

Sound familiar?

- Is your primary digital marketing goal to improve online performance and increase website conversions?
- Are your goals linked to driving action on the website?
- Is your website designed to encourage visitors to engage e.g. request course prospectuses, book short courses, enquire about open days on campus or make an alumni donation?

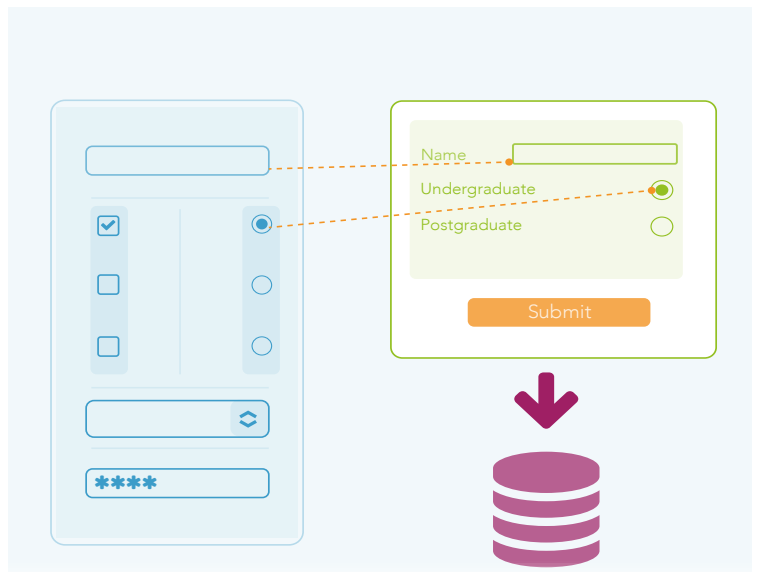
How do you keep leads from falling through the cracks?

How do you avoid missed opportunities to move site visitors into the sales pipeline?

TERMINALFOUR's Form Builder gives you the power to create smart and flexible forms that will help you capture and convert as many leads as possible.

Users can easily create professional forms in minutes with our simple drag and drop formula and easily connect with back office systems.

Valuable data captured through form builder can then be automatically transferred to your enterprise CRM system where it can be actioned.



Benefits

- Easy to use forms that can be created in minutes: Simply drag and drop the required elements to create powerful forms
- Save time by quickly duplicating and editing your existing forms
- Form element dependencies and dynamic elements
- Take payments via secure, major gateways
- Automatically submit data to your CRM system including MS Dynamics, Ellucian CRM, Hobson Radius & TargetX
- Use with TERMINALFOUR or on external pages
- Save submissions as valuable content for campaigns
- Advanced data security
- Pull data from external API in JSON or XML formats
- Cloud to cloud and Cloud to premise integration capabilities
- Quickly export forms in PDF, Excel and XML file formats