

CMAP SUITE FOR INTERACTION – FORM MANAGER



OVERVIEW

Concep, as a certified LexisNexis Solution Partner, have developed a powerful integration between the Concep Campaigner e-mail marketing platform and LexisNexis InterAction CRM. This integration allows LexisNexis InterAction clients to benefit from best-of-breed e-mail marketing whilst maintaining their data centrally in InterAction. The Form Manager will allow contacts to register to events in InterAction folders via easy to use web forms.

FORM MANAGER

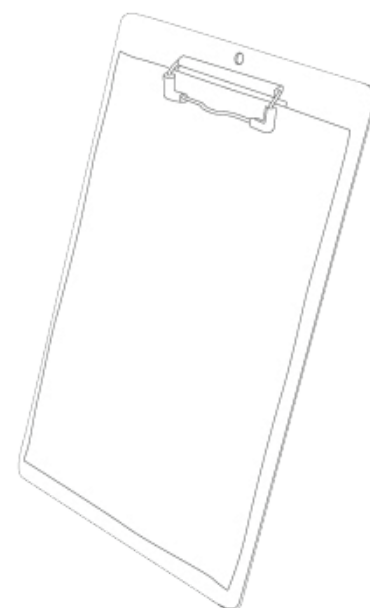
The Form Manager allows users to build web forms through a simple step-by-step web-driven process. Once the user is logged in, the Form Manager retrieves folder information from InterAction and allow them to build a customised web form for that event (or survey - see Figure 1a and b).

The screenshot shows a web interface with a blue header containing the 'concep' logo on the left and the 'LexisNexis INTEGRATED' logo on the right. Below the header, the text reads: 'Select the LexisNexis InterAction folder which your form will send responses to:'. There are three radio button options: 'Employment Seminar - Amsterdam - January 16', 'Litigation Seminar - London - March 20', and 'Cocktail Reception - New York - September 03'. At the bottom left, there is a 'CONTINUE' link.

FIG. 1a - Choose your event

The screenshot shows a web interface with a blue header containing the 'concep' logo on the left and the 'LexisNexis INTEGRATED' logo on the right. Below the header, the text reads: 'Add the copy here that will be shown on the web form (e.g. Event description)'. There is a section titled 'ITEM CONTENT' with the instruction 'Enter and format the item content. Question settings are listed below.' Below this is a rich text editor toolbar with various icons for text formatting (bold, italic, underline, text color, background color, bulleted list, numbered list, link, unlink, indent, outdent, decrease indent, increase indent, undo, redo) and a dropdown menu for 'Advanced Formatting Options'. Below the toolbar, there is a text input field with the placeholder text 'Your text goes here.' and a 'PROCEED' link at the bottom left.

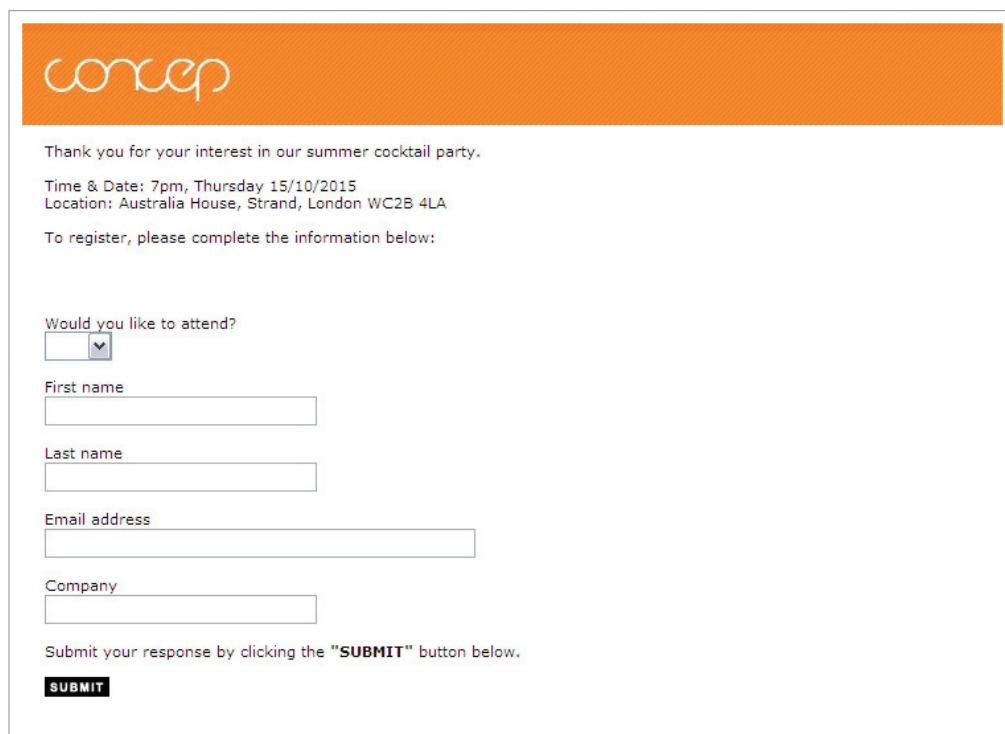
FIG. 1b - Customise your content



The manager can follow the steps to choose which profile fields are to be published, how they are to be presented and any customised content.

Further automated functions such as adding start dates, end dates and maximum responses can be configured to dictate when the registration can begin, end and when it has reached its maximum capacity.

Form Manager then has all the information it needs and publishes a web link for you to re-use in your campaigns.



concep

Thank you for your interest in our summer cocktail party.

Time & Date: 7pm, Thursday 15/10/2015
Location: Australia House, Strand, London WC2B 4LA

To register, please complete the information below:

Would you like to attend?

First name

Last name

Email address

Company

Submit your response by clicking the "SUBMIT" button below.

SUBMIT

FIG. 2 - Finalised event form



Concep is a Certified LexisNexis InterAction Solution Partner

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