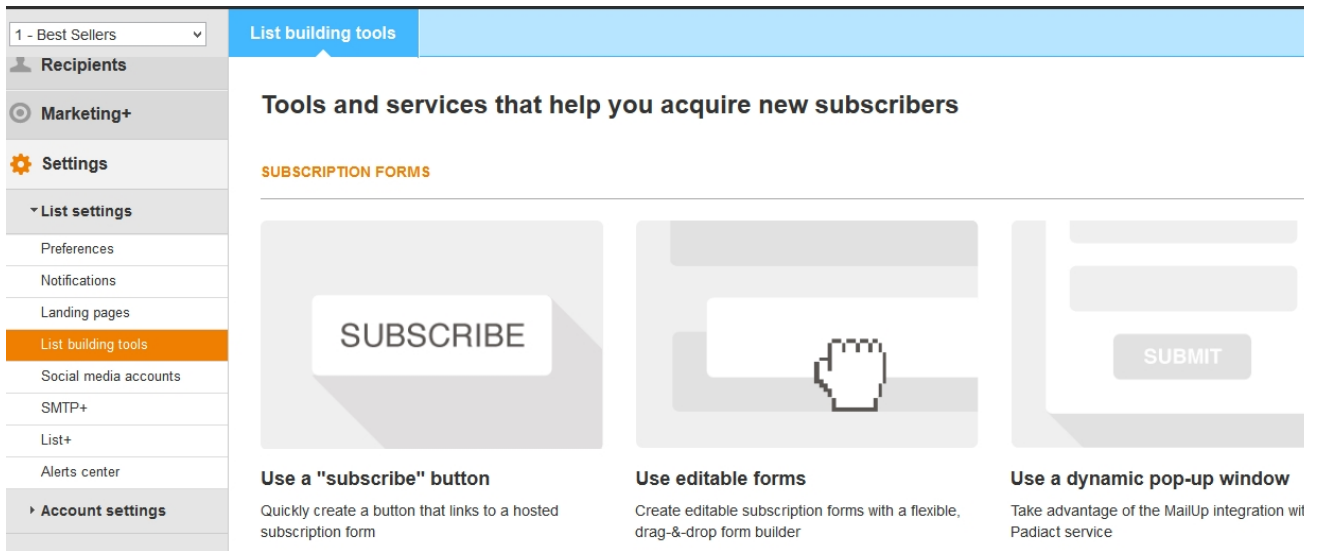


# List building tools

With MailUp 8.7 (January 2015) we introduced a new tab called *List building tools* under *Settings > List settings*. The *List building tools* tab replaced the previous *Subscription forms* tab and represented a completely redesigned section featuring:

- a brand new **drag and drop form builder** (center)
- a **subscribe button tool** (left)
- our **email sign-up pop-up** integration with PadiAct (right).



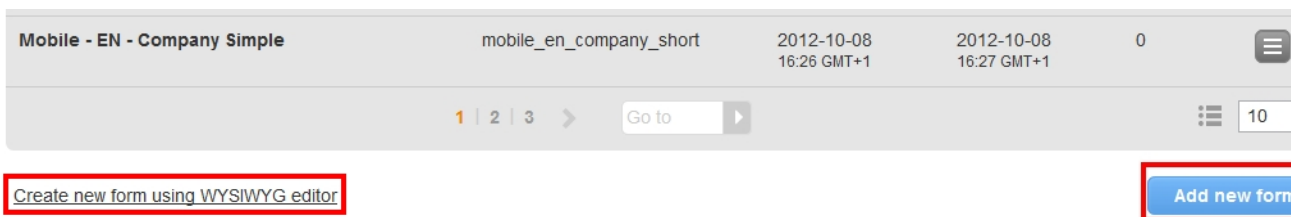
With these new tools you can:

- Quickly create a **button** that links to a hosted subscription form
- Create editable **subscription forms** with a flexible, drag-&-drop form builder
- Take advantage of the MailUp integration with the [PadiAct](#) service

## Creating editable subscription forms

There are two ways to create a subscription form:

- Click on *Add new form* to use the new drag-&-drop subscription form builder (recommended)
- Click on *Create new form using WYSIWYG editor* to create a subscription form using an HTML editor



## Using the drag-&-drop form builder

The email subscription **form builder** allows you to create your own custom sign-up forms in a whole new, super-easy way. In fact, you will build sign-up forms via drag and drop without the need of any HTML knowledge!

In the example below we created a form that allows subscribers to receive updates on their favorite music concerts in San Francisco.

**Form name**

**1** Newsletter concerts in San Francisco

**Form description**

Enter a description for the form

**3**

**3**

**3**

**3**

## San Francisco concerts

**2** ←

**Email \***

When you submit the form, check your inbox to confirm your subscription

**Music genres**

Rock

Pop

Hip Hop

Jazz

Add a description to help fill out the field

**Form elements**

**Form title**

**Form description**

**Email**

**Phone number**

**Form field**

Show this when field is empty

**Radio buttons**

Choice 1

Choice 2

**Checkbox**

Choice 1

Choice 2

**Lists \***

Best Sellers

**Groups**

TEST

**Form style** **4**

Default

**5** **7**

**6**

Let's see how to use this tool:

1. Give a name and a description to the form
2. Drag and drop the elements that are part of your form
3. Complete the settings for each element
4. Select the form style
5. View the preview of the form
6. Save the form
7. **Get the code** and copy and paste it on your website or you can use a version of it (**get the link**) hosted by MailUp, and link to it in whichever way you want.

....and here's the preview of the form

# San Francisco Concerts

Name

Email \*

When you submit the form, check your inbox to confirm your subscription

Select your favourite music

- Pop
- Rock
- Jazz
- HipHop
- Dance

Add a description to help fill out the field



All forms designed by the Form builder use HTML5 markup. If you use the version hosted by MailUp, it will also include custom CSS to make the form responsive (i.e. ready for mobile devices). If you host the code yourself, it will inherit whatever CSS you use on your Web site.

## Other features

1. You can now quickly search and select lists to allow visitors to subscribe to in the Lists form element, and rename them if needed (e.g. list name used in MailUp is not the text label you wish to show in the form)
2. You can now quickly search and select groups to use in the Group form element, and rename them if needed (e.g. group name used in MailUp is not the text label you wish to show in the form)
3. The system now asks for confirmation before you remove a form element from a form
4. Add a privacy checkbox, which is fully editable (see below). You can then edit the link and place the url of your Privacy Policy page

Privacy \*

I agree with the [Privacy Policy](#)

5. Use special syntax to customize the input values in drop-down options. Example below:  
The subscriber sees *Rock Music* in the drop down menu, but MailUp records *Heavy metal* as the number 1 into the recipient field.

Customizing these options into numbers, for example, can help you when having to setup filters or other tasks. Numbers are much more manageable than text. The syntax looks like this: Heavy metal || 1, where the || is the special character.

The screenshot shows a form configuration interface with a vertical toolbar on the left containing red 'X' and blue pencil icons. The form has three sections:

- Label:** A text input field containing "Rock music".
- Description:** A text input field containing "Select your favourite Rock Music".
- Available options:** A list box containing three items: "Heavy metal || 1", "Classic || 2", and "Punk || 3". Below the list box is a note: "Use 'Name || Value' (e.g. 'Ohio || OH' or 'Pizza || 2')." and a checkbox labeled "Required field".

At the bottom of the form are two buttons: "Cancel" (grey) and "Save" (green).

6. How to change the order of a form? Simply drag and drop in the position you need it to appear
7. The **hidden groups feature** is useful for example when you want to track where your subscribers come. For examples you can have a group named "Website" so that you know your subscribers joined from a form on your website. The hidden group is not shown to the visitors of the form

## Create forms with HTML

From this page you can create a subscription form and edit its HTML as shown below

Form name ?  
Concerts in San Francisco

Page name  
Newsletter form

Notes

Home Insert View Help

Cut Copy Paste Print

Clipboard

Strip All Formatting

Font Name Real font size

Font

Paragraph

Hyperlink Manager

Link

Editing

Insert Table

Tables

---

**Or fill out the form below**

Email

Country code (E.g.: 0039)

Mobile phone

FirstName

LastName

Company

Citv

Design

HTML

Preview

▶ Advanced

Form preview

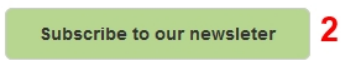
Save

## Create a subscription button

The **subscribe button tool** is best used for when you're looking for a simple sign-up button to insert in your website. This can be done in four simple steps:

1. Select a style
2. View the preview
3. Pick the form the button will link to
4. Get the code and paste it to your site

## Configure your button



Pick a style

1 green

Enter button text

Subscribe to our newsletter

## Pick the form the button will link to

Concerts in San Francisco

3

Form preview

## get the code 4

```
<button target="_blank" style="background-color:#B7D68F;color:#333;font-weight:bold;text-align:center;vertical-align:middle;cursor:pointer;border:1px solid transparent;display:inline-block;padding:10px 16px;font-size:18px;border-radius:6px;border:1px solid #ccc" href="http://d0i4f.s57.it/documenti/omforms/1/Newsletter form.html">Subscribe to our newsletter</button>
```

Copy and paste this code into any HTML page

Want to use a text link instead? Just use this URL: <http://d0i4f.s57.it/documenti/customforms/1/Newsletter form.html>