

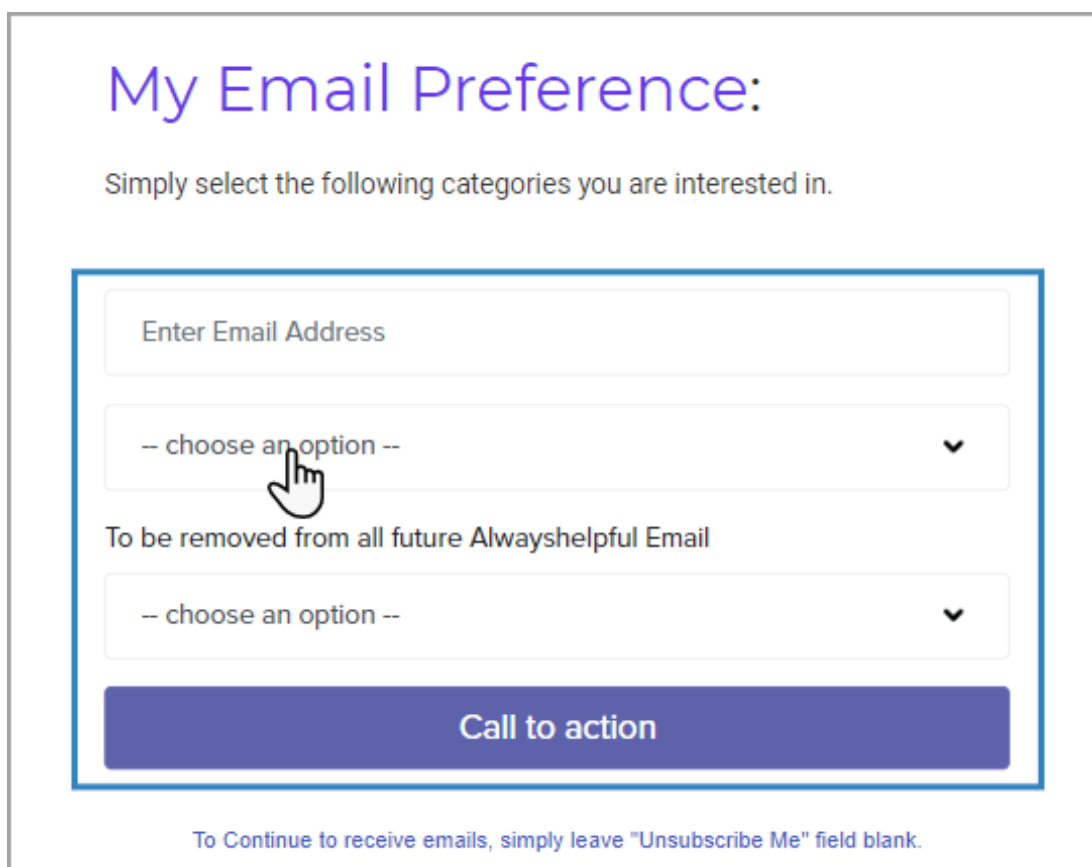
Landing Pages - Applying Tags🔗

There are a couple of ways to have tags applied when your Customer submits your Landing Page form.

1. A "Global tag" is a generic tag that is applied to everyone who submits your form
2. "Field tags" are applied only when a specific option is selected on a form.

Global Tags

1. Click on the form to view the Settings in the panel on the right



The screenshot shows a landing page form titled "My Email Preference:" in purple. Below the title is the instruction "Simply select the following categories you are interested in." The form is enclosed in a blue border and contains the following elements: an email input field with the placeholder "Enter Email Address"; a dropdown menu with the text "-- choose an option --" and a downward arrow, with a hand cursor pointing at it; a label "To be removed from all future Alwayshelpful Email"; another dropdown menu with the text "-- choose an option --" and a downward arrow; and a large blue button labeled "Call to action". At the bottom of the form, there is a note: "To Continue to receive emails, simply leave 'Unsubscribe Me' field blank."

2. Click on **Add Global Tags**.

A screenshot of a form's right-side edit panel. The panel is open to the 'Add Global Tags' section, which is highlighted in light gray. Below this header, there are two list items: 'Design' and 'Spacing', each with a right-pointing chevron icon. A hand cursor icon is positioned over the 'Add Global Tags' header.

3. Add multiple tags that you want to be applied when a visitor opts-in:
 - a. Click into the field to locate your tag
 - b. Click "**Create Tag**" to create a new tag to be applied

A screenshot of the 'Add Global Tags' form. The form has a dark header with the title 'Add Global Tags' and a downward arrow. Below the header, there is a text label: 'These tags will apply to all visitors who complete this form'. Underneath this is a search input field with the placeholder text 'Choose global tags', which is annotated with a blue circle containing the letter 'a'. Below the search field is a green button labeled 'CREATE TAG', which is annotated with a blue circle containing the letter 'b'.

Pro tip! The field can search up to 1,000 tags. If you are not able to locate your tag, you have the option to purge your "**Imported**" and/or "**Updated**" category tags (which apply automatically to contacts when imported). This will reduce the number of tags so only your tags are available. To do this go to **CRM > Settings > Tags**, from the "**Category**" drop down select "**Imported**" and/or "**Updated**". To select all Tags **check the top check box** and then use the "**Action**" drop down to delete.

Field Tags

1. Click on the form to open form settings on the Right Edit panel

My Email Preference:

Simply select the following categories you are interested in.

-- choose an option --
To be removed from all future Alwayshelpful Email
-- choose an option --

Call to action

To Continue to receive emails, simply leave "Unsubscribe Me" field blank.

2. Click on a **form field** or **Add a virtual field** that has options (checkbox or radio buttons)

ADD A VIRTUAL FIELD

Drop Down

Radio

Checkbox

=

to be removed from all future
Alwayshelpful Email

3. Click the Tags icon to assign tags to that form field option or create a new tag.

