

Empower Your Form Building Skills: Get the Best Value with this FAQ Guide!

Your questions answered.

How to...



FORM TYPES

What are the differences between a pop-up and landing page?

A popup form appears on a website when a visitor takes an action, like visiting a page or scrolling to a certain point. A landing page is a standalone web page that visitors are directed to from a link.

Both capture information from visitors, but a landing page provides more information about a particular offer or product, while a popup form is more direct and designed for quick subscription requests.

Which form is more effective for capturing email addresses, regular or exit-intent popup?

There's no one right way to capture email addresses. Regular and exit-intent popups can both work, depending on how they're used.

Regular popups can be effective when they appear at the right time, offer something valuable, and aren't too annoying.

Exit-intent popups can work because they show up when a visitor is about to leave, which may make them more likely to give you their email address before they go.

Where is the best location on a website to embed a form?

The best place to embed a form on your online store depends on its purpose. Generally, it should be in a visible, relevant spot such as above the fold, in the sidebar or header, or after engaging content. Testing different locations can help determine the most effective option.

Is there a step-by-step guide for adding Omnisend embedded forms to a website?

Embedding a form in your store can vary depending on your platform. Our guide provides step-by-step instructions for embedding signup forms on popular platforms like Shopify and BigCommerce. You can check it [here](#).



OTHER FEATURES

What is the process for copying the form?

To duplicate a form, go to the Forms tab and find the form you want to copy. Click the small arrow next to the form and select "COPY". This will create a duplicate form, saving you time if you need to create multiple versions or iterations.

Is there a database of GIFS in Omnisend for use in forms?

We don't have our own GIF library, but you can add your custom images or GIFs to your Omnisend Image library and use them in your forms. Simply upload your desired image or GIF to your library, and it will be available for use in your forms.

To learn more about how to do this, please visit our guide [here](#).

Is there an A/B testing feature available for forms?

To A/B test your newsletter signup forms:

- Create two versions with slight variations
- Define testing parameters (sample size, duration, metrics)
- Test forms during different time periods
- Monitor results (signups, conversion rates)
- Analyze results to determine the better-performing form and optimize future forms

Take a look at our blog article for more helpful information [here](#).



LEGAL QUESTIONS

Is legal consent required in addition to double-opt-in? Specifically, are GDPR requirements met by a legal checkbox, or is double-opt-in necessary?

Under the GDPR, a legal checkbox alone may not be sufficient to meet the requirements for obtaining consent. In general, GDPR requires that consent be freely given, specific, informed, and unambiguous, and that it be obtained through a clear affirmative action.

To ensure compliance with GDPR it is recommended to use a double-opt-in process. This involves:

1. Sending a confirmation email to the user after they submit their personal data through the form.
2. Adding them to the mailing list only after they confirm their subscription by clicking on a confirmation link in the email.

Note*. This information is not legal advice but ensuring best practice. Please consult legal counsel to ensure your marketing activities comply with the law.



FORM SETTINGS

Is there a way to prevent the pop-up form from displaying to people who are already subscribed, or to hide the form from them altogether?

We have a feature that stops popup forms from showing up to users who have already subscribed to your newsletter on the same device and browser. This ensures a smooth browsing experience for your subscribed contacts. But if they use a different device or browser, they will see the popup form again.

Is it possible to target forms based on geographic location, such as the UK and Ireland?

We don't have a way to target forms by location, but here's another idea: if your store has different language versions, you can target your forms to each language by using a language prefix in the URL (like /en, /es, /de, etc.).

To do this, just go to your form and select "Targeting" under the "Behavior Settings" tab. Then choose the option "Appears on URL" and enter the language prefix for that form. This way, you can customize your forms for each language and make things easier for your customers.

What is the most effective method for creating a quiz funnel or dropdown form to collect subscriber data for segmentation purposes?

You can use Dropdown, Checkbox, or Radio Button Items in our Form Builder to collect specific data. This helps you segment your audience based on their preferences and interests, leading to more effective marketing campaigns.

What is the email and phone number collection process, and what happens if a phone number is not provided by a user?

You can customize the input fields on your form by designating them as required or optional. Simply select the "Field Required" box for any input field you want to require.

If a field is marked as required and left blank, an error message will appear until the necessary information is provided. However, if a field is optional, no error message will appear if it's left blank.

Can I enable signup forms for mobile and desktop even if my mobile website is not yet operational?

Yes, you can enable the form for both desktop and mobile users simultaneously. However, it's recommended to try out different approaches since each website has its own unique setup, and what works best may vary.



HOLIDAY PREP

Can forms be scheduled in advance for holiday throughout the year?

Absolutely! You can schedule your sign-up form to go live and end at a specific date and time using the "Scheduling" feature under "Behavior Settings."

This is useful for time-sensitive promotions or limited-time offers. Check our guide for more detailed instructions.

Read full instruction in [our guide](#).

How far in advance of a holiday should the holiday form be added to a website?

Timing is crucial for a successful holiday campaign. Add your holiday signup form at least 2-3 weeks before the event, or earlier for major holidays like Christmas or Thanksgiving.



GENERATING DISCOUNTS

When offering discount codes through pop-up forms, does Omnisend generate the codes or do I need to create them manually?

Please note that our signup forms do not automatically generate discounts. However, creating a discount is quick and easy - simply go to your store admin and create the discount there.

Once the discount is created, you can add it to the Success message of the form in Omnisend. This way, your customers will see the discount after they successfully subscribe.

Do I need to create a discount both in the Success Message and Welcome Automation?

We suggest adding the discount to either the success message or welcome automation email. In the success message, you can inform subscribers that they will receive the discount in their inbox shortly.

Additionally, you can add the discount item to a welcome email automation. For certain store platforms, unique discount codes can be generated for each new subscriber to ensure a personalized experience.



Resources:

- [Academy](#)
- [Help Centre](#)
- [Blog](#)
- [Workshop recordings](#)



Contact us:

support@omnisend.com