



SUPER TIPS MANUAL

The white paper you've downloaded here represents the first steps you will be taking towards gaining **superpowers**.

This interactive file is best viewed in Adobe Acrobat or the free Adobe Reader.



Welcome to **CaptainForm!**

We're very happy you've chosen us as your ultimate tool in form building. The white paper you've downloaded here represents the first steps you will be taking towards gaining superpowers.

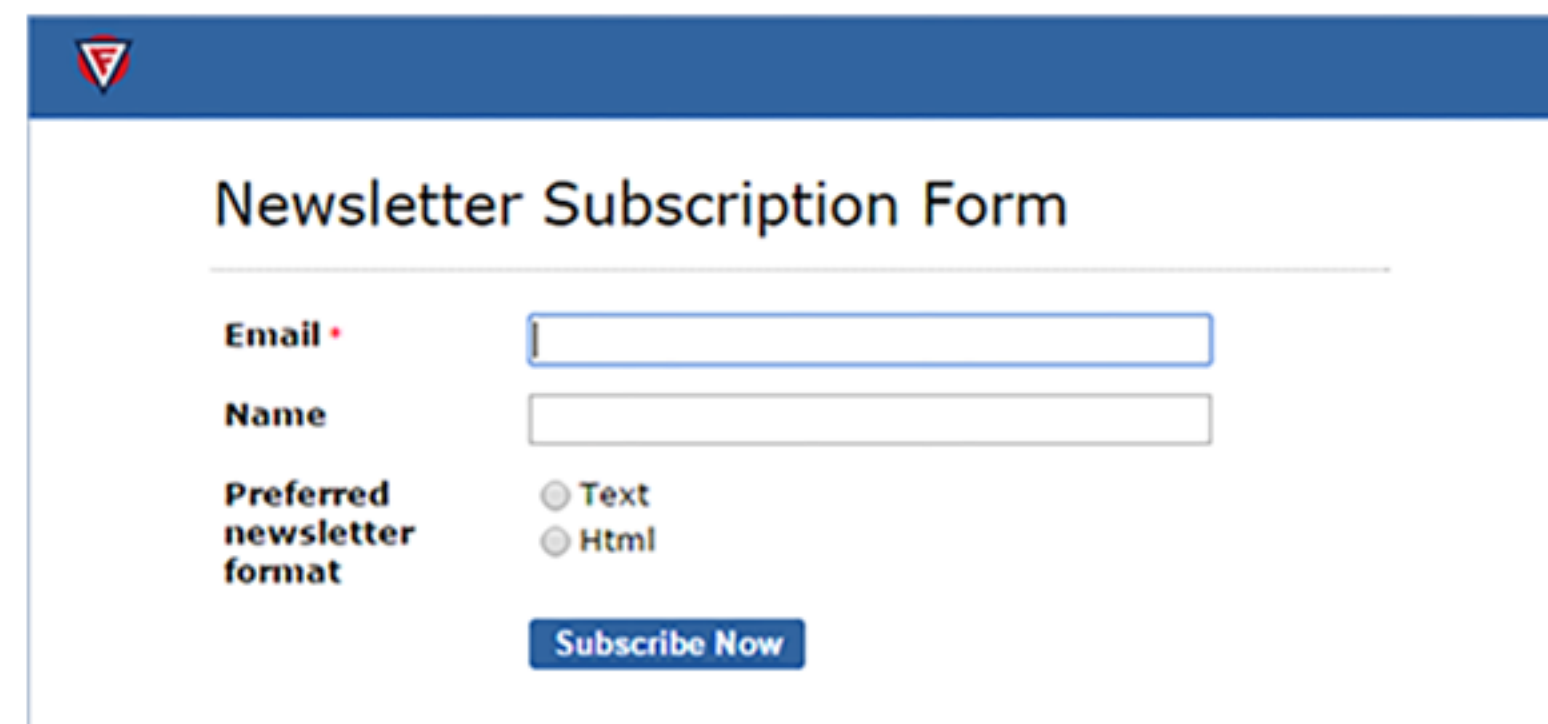
We know that what you're feeling right now is a mixture of anxiousness and excitement, but don't worry, we'll be next to you the entire time, so whenever you feel unsure, ask us anything and we will gladly help, regardless of the issue.

Below you can read about some of our most successful forms and super tips you can put to good use in order to ensure their maximum efficiency. We hope this is truly the start of a wonderful friendship.

Auto Pop-up Newsletter Form

Getting clients or soon to be clients to sign up to your newsletter is very important for your business, but you knew that already.

Having the newsletter subscription form designed as a pop-up can accelerate the number of generated leads. However, you have to be smart about it, don't make it seem too pushy or you'll drive people away from your website.



Newsletter Subscription Form

Email *

Name

Preferred newsletter format ☐ Text ☐ Html

[Subscribe Now](#)

Super Tip: Schedule the time for your pop-up to appear.

Usually, the optimal time is 30 seconds from the moment an user enters a web page, but make some tests and see what is the best solution for your form.

Scheduling is recommended more than activation on page scroll.

INTEGRATIONS

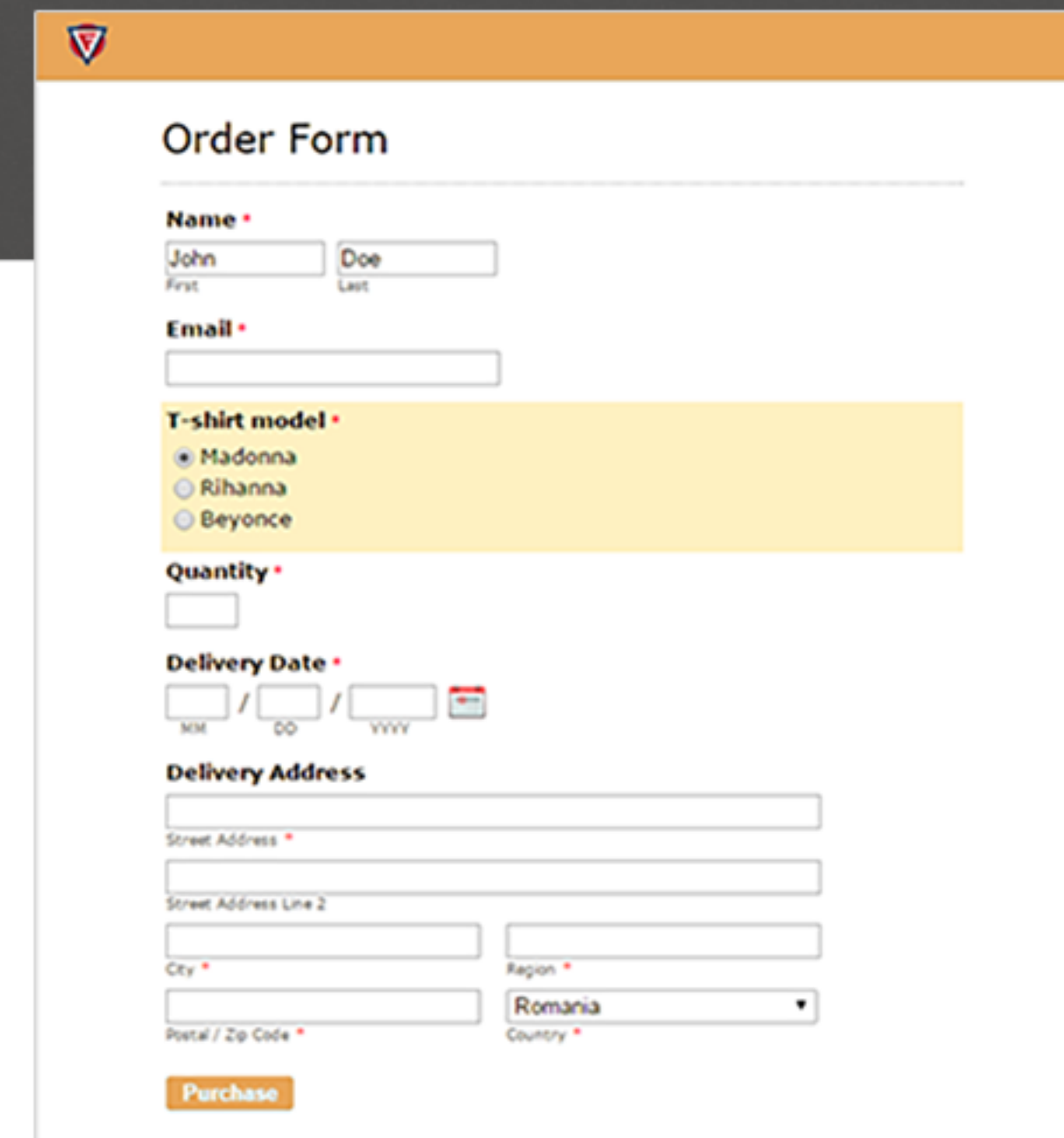
Every CaptainForm user benefits from a wide range of integrations with CRMs, email marketing systems, file and project management software or social platforms in order to extend the functionality of your web forms and sustain complex workflows.

For example, an integration with MailChimp will help you with your email marketing lists, importing contacts from your web form straight into your account.

Payment Forms

Payments processors inside a form are an incredibly cheap and elegant alternative to the classic pay by card system implemented on big retailer websites. This solution is ideal for small businesses as well as individual blogs who want to sell homemade cakes or jewelry.

You can add as many payment processor you want on the same order form without installing any additional plugin: PayPal, PayPal Pro, PayPal Payflow Pro, PayU, Authorize, Sisow, Stripe, Braintree, Payfast, FreshBooks, SagePay.



The screenshot shows a web form titled "Order Form" with an orange header bar. The form contains the following fields and sections:

- Name ***: Two input fields for "First" (containing "John") and "Last" (containing "Doe").
- Email ***: A single input field.
- T-shirt model ***: A yellow highlighted section with three radio button options: "Madonna" (selected), "Rihanna", and "Beyonce".
- Quantity ***: A single input field.
- Delivery Date ***: Three input fields for "MM", "DD", and "YYYY", followed by a calendar icon.
- Delivery Address**: A section with multiple input fields:
 - Street Address *
 - Street Address Line 2
 - City *
 - Region *
 - Postal / Zip Code *
 - Country * (a dropdown menu currently showing "Romania")
- Purchase**: An orange button at the bottom.

Super Tip: Payment forms can be set up as a one time or a recurring payment.

Use one time payments when selling goods (i.e. a t-shirt) and recurring payments when signing someone up for subscription.

CONDITIONAL LOGIC

People are discouraged by long forms so consider the following form feature. Conditional logic within your web form lets you control what information your user is asked to provide. By inserting field rules you can show or hide fields based on your visitors' input and direct them to appropriate questions without asking for irrelevant information. There are three types of rules you can create:

- Field Rules - Show or hide certain fields based on the input given by your submitters, in real time.
- Autoresponder Rules - Set a specific type of autoresponder to be sent, after the form is submitted.
- Form Rules - Redirect end users to a certain web page that you have provided when some specific conditions are met.

Polls, Quizzes and Surveys

Use polls, quizzes and surveys to boost client engagement on your website or on your social media platforms. You can use them to analyze and discover what your clients think of a recent launch or their overall impression of your company.

Moreover, they can be used internally when your employees have to vote on something or when you're trying to get a feel of your corporate climate.

Surveys can be used either for primary research or to find out what customers think about a certain topic (like a blog post), thus giving you the chance to create customer driven content.



Quiz

Please answer the Trivia Quiz below. You will receive 2.5 points for every correct answer and lose three points for every incorrect answer submitted.

Which of the following animals is not a mammal?

☐ 

☐ 

☒ 

What is the longest river in the world?

☐ Nile

☐ Amazon

☐ Yangtze

What name is given to the programs run by a computer, as opposed to the hardware ?

☐ Software

☐ Floppy-disk

☐ Mouse

☐ Hard-disk

What food group has the highest level of protein?

☐ 

☐ 

☐ 

Super Tip: With CaptainForm you can make your polls, quizzes and surveys blend perfectly with your website's look and feel.

All forms are 100% customizable, meaning that you can truly make them yours and impose your brand's identity, even when sharing forms.

CUSTOM REPORTS

With Custom Reports you can showcase your data and easily figure out the option distribution of your submissions. Use different types of reports - such as charts, data tables, text reports and number reports.

To customize your reports and get a more graphic look of your submissions you can add report widgets.

Each widget has a configuration panel that allows you to customize everything from what field will be described in that widget to the widget height, width, border, title, label positioning or text alignment.

Count on Our **Full Time Support**

Finally, we would like to let you know our dedicated team of super support heroes are there for you **24/7**.

Drop them an email at support@captainform.com and they will gladly help with any issue, regardless of your plan.

Alternatively, you can look through our [documentation](#) or on our [blog](#) if you need more information.

Social Media Links

