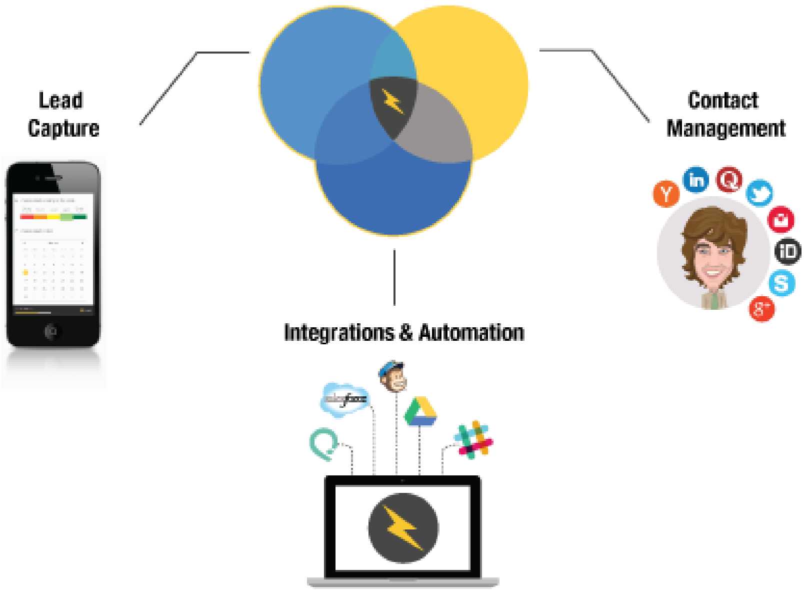
Quick Start Guide

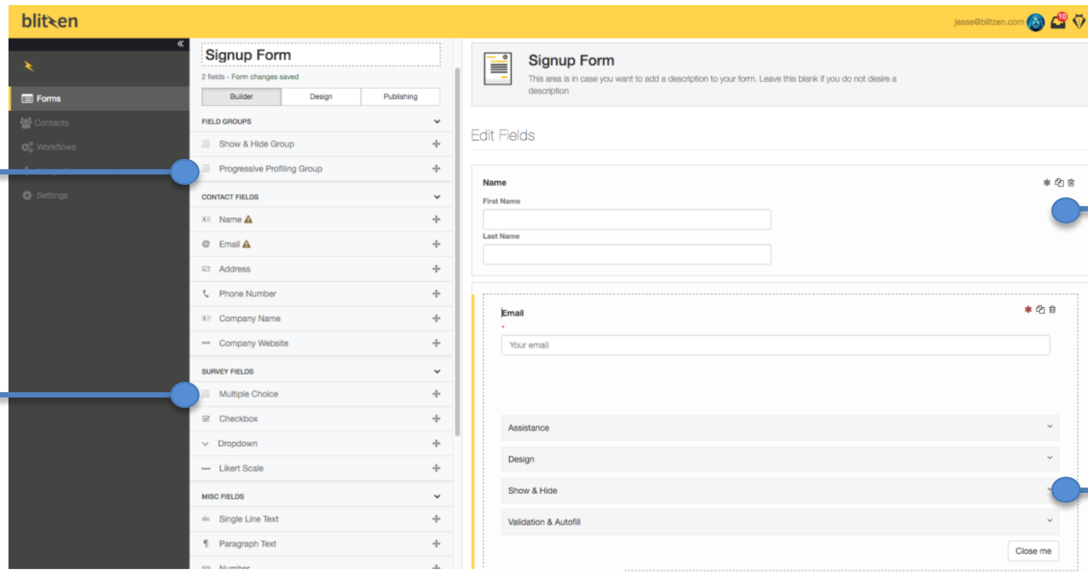
We've created this guide to help you get your account up and running quickly. This guide will only cover the basics, so for more in-depth information on Blitzen features be sure to check out help.blitzen.com.



Form Building & Publishing

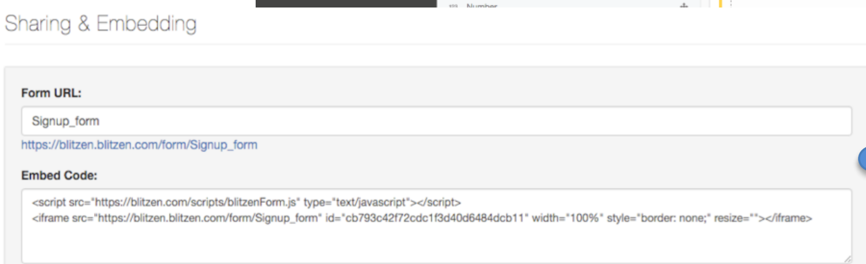
Use **Progressive Profiling** to queue new & relevant form fields each time a lead visits your website.

Use **Survey Fields** like multiple choice, checkboxes, and Likert Scale to create voice-of-customer surveys

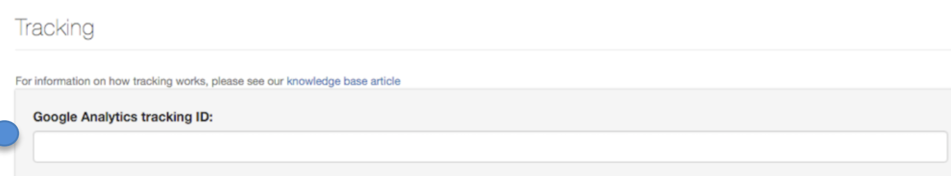


Contact Fields (Name, Email, Company Website) enable you to enrich your leads. Use them on your lead capture forms to improve the quality of your inbound leads.

Use **Show & Hide** to target the questions leads see based on previous answers.



Use the **Embed Code** to embed your form or survey onto your website. Simply copy/paste the embed code into your website markup.

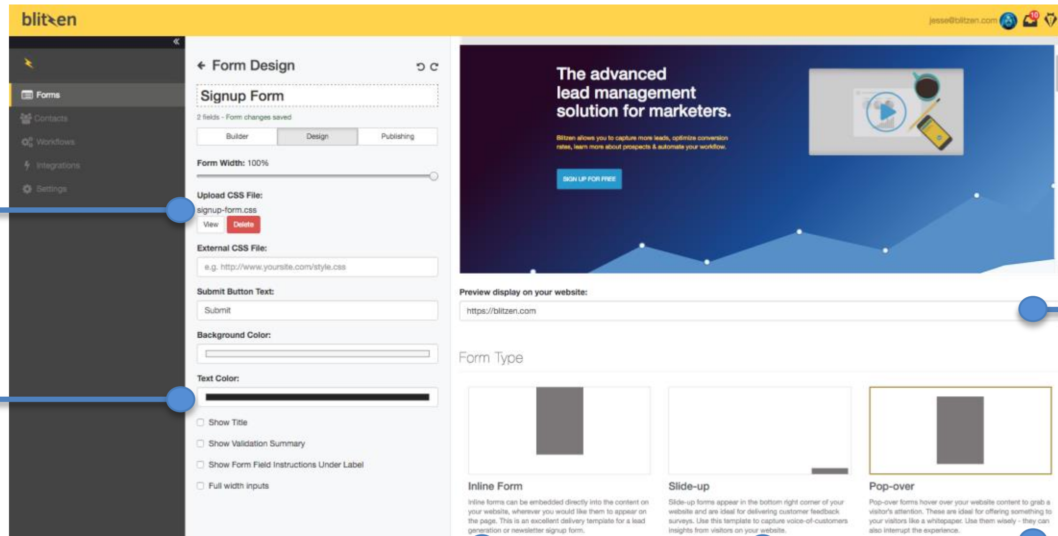


Use **Tracking** to embed Google Analytics, Google Ad and Facebook Ad tracking pixels onto your forms and measure your campaign performance.

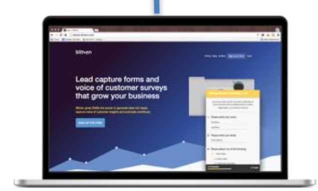
Form Design & Delivery

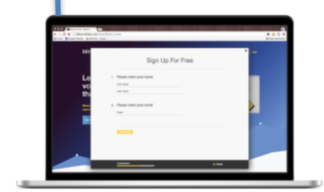
Upload **CSS** stylesheets to customize your Blitzen forms and make them fit your brand perfectly.

Use these basic **Styling Options** to change the color of the text and background on your forms.



Enter your website URL into this field and use the **Preview Window** above to see what your form will look like on your website.





Inline forms can be embedded directly into the content on your website, wherever you want them to appear.

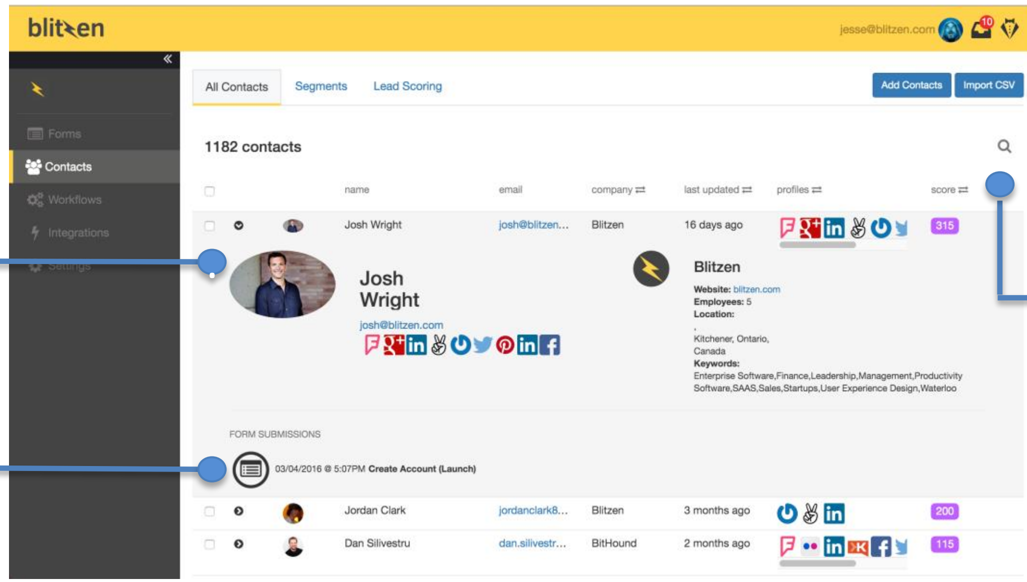
Use **Slide-up** forms to create microsurveys that help you collect customer insights from your blog & website.

Use **Pop-over** forms with exit intent to capture leads that intend to abandon your website.

Contact Management

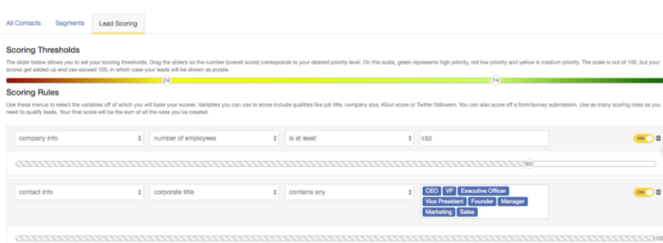
[Add](#) & [Import](#) your contacts by either copying and pasting them or by uploading a list from a .CSV spreadsheet.

Transform your leads into more than just a name and email with our social & company **[Data Enrichment](#)**.



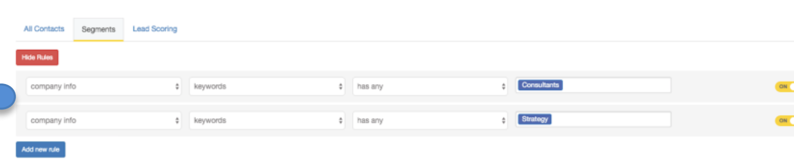
Search your contacts using keywords or **[sort them](#)** by name, email, company, lead score, last updated, etc.

Use the **Activity Timeline** to see a chronological list of forms & surveys your leads have filled out.



Use **[Lead Scoring](#)** to prioritize your sales leads based on key demographic and firmographic qualities.

Use **[Segmentation](#)** to precisely categorize your leads with dynamic contact lists.



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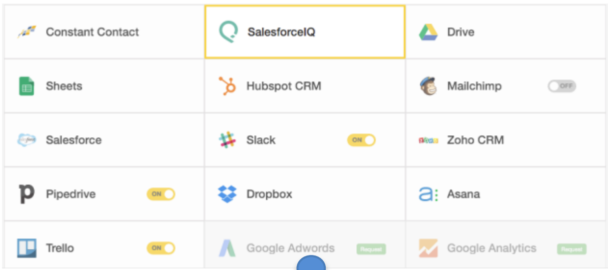
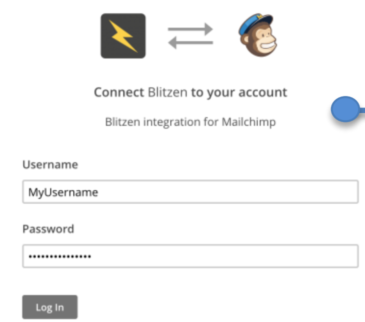
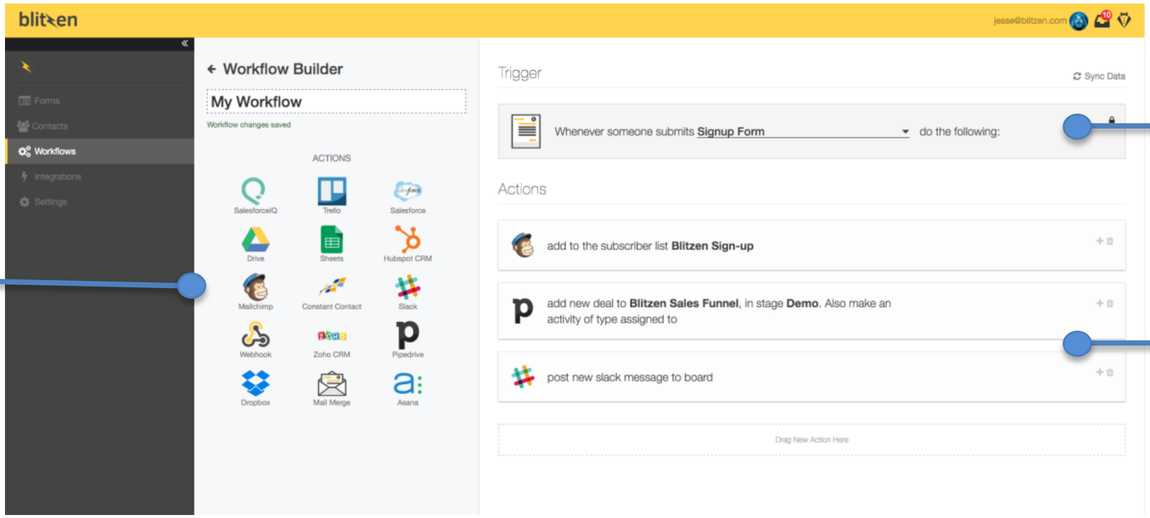
Integrations & Workflows



Go to the **Integrations** tab to connect Blitzen to your CRM, marketing automation and productivity tools with the click of a button.



To **Connect** an app, simply type in your login credentials to authorize Blitzen or go into the app you wish to connect and copy/paste your API key.



First choose your **Trigger** or the event you want to have set off an automation, like a new form submission or when a lead gets added to a segment.

Use the drag & drop **Workflow Builder** to set up automations that route your leads to your web apps.

Next add your **Actions** or the events you want to happen like adding a new lead to your CRM or a new subscriber to your newsletter.