fifth section you will see in the report for your landing page project is the Bounce Rate section. When clicking on this section, a timeline graph will appear containing information regarding the number of bounces received by the pages in your project over the course of their active lifetimes (percentage of users who did not interact with any of the conversion events on the pages).

Hovering your mouse over a specific point in the graph will produce a box indicating the particular date as well as the total bounce percentage for that day.



Use the scroll bar found at the bottom of this section to view more of the timeline. Click and drag the edges of the scroll bar to modify the date range that is visible in the timeline. Zoom into a specific section of the graph (if the project has been active long enough) by locating the Zoom function underneath the Bounce Rate header on the left side of the page and clicking on the amount of time you would like to view on the graph.

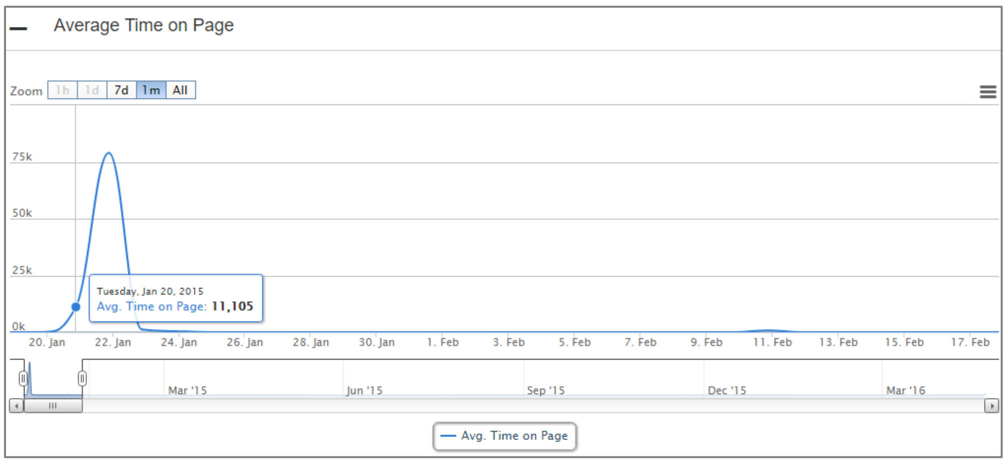
To download or print the timeline or a portion of it, click the three-barred button at the top right of the timeline and choose whether you would like to print the graph or download it as either a PNG or JPEG image, a PDF document, or a SVG vector image.

Average Time on Page

The sixth section you will see in the report for your landing page project is the Average Time on Page section. When clicking on this section, a timeline graph will appear containing information regarding the average number of seconds users spent on the pages in your project over the course of their active lifetimes.

Hovering your mouse over a specific point in the graph will produce a box indicating the particular date as well as the length of page visits for that day.

Use the scroll bar found at the bottom of this section to view more of the timeline. Click and drag the edges of the scroll bar to modify the date range that is visible in the timeline. Zoom into a specific section of the graph (if the project has been active long enough) by locating the Zoom function underneath the Average Time on Page header on the left side of the page and clicking on the amount of time you would like to view on the graph.



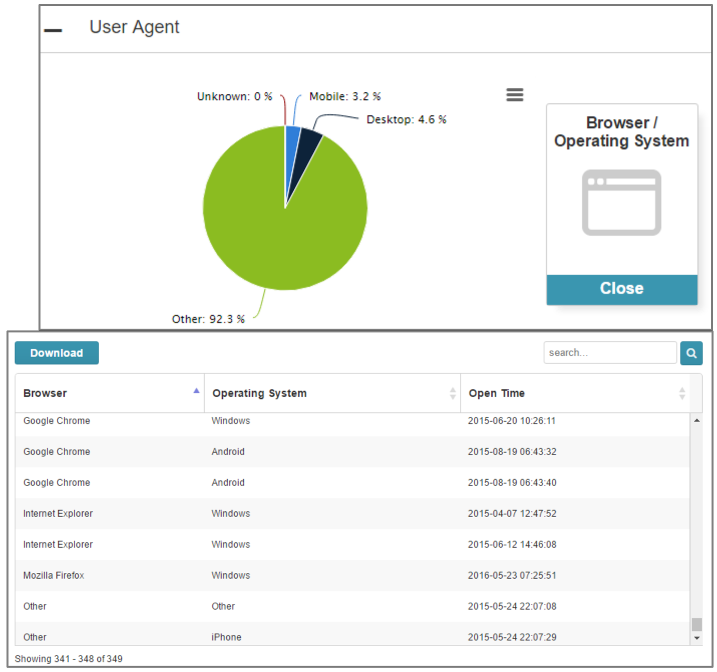
To download or print the timeline or a portion of it, click the three-barred button at the top right of the timeline and choose whether you would like to print the graph or download it as either a PNG or JPEG image, a PDF document, or a SVG vector image.

User Agent

The last section you will see in the report for your landing page project is the User Agent section. When clicking on this section, a pie chart will appear containing information regarding the devices used to view the landing page project. The chart will be divided into up to four sections: mobile, desktop, unknown, and other.
To download or print this chart, click on the three-barred button at the top right of this section and choose whether you would like to print the chart or download it as either a PNG or JPEG image, a PDF document, or a SVG vector image.

To the right of the device pie chart, you will see the Browser/Operating System graphic that includes a blue View button that, when clicked, will open up a table underneath **where you are able to see three columns of information:**

- **Browser:** This column refers to the internet browser that was used to view the landing page.
- **Operating System:** This column refers to the device operating system used to view the landing page.
- **Open Time:** This column refers to the date and time the user accessed the landing page.



To download this table to your device, click on the blue Download button at the top left of this section.

Compare Reports

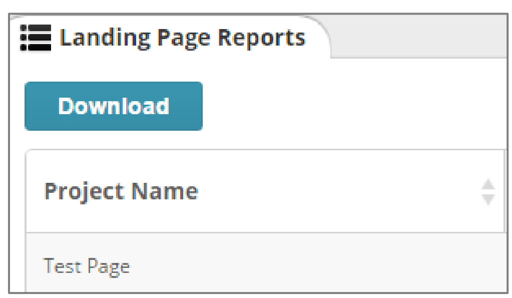
To compare the reports of multiple landing page projects:

- Locate the blue Compare button found in the Actions column in the list of projects in the main Landing Page Reporting interface

[**Note:** Clicking this button will change the button into a gray Uncompare button you can click if you do not wish to compare this report to any others.]

- Next, click the blue Compare button for another landing page report, which will open a new page in your browser where you can view the merged report containing the data collected from the two landing page projects.

Download List of Reports



To download the list of reports found on the Reports Dashboard:

- Locate the blue Download button found at the top. of the list of projects in the main Landing Page Reporting interface

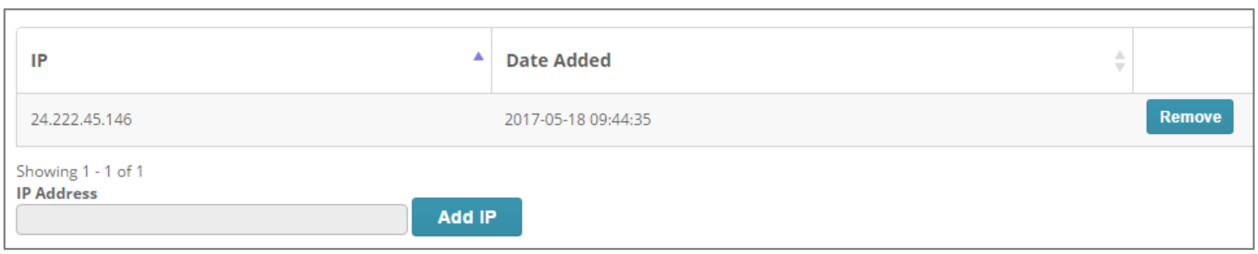
- Clicking this button will immediately download the list of reports to your device as a CSV file.

IP Filtering

The third tab in the menu on the left side of the Landing Page dashboard is the IP Filtering tab. This tab allows you to filter out specific IP addresses from the ones used to visit your landing pages. These filtered IPs can still view your landing pages, but no conversions or metrics will be recorded in the reports. This is useful for when you would like to view or test your landing pages without skewing the reporting metrics.

There are two columns in the table that appears on this page:

- **IP:** This column contains the full IP addresses added to the filtered list (if any)
- **Date Added:** This column contains the date and time the IP addresses were added to the filtered list
- **Remove:** This button (that appears in the third column only after there have been IP addresses added to the list) allows you to remove the IP address from the list



To add a new IP address to be filtered out from being reported:

- Locate the IP Address field found at the bottom of the table containing all previously added IPs.
- In this field, enter the full IP address you would like the system to filter out of the generated landing page reports for any created projects.
- Click on the blue Add IP button that appears to the right of the field and the IP will be inserted into the table above.

To search for an IP address in the list of filtered IPs, use the search bar found at the top right of the table and type in the address you would like the system to search for. Click the blue magnifying glass button to narrow down the list of IP addresses. To remove the search filter, click the “X” button in the search box button and click the blue magnifying glass button again to return to the full list of IPs.

You are also able to sort your filtered IPs by any table column by clicking on the name of the column in the table of filtered IP addresses. Once clicked, your list of IPs will reorder automatically.

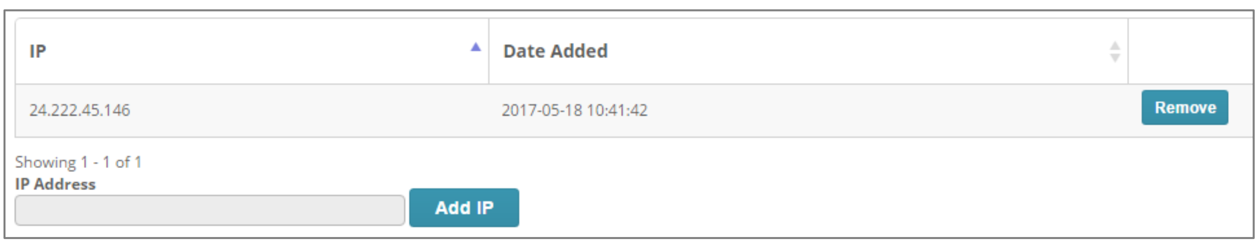
IP Block

The last tab in the menu on the left side of the Landing Page dashboard is the IP Block tab. This tab allows you to block specific IP addresses from accessing your landing pages. These filtered IPs will not be able to view your landing pages, and they will be informed they have been blocked.

[**Note:** This is a universal setting, meaning it will apply to all relevant channels, not just Landing Pages.]

There are two columns in the table that appears on this page:

- **IP:** This column contains the full IP addresses that were added to the blocked list (if any)
- **Date Added:** This column contains the date and time that the IP addresses were added to the blocked list
- **Remove:** This button (appears in the third column only after there have been IP addresses added to the list) allows you to remove the address from the blocked list



To add a new IP address to be blocked from accessing your landing pages:

- Locate the IP Address field found at the bottom of the table containing all previously added IPs.
- In this field, enter the full IP address you would like the system to block from accessing any landing pages.
- Click on the blue Add IP button to the right of the field and the IP will be inserted into the table above.

To search for an IP address in the list of blocked IPs, use the search bar found at the top right of the table and type in the text you would like the system to search for. Click the blue magnifying glass button to narrow down the list of IP addresses. To remove the search filter, click the "X" button in the search box and click the blue magnifying glass button again to return to the full list of IPs.

You are also able to sort your blocked IPs by any table column by clicking on the name of the column in the table of blocked IP addresses. Once clicked, your list of IPs will reorder automatically.