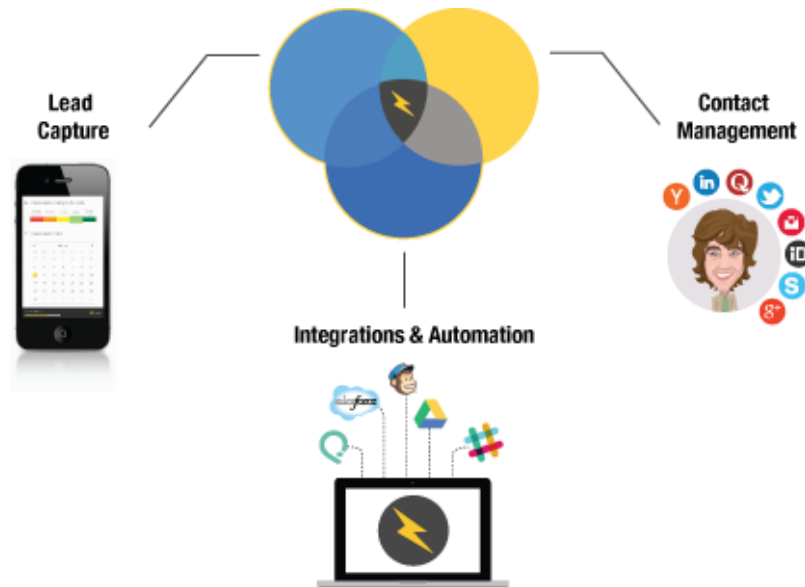


Quick Start Guide

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

Use **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.

Sharing & Embedding

Form URL:

Signup_form
https://blitzen.blitzen.com/form/Signup_form

Embed Code:

```
<script src="https://blitzen.com/scripts/blitzenForm.js" type="text/javascript"></script>
<iframe src="https://blitzen.blitzen.com/form/Signup_form" id="cb793c42f72cdc1f3d40d6484dcb11" width="100%" style="border: none;" resize=""></iframe>
```

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

Tracking

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

For information on how tracking works, please see our knowledge base article

Google Analytics tracking ID:

Form Design & Delivery

Upload [CSS](#) stylesheets to customize your Blitzen forms and make them fit your brand perfectly.

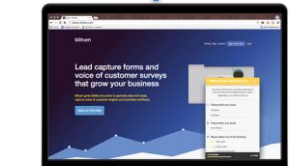
Use these basic [Styling Options](#) to change the color of the text and background on your forms.

The screenshot shows the Blitzen Form Design interface. On the left is a sidebar with navigation options: Forms, Contacts, Workflows, Integrations, and Settings. The main area is titled 'Form Design' and shows a 'Signup Form' configuration. It includes tabs for 'Builder', 'Design', and 'Publishing'. Under 'Design', there are options to 'Upload CSS File' (with a 'View' button), 'External CSS File' (with a text input field), 'Submit Button Text' (with a text input field), 'Background Color' (with a color picker), and 'Text Color' (with a color picker). Below these are checkboxes for 'Show Title', 'Show Validation Summary', 'Show Form Field Instructions Under Label', and 'Full width inputs'. On the right, a 'Preview Window' shows the form as it will appear on a website, with a URL field set to 'https://blitzen.com'.

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

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

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

Add & Import your contacts by either copying and pasting them or by uploading a list from a .CSV spreadsheet.

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

The screenshot shows the Blitzen Contact Management interface. At the top, there's a navigation bar with 'All Contacts', 'Segments', and 'Lead Scoring'. Below this, a sidebar on the left contains 'Forms', 'Contacts', 'Workflows', 'Integrations', and 'Settings'. The main area displays a list of 1182 contacts. A contact named Josh Wright is highlighted, showing his profile picture, name, email (josh@blitzen...), company (Blitzen), last updated (16 days ago), and social media links. Below the profile, there's a section for 'FORM SUBMISSIONS' with a list of submissions, including one from 03/04/2016 at 5:07PM titled 'Create Account (Launch)'.

The screenshot shows the 'Lead Scoring' configuration page. It includes a 'Scoring Thresholds' section with a visual scale from 0 to 100. Below this, there's a 'Scoring Rules' section with a table of rules. The table has columns for 'company info', 'number of employees', 'is at least', and 'score'. Two rules are visible: one for 'company info' with a score of 100, and another for 'company info' with a score of 115. Each rule has a toggle switch to enable or disable it.

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.

The screenshot shows the 'Segmentation' configuration page. It includes a 'New Rule' section with a table of rules. The table has columns for 'company info', 'keywords', 'has any', and 'segment'. Two rules are visible: one for 'company info' with the segment 'Consultants', and another for 'company info' with the segment 'Strategic'. Each rule has a toggle switch to enable or disable it.

Integrations & Workflows

Constant Contact	SalesforceQ	Drive
Sheets	Hubspot CRM	Mailchimp
Salesforce	Slack	Zoho CRM
Pipedrive	Dropbox	Asana
Trello	Google Adwords	Google Analytics

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



Connect Blitzen to your account
Blitzen integration for Mailchimp

Username

MyUsername

Password

Log In

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.

blitzen

Workflow Builder

My Workflow

Workflow changes saved

SalesforceQ

Drive

Mailchimp

Webhook

Dropbox

Trello

Sheets

Constant Contact

Zoho CRM

Mail Merge

Salesforce

Hubspot CRM

Slack

Pipedrive

Asana

Trigger

Whenever someone submits **Signup Form**

do the following:

add to the subscriber list **Blitzen Sign-up**

add new deal to **Blitzen Sales Funnel**, in stage **Demo**. Also make an activity of type assigned to

post new slack message to board

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

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.

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.