

# 3 Reasons Why Blitzen is the Best Form Builder for Marketers

In the next two minutes we are going to make the case for why Blitzen should be your go-to form builder. Start the clock.

## 1. Form templates tailored to increase conversion by up to 50%

One form design doesn't capture every lead. A cumbersome, poorly timed survey is going to get a low response rate no matter what the questions are. With Blitzen, you can capture more leads and customer insights using three different delivery formats:

### Slide up...

How helpful was this content?

★★★★★

Submit

Use for micro-surveys, email sign-up, polls, Net Promoter Score, customer insights.

### Lightbox...

Like what you see?

Email \*

Subscribe to our newsletter

Use for newsletter signups, exit intent, contest, blog subscription, lead capture.

### Inline...

CONTACT US

First name Last name

Email \*

Submit

Use for event registrations, long surveys, landing page, contact-us forms, white paper download

## 2. Advanced features that make it easy for marketing to prove ROI

Blitzen provides data on which of your lead capture strategies are working. Features include:

- **Query parameters** that make it easy to see where your leads came from.
- **Progressive profiling** to measure return visits and build a comprehensive client profile
- **Tracking pixels** to measure social conversions and form submissions from Google and Facebook



## 3. Positive experience for YOUR customers

- Beautiful, mobile-first forms that engage your clients
- Customizable thank-you page / page redirects / mail merge follow-ups
- The ability for your customers to save progress and email themselves a copy of the form