

# The official LeadDoubler documentation

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## Spreadsheet rules

### The basics

LeadDoubler uses a standard Microsoft Excel spreadsheet to make its calculations. To setup a calculator, you need to follow a couple of predefined rules.

A calculator can be broken down into 2 pieces; input and output. The input and output is separated by the word “**Calculate**”. You can only write formulas in the output section. Everything above is treated as input fields (see “**Input**”) and everything below as output fields (see “**Output**”). Take a look at the example to the right.

A	B
My input 1	
My input 2	
My input 3	
Calculate	
My output 1	
My output 2	

### Input

Let’s look at the **input** part first and see what each column refers to:

A	B	C	D	E	F	G	H
Label (question)	Default value	Input type	Validation	Logic id	Tooltip (info)	Settings	Placeholder

**A - The label** is the text shown above the input field.

**B - The Default value** is, as the name says, the default value (initial value). If you have a text field, and write Hello in default value (column B), the input field is inputted with Hello by default. If you have a slider from, let’s say 1-5 and you write 4; the slider will start on 4 by default.

**C - The Input type** decides which type of input you want, e.g. ‘slider (range)’ or ‘text field’ If you leave this field empty, it will default to a regular input field (text field). See available input types under “

Input types”.

**D - The Validation** validates the input when submitting a form e.g. if it's a number or an email. See available validations under Text field - > “**Validation**” (see [page 6](#)).

**E - The Logic id** is a unique id to save values in session. It's usually only used if you want to “transfer” a value from page 1 to page 2 in your landing page flow or you want to push an input to a CRM system. It can also be used to place your input field wherever you want in your calculator (instead of placing into the predefined form element). If you have written “**myslider**” as logic ID, you can type “[**myslider**” as plain text in your calculator. This will move the input field to wherever you wrote it.

**F - The Tooltip** places a little icon next to the input field. If you hover or click it, the text will appear. To make line breaks in Excel, hold “**alt + enter**”.

**G - The Settings** has different settings depending on the input type. You can for example add suffix or prefix to a slider or make a text field hidden if it's already filled out from session. See each type of input further below together with the available settings it supports.

**H - The Placeholder** adds a ‘greyed-out’ text in the text field when it is empty. You could for example write ‘Enter your email’ for your email field. Placeholders are only applicable for text fields and textareas.

## Output

If you have already gone through the “**Input**”, you should be familiar with the following names:

A	B	C	D	E
Label	Value (Formula)		Settings	Logic id

Here is how they are used in the output section (below ‘Calculate’ in the spreadsheet).

**A - The Label** is shown on internal emails, and in CRM systems, if you have made any integrations. This value is rarely shown to the user.

**B - The Value** is the output you want to show the user, e.g. “**=B2\*B3/100**”. Let's say you have an input field in **B2** and a slider in **B3**, then the result will be whatever the user has typed into **B2** times **B3** divided by **100**. This value is automatically updated when the user interacts with the input fields.

**D - The Settings** is used for defining number of decimals. The default is 2 decimals. To change it, write: {**decimal:0**} or the number of decimals you want.

**E - The Logic id** is used for displaying the value in the calculator. If you have written “**myvalue**” you can type “**\_myvalue\_**” in the calculator as plain text. This will insert the value from ‘column B’ into the “**\_myvalue\_**”, whenever the value changes.

## Input types

The type is defined in column C.

### Text field

**Syntax:** *nothing*. A text field is the default input type, so if you leave the type field (Column C) empty, it will create a text field.

### Text field types

If you write any of the following types in column C, the type will remain a text field, but it will get mapped for easier usage with Leads and CRM integrations:

firstName, lastName, email, phone, company, country, address, state, city or zip.

### Validation (Column D)

Add validation to your text field.

- number
  - Checks if the input is a valid number
- minvalue=number
  - Checks if the input is minimum minvalue
- maxvalue=number
  - Checks if the input is maximum maxvalue
- email
  - Checks if the input is an email address
- required
  - Checks if the input is filled out

You can have multiple validations at the same time if you separate them by comma; minvalue=5,maxvalue=10. (**no** spacing)

### Settings (Column G)

Add settings to your text field. All settings must be enclosed in '{ }' and additional settings separated by ',' inside the curly brackets. The setting and the value is separated by ':' and further by '=' if available.

- smartHide
  - smartHide:true **hides** the input field, only if it's already filled out (typically from session).
  - smartHide:false **shows** the input field, only if it's already filled out (typically from session).
- hidden
  - hidden:true **hides** the input field (can also be accomplished by typing hidden in Column C).
- showIf
  - showIf:logicId=value only shows the input field if the value from the *logicId* field is equal to *value*. E.g.: if I have a select box in **B2** with logicId '*industry*' and I write: showIf:industry=Retail the input field will only be shown, if the selected value from the select box is '*Retail*'. This option only works when validating the following types: **select, radio, buttons, images** and **checkbox**.

**Example:** {showIf:industry=Retail} or {hidden:true}

## Slider

**Syntax 1 (numbers):** *slider(from,to,steps)*. E.g.: *slider(0,100,10)* - this will create a slider with a range from 0 to 100 increasing/decreasing by 10 when sliding. If you just write *slider(0,100)*, it will set steps to 1 as default.

**Syntax 2 (texts):** *slider*. This will create a slider that ranges between texts instead of numbers. I could for example make the slider go: 'Very small' -> 'Small' -> 'Medium' -> 'Large'. To make it work, you must set the default value (Column B) as a 'List' under data validation in excel (see "[Data validation](#)").

## Settings (Column G)

Add settings to your slider. All settings must be enclosed in '{ }' and additional settings separated by ';' inside the curly brackets. The setting and the value is separated by ':' and further by '=' if available.

- range
  - *range:min* will **color** the slider range from lowest value to the current position of the slider handle. So if you have a slider ranging from 0 – 50, and user drags the handle up to 27 then the slider will be colored from 0 to 27.
- symbol
  - *symbol:mysymbol=before/after* places *mysymbol* either after or before the range values of the slider. E.g.: *symbol:\$=before* will place a \$ in front of the range values (e.g \$5).
- showIf
  - *showIf:logicId=value* only shows the input field if the value from the *logicId* field is equal to *value*. E.g.: if I have a select box in **B2** with logicId '*industry*' and I write:  
*showIf:industry=Retail* the input field will only be shown, if the selected value from the select box is '*Retail*'. This option only works when validating the following types: **select**, **radio**, **buttons**, **images** and **checkbox**.

**Example:** {symbol:%=after,range:min}

## Select

**Syntax 1:** *select(text1,text2,text3)*. E.g.: *select(Small,Medium,Large)* - this will create a dropdown-menu where you can choose between "Small, Medium and Large".

**Syntax 2:** *select*. This will create a dropdown-menu with the values from the 'List'. To make it work, you must set the default value (Column B) as a 'List' under data validation in excel (see "[Data validation](#)").

## Settings (Column G)

Add settings to your select box. All settings must be enclosed in '{ }' and additional settings separated by ',' inside the curly brackets. The setting and the value is separated by ':' and further by '=' if available.

- **showIf**
  - *showIf:logicId=value* only shows the input field if the value from the *logicId* field is equal to *value*. E.g.: if I have a select box in **B2** with logicId '*industry*' and I write:  
*showIf:industry=Retail* the input field will only be shown, if the selected value from the select box is '*Retail*'. This option only works when validating the following types: **select, radio, buttons, images** and **checkbox**.

## Buttons

**Syntax:** *buttons*. This will create big buttons with the values from the 'List'. To make it work, you must set the default value (Column B) as a 'List' under data validation in excel (see "[Data validation](#)")

## Settings (Column G)

Add settings to your buttons. All settings must be enclosed in '{ }' and additional settings separated by ',' inside the curly brackets. The setting and the value is separated by ':' and further by '=' if available.

- **showIf**
  - *showIf:logicId=value* only shows the input field if the value from the *logicId* field is equal to *value*. E.g.: if I have a select box in **B2** with logicId '*industry*' and I write:  
*showIf:industry=Retail* the input field will only be shown, if the selected value from the select box is '*Retail*'. This option only works when validating the following types: **select, radio, buttons, images** and **checkbox**.

**Example:** {showIf:industry=Retail}



## Radio

**Syntax 1:** *radio(text1,text2,text3)*. E.g.: *radio(Small,Medium,Large)* - this will create 3 radio buttons where you can choose between “Small, Medium and Large”.

**Syntax 2:** *radio*. This will create X amount of radio buttons, depending on the size of your “List”. To make it work, you must set the default value (Column B) as a ‘List’ under data validation in excel (see “[Data validation](#)”).

### *Validation (Column D)*

Add validation to your radio buttons.

- required
  - Checks if a radio button is selected.

### *Settings (Column G)*

Add settings to your radio buttons. All settings must be enclosed in ‘{ }’ and additional settings separated by ‘,’ inside the curly brackets. The setting and the value is separated by ‘:’ and further by ‘=’ if available.

- showIf
  - *showIf:logicId=value* only shows the input field if the value from the *logicId* field is equal to *value*. E.g.: if I have a select box in **B2** with logicId ‘*industry*’ and I write:  
*showIf:industry=Retail* the input field will only be shown, if the selected value from the select box is ‘*Retail*’. This option only works when validating the following types: **select, radio, buttons, images** and **checkbox**.

**Example:** {showIf:industry=Retail}

## Heading

**Syntax:** *heading*. This will create plain text of the text inserted in column A (the label).

### Settings (Column G)

Add settings to your heading. All settings must be enclosed in '{ }' and additional settings separated by ',' inside the curly brackets. The setting and the value is separated by ':' and further by '=' if available.

- **showIf**
  - *showIf:logicId=value* only shows the input field if the value from the *logicId* field is equal to *value*. E.g.: if I have a select box in **B2** with logicId '*industry*' and I write:  
*showIf:industry=Retail* the input field will only be shown, if the selected value from the select box is '*Retail*'. This option only works when validating the following types: **select**, **radio**, **buttons**, **images** and **checkbox**.

**Example:** {showIf:industry=Retail}

## Textarea

**Syntax:** *textarea*. This will create a textarea. This is useful if you want the user to write a comment.

### Validation (Column D)

Add validation to your textarea.

- **required**
  - Checks if the input is filled out.

### Settings (Column G)

Add settings to your textarea. All settings must be enclosed in '{ }' and additional settings separated by ',' inside the curly brackets. The setting and the value is separated by ':' and further by '=' if available.

- **rows**
  - *rows:amount* sets the default number of rows. The user can still write more rows than specified.
- **showIf**
  - *showIf:logicId=value* only shows the input field if the value from the *logicId* field is equal to *value*. E.g.: if I have a select box in **B2** with logicId '*industry*' and I write:  
*showIf:industry=Retail* the input field will only be shown, if the selected value from the select box is '*Retail*'. This option only works when validating the following types: **select**, **radio**, **buttons**, **images** and **checkbox**.

**Example:** {rows:2}

## Checkbox

**Syntax:** *checkbox*. This will create a checkbox with the label (column A) text next to it. If you write “**true**” in column B (default value) it will be checked by default.

## Hidden

**Syntax:** *hidden*. This will hide the input field. This will not work, if column B is a ‘List field’ (defined in excel under “[Data Validation](#)”).

## Signature

**Syntax:** *signature*. This will create a signature field, where the users can draw their signature. If you write something in Column B (default value) it will be written under the signature line. Default is “Sign here”.

## Datepicker

**Syntax:** *datepicker*. This will create a text field that prompts the user for a date upon clicking. Works very well with placeholder text (column H) e.g.: “Click to select date”.

## Validation (Column D)

Add validation to your datepicker.

- required
  - Checks if a date has been selected.

## Settings (Column G)

Add settings to your datepicker. All settings must be enclosed in ‘{ }’ and additional settings separated by ‘,’ inside the curly brackets. The setting and the value is separated by ‘:’ and further by ‘=’ if available.

- yearRange
  - yearRange:*fromYear-toYear* **enables** the possibility to select years in the range specified.
- dateFormat
  - dateFormat:*dd-mm-yy* specifies the desired format. *dd* = date, *mm* = month and *yy* = year. This will look like: 08-01-2016. If you want single digits, you can use: d, m and y, which will look like this: 8-1-16. The default format is dd-mm-yy.
- showIf
  - showIf:*logicId=value* only shows the input field if the value from the *logicId* field is equal to *value*. E.g.: if I have a select box in **B2** with logicId ‘*industry*’ and I write:  
showIf:industry=Retail the input field will only be shown, if the selected value from the select box is ‘*Retail*’. This option only works when validating the following types: **select, radio, buttons, images and checkbox**.

**Example:** {yearRange:1990-2000,dateFormat:mm/dd-yy}

## Images

**Syntax:** *images*. This will create X amount of selectable images depending on the size of your “List”. To make it work, you must set the default value (Column B) as a ‘List’ under data validation in excel (list for images alter the columns in the excel spreadsheet – use the example below).

**NOTE:** It doesn’t matter where you place the images in your spreadsheet. Column H (normally used for placeholder text) is used as an example below, but it could have been I, J or further as well. Just remember; from column A to H, above ‘**Calculate**’, is used for input like Logic ID, settings, placeholder etc.

A	B	C	D	E	F	G	H	I	J
CHOOSE		images							
<div>Use data validation in the B column. Select the values in the H column, which will make a selection of images.</div>								<div>A description placed below your image</div>	
						PICTURE1	http://www.Your-URL.com		
						PICTURE2	http://www.Your-URL.com		
						PICTURE3	http://www.Your-URL.com		
						PICTURE4	http://www.Your-URL.com		
						<div>This will be the title of your images</div>		<div>The URL of your image</div>	
Calculate									

### Validation (Column D)

Add validation to your images.

- required
  - Checks if an image has been selected.

### Settings (Column G)

Add settings to your images. All settings must be enclosed in ‘{ }’ and additional settings separated by ‘,’ inside the curly brackets. The setting and the value is separated by ‘:’ and further by ‘=’ if available.

- showIf
  - showIf:logicId=value only shows the input field if the value from the logicId field is equal to value. E.g.: If I have a select box in B2 with logicId ‘industry’ and I write: showIf:Industry=Retail the input field will only be shown, if the selected value from the select box is ‘Retail’. This option only works when validating the following types: **select**, **radio**, **buttons**, **images** and **checkbox**.

## Data Validation

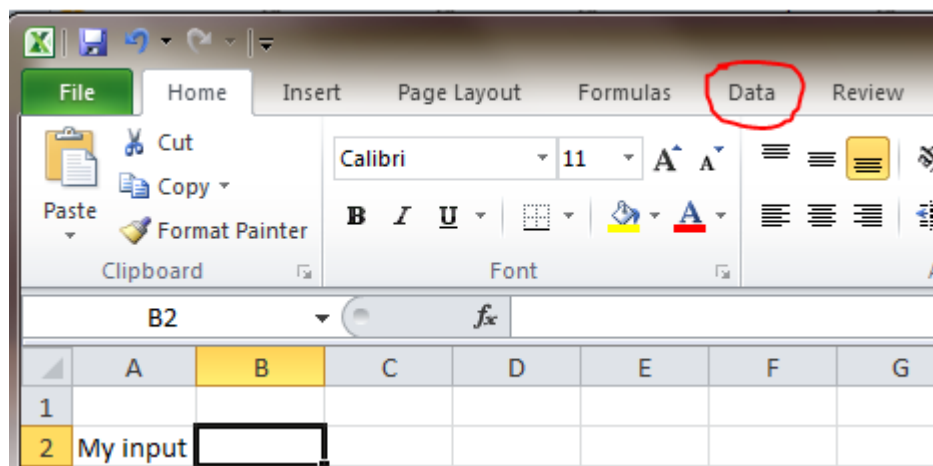
Data Validation is a useful tool in excel and is used in various input types in LeadDoubler.

The first thing you should do, is creating texts you want, and place them under each other like this:

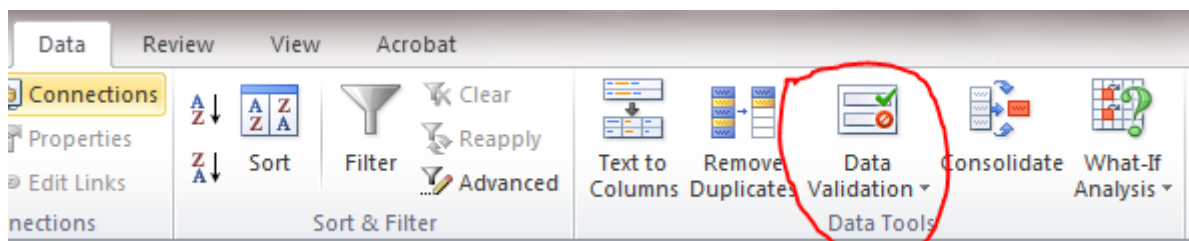
	Very small	
	Small	
	Medium	
	Large	

It doesn't matter which columns or rows you add these, as long as they don't interfere with existing input- or outputfields. Good practice is to place them a couple of rows under the last output you have.

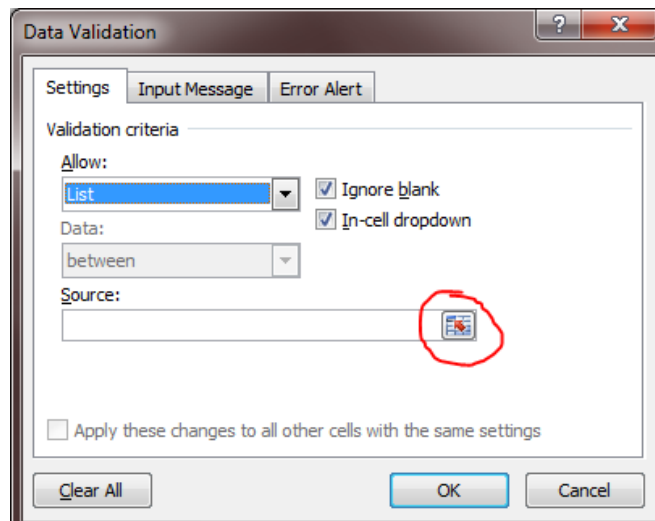
Next step is selecting the default value field (Column B) and clicking "Data":



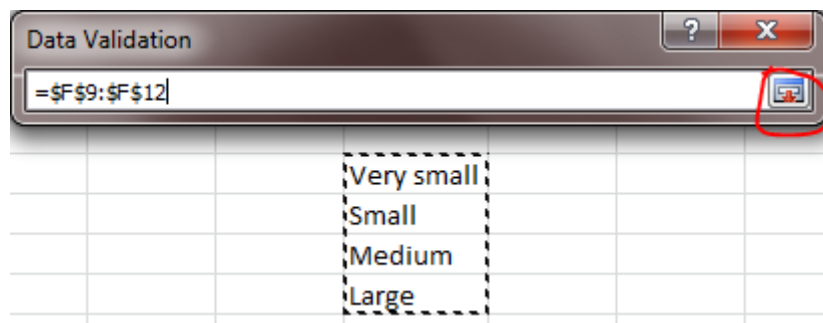
Now click "Data Validation":



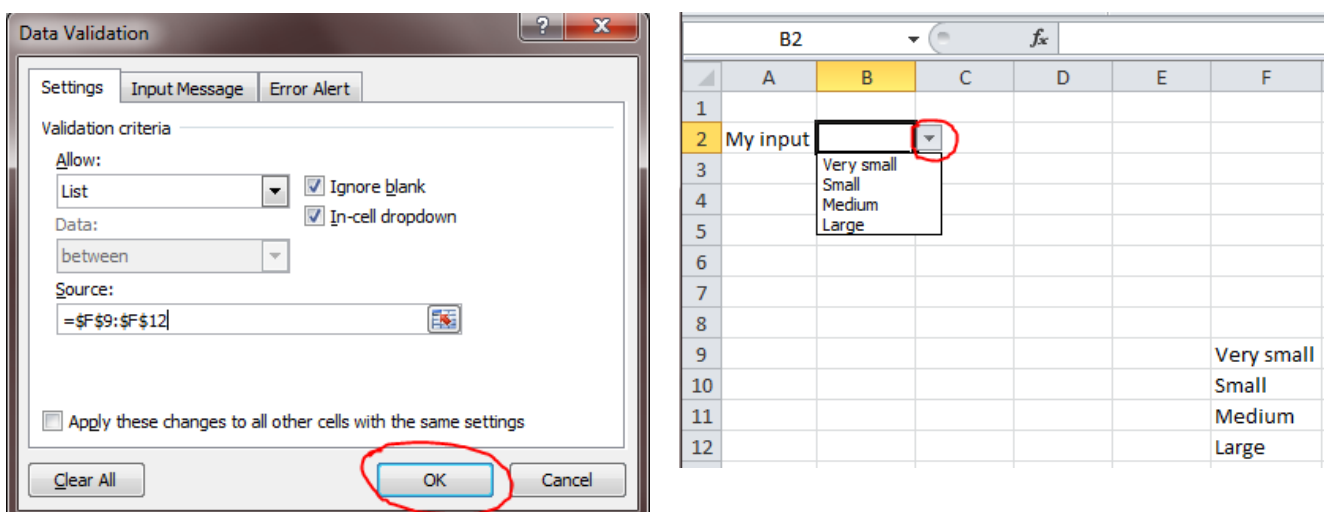
In the drop-down menu “Allow”, select “List” and click the table selector under “Source”:



Your cursor should now be a “plus” sign (⊕). Now click and hold the first text and drag the mouse to the last text, so they’re all selected. When they’re all selected click the table selector button again:



The “source” field should now contain some text. Click the “OK” button to proceed:



**And that’s it! You should now have a List field as seen above.**

## Setting up a flow consisting of several landing pages

A calculator usually consists of minimum 2-3 pages. A typical flow goes like:

1. Input fields -> 2. Collect contact information -> 3. Show results

or

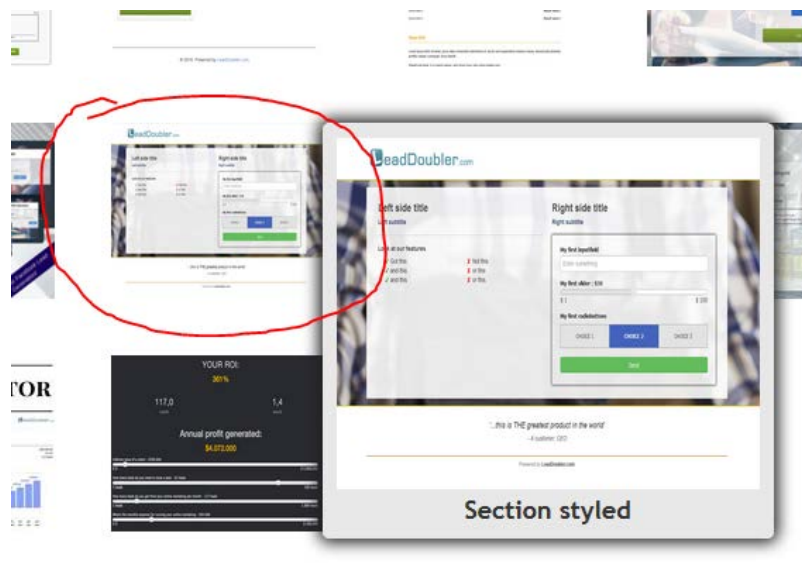
1. Input fields -> 2. Result with contact form -> 3. Thank you

When selecting a new template, you usually get a predefined flow. In some cases, you might want to add an additional page to the flow or maybe remove one.

The user is redirected to the next page in the flow upon clicking the 'Submit' button.

## Setting up a flow from scratch

First we need to select a template. Make sure you are at "Home", and click "New calculator". Now click "I know what I'm doing". Choose the "Section styled" template for the purpose, as this template only consists of 1 landing page:



Next click '**Choose**'. Now you can start edit the landing page by clicking "**Edit landing page**" in the menu to the right. You should see your calculator in edit mode now. A good practice is to change the title of the calculator, so it's easier to find in the future. Click "**Change title**" in the menu and give it a recognizable name e.g. "**Tutorial ROI calculator**".



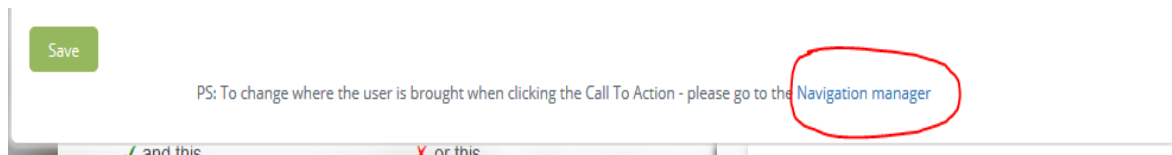
You can see all the connected pages in the left menu called "**Pages**". Right now, it should only contain 1 page. To add another page, click the "+" below the current page. This prompts you to use a new template for your next page, or copy your existing one. Common practice is to copy the existing one to keep the flow uniform. If you wish you can select "Section styled" again (or another template) from the template library. When you go back to "**Edit landing page**" you will notice that an extra page has been added in the left menu. As in the beginning, good practice is to change the title (per landing page), e.g. "**Tutorial ROI calculator (Contact)**". Do this process one more time, and you have a flow consisting of 3 landing pages.

When using the "+", it will always add the page to the *last* landing page in the flow.

## Editing an existing flow

Sometimes we need to add a landing page to an existing flow, or change the ordering of a flow. Let's first try to change the ordering of the landing pages, so the last page is shown second instead. I will be using the flow we made in **"Setting up a flow from scratch"** with 3 landing pages.

Make sure the first landing page is selected in the editor (left menu) and click **"Button & form settings"** in the right menu. Next click on the link **"Navigation manager"**:



In here you should see your existing redirect rules in the top right corner:

We don't want the first page to redirect to our "Contact" page, but instead the "Result" page. Click the edit button.

Existing redirect rules		
Go where	Condition	Action
Page Tutorial ROI calculator (Contact) (8255)		Delete Edit

You should now see your landing page in the left side, like below:

A screenshot of a form titled 'Manage "Call To Action"'. Below the title is the subtitle 'Where should the user be send when clicking the Call to action button'. There are three main options: 'A form: Forward to a form' with a dropdown menu, 'A page: Forward to a new page' with a dropdown menu showing 'Tutorial ROI calculator (Contact)', and 'Or an URL: URL'. The 'A page' section is circled in red.

Select the desired landing page in the drop down menu and click "Save redirect rule" in the bottom. I have chosen **"Tutorial ROI calculator (Result)"**. This can be set under "Change title" in the editor.

A close-up screenshot of the 'Forward to a new page' dropdown menu. The selected option is 'Tutorial ROI calculator (Result)', which is highlighted with a dashed border. A small downward arrow is visible on the right side of the dropdown.

We have now changed the first landing page to go directly to the result page instead, which essentially "deletes" the contact form, as no landing page is redirecting to it anymore. If you want to add it after the result page, repeat the process we just did (remember to select the 'result' page in the editor).



## Settings

Some of these settings can be found under the “Edit landing page” menu to the right, when previewing the page.

### Landing page settings

#### Email

When a user submits a form (e.g “See result”) on a calculator, an email is sent to the owner of the calculator (to the email listed under profile).

To edit these settings, choose your landing page -> Edit landing page -> Email. Here you can:

1. Disable email notification
  - a. Check the “Don’t send me any emails”.
2. Change the recipient of these emails
  - a. Enter the email in “Send emails to this email instead” - You can specify multiple emails by separating them with semicolon “;” e.g.: mail1@leaddoubler.com;mail2@leaddoubler.com.
3. Change the email subject
  - a. Enter subject under “Email subject” - default is “Result from your LeadDoubler calculator”.

#### Locale

You can force a specific locale for user visiting your calculator. Locale is automatically detected, used mainly for thousand separators. Some browsers have difficulties converting numbers to a specific locale (e.g. Safari). To force a locale, choose your landing page -> Edit landing page -> Locale -> Select your locale and click “Save”. Danish/German uses dots as thousand separators and comma as decimal where English is reversed.

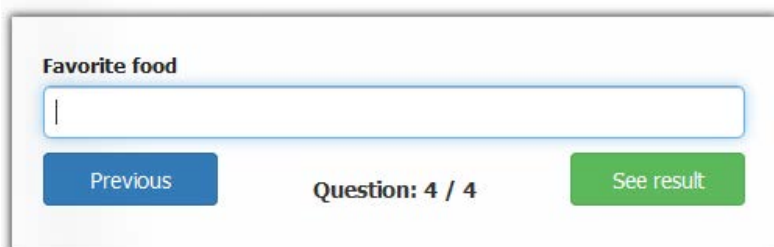
#### Quiz format

Instead of showing all input fields at once, show them 1 at a time with Back and Forward buttons. To enable this, choose your landing page -> **Edit landing page** -> “**Quiz settings**”.

Check of “Show 1 question at a time” and fill out the input fields.

You can also show “1 group of questions at a time” instead of “1 question at a time”. To do this, check the “Group questions by heading”.

For this to work, you have to specify “headings” in your spreadsheet above each group of questions. See “**Heading**” under “**input types**”.



A screenshot of a quiz question interface. At the top, it says "Favorite food". Below this is a single text input field. At the bottom, there are three buttons: "Previous" (blue), "Question: 4 / 4" (black), and "See result" (green).



A screenshot of a quiz question interface showing multiple input fields grouped by heading. At the top right, it says "Food". Below this, there are two sections: "Favorite drink" and "Favorite meal", each with a text input field. At the bottom, there are three buttons: "Previous" (blue), "Question: 2 / 2" (black), and "See result" (green).

### CTA settings (the submit button)

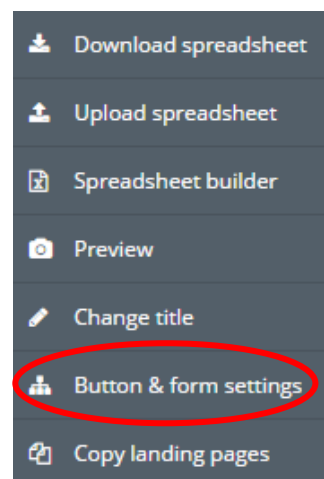
Change the label and color of the button and decide what happens when the user clicks the button.

Change the name of the button under “Button text”. Input the color of the button under “Button color” (e.g.: green, #008000 or rgb(0, 128, 0)).

“Remove all values from session on visit” makes sure that the user won’t have any previous inputs shown from a previous session (ex. If the user comes back to the page).

“Show loading icon when submitting” displays a loading icon when the user submits and is waiting for the next page to load.

When you are done, click “Save”.

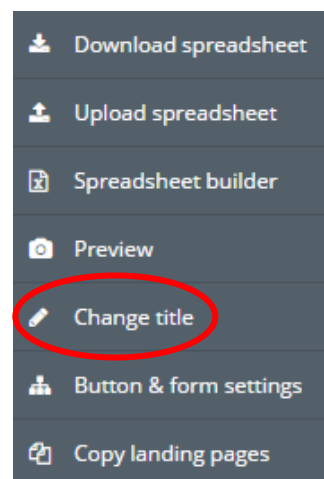


### SEO settings (landing page title)

Change the title of your landing page and add a description or some keywords (for search engine optimization).

The title is also the one showing on your LeadDoubler dashboard.

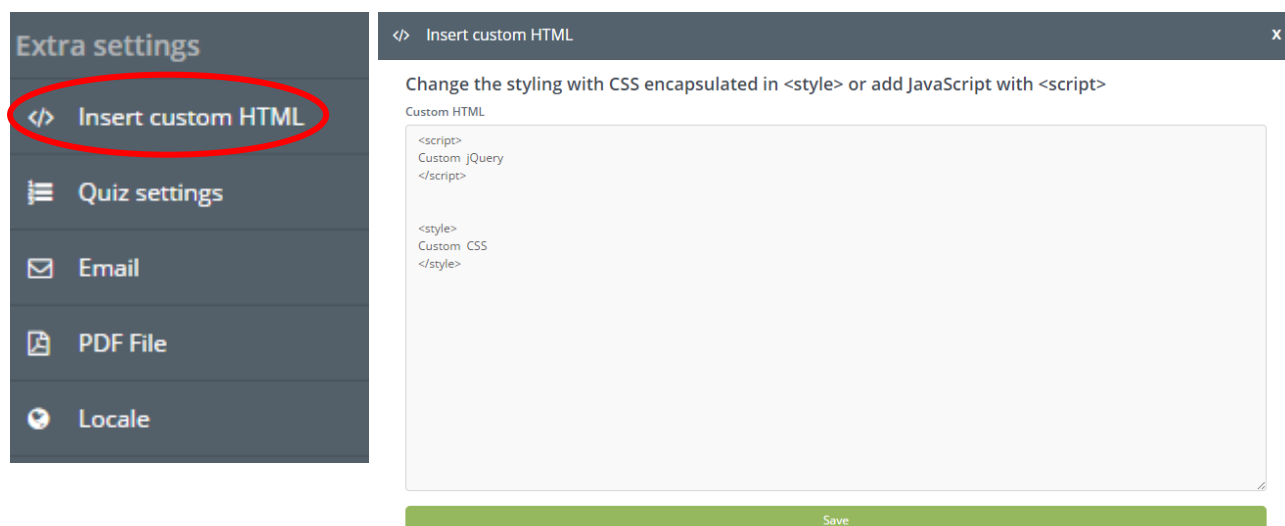
When you are done, click “Save”.



### Insert custom HTML

This section should only be used if you are familiar with web programming (CSS, JavaScript). In here you can insert whatever you want, like styling the landing page with CSS or add a custom tracking script with JavaScript. Some templates already have a lot of “code” here and should not be edited.

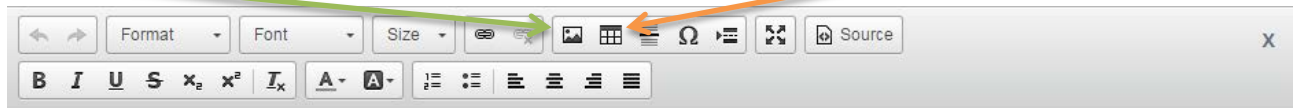
Styling must be enclosed in `<style></style>` and scripts in `<script></script>`.



## Editing the landing page

When editing your landing page, you click the sections you want to edit, or clicking “insert row”, by inserting a new section.

When editing a section, an editor pops up, where you can change the text and font, **insert a table** or **upload a file (insert image)** among others. The editor looks like the image below:



### Lorem Ipsum

Lorem Ipsum Bla bla bla

- Bla Lorem Ipsum
- Ipsum Bla Lorem
- Lorem Ipsom Bla bla

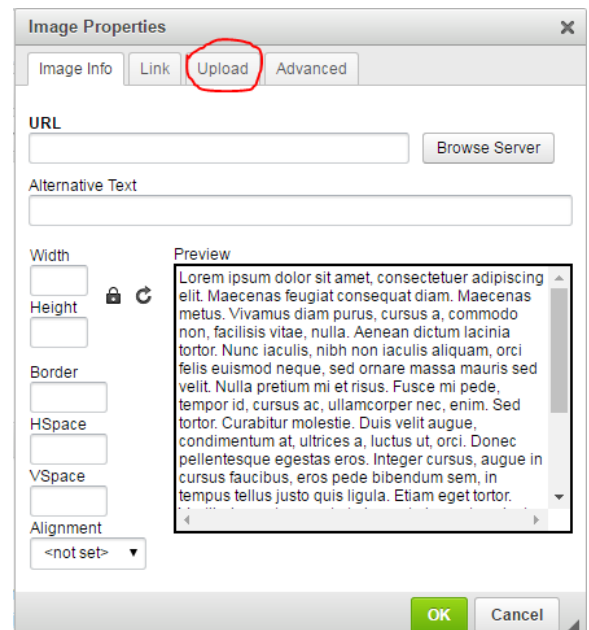
## Upload files

You can upload a file to your LeadDoublor account and use in your calculator. It's primarily used for images, like your logo, but can also be used for uploading a PDF file for example.

If you click the “image link” (green arrow in the above image), you will see another popup where you can input an URL or “browse server”.

When “browsing server”, you will see all the files you have uploaded. When selecting a file, the “URL” field will display the link to the file, e.g.: /files/93. If you have chosen an image, you should just click “OK” which inserts the image in the section you have selected, otherwise you can just copy the “URL” and click “Cancel”.

To upload a file click the “Upload” tab as shown in the image to the right. “Choose file”, select your file and click “Send it to server”. Your file is now uploaded to your account and the URL should be shown in the “URL” field.



## Insert input fields (wherever you want)

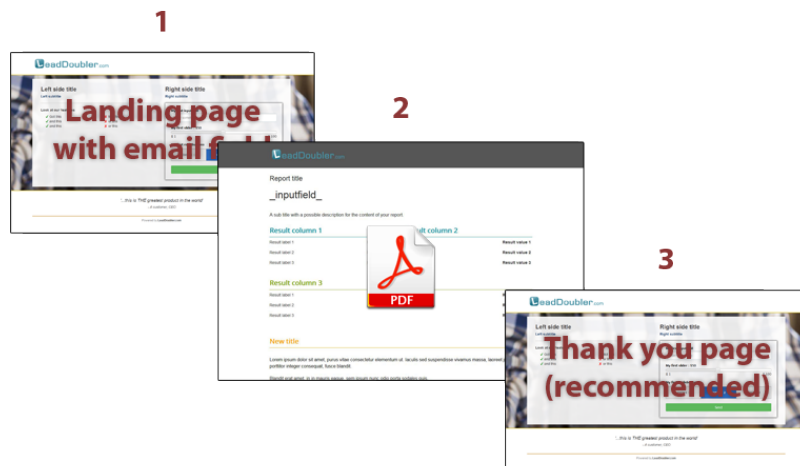
Inserting input fields are done via your spreadsheet and inserted in the form element of the landing page. If you want to display the input field out of the form, you can use the logic id of the input field, enclosed in “[ ]”, see “Input” for info about logic ids.

To insert it, you just click the section where you want the input and write: `[theLogicId]` wherever you want it. When previewing the page, the text is replaced with the input field from the form element.

## PDF reporting

You can send the user a PDF report by email, after they have taken the calculator. The report is generated by converting a landing page into a PDF file.

1. The landing page with an input field with “email” as type.
2. The landing page that you want to convert to PDF.
3. The landing page with some kind of “Thank you” or “Check your email” text.



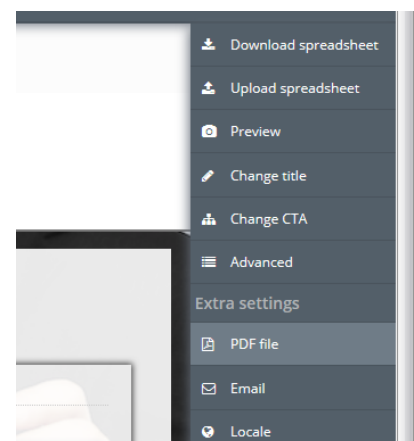
If you don't add a page after the PDF report, the user will be presented with the PDF online, instead of “skipping” it. The PDF is generated and sent regardless.

## How do I add a PDF to my calculator?

When editing your landing page containing an email field, click the “PDF file” setting in the right menu.

**NB:** If you enable PDF reporting to an existing flow, the next page in the flow is converted into a PDF and sent to the user (if an email field is present) - otherwise nothing is sent. It is recommended to have added the desired PDF page to the landing page flow beforehand, see “Fejl! Henvisningskilde ikke fundet.”.

Upon clicking “PDF file” a new window appears where you can enable PDF reporting and edit the email that is being sent.



PDF file settings

X

### Send results as PDF file to the user

☒ Enable PDF reporting

Email of the sender

jonasjensen@leaddoubler.com

Email subject to users

Your report is ready

Filename for PDF file

My report

Horizontal margin in mm

Top margin in mm

Bottom margin in mm

Header for PDF file in html

Footer for PDF file in html

Email message (HTML) - use <br/> for linebreaks

<h3>Hello</h3>  
<h5>Thanks for your interest in our calculator.<br/>  
Please find the attached report</h5><br/>  
<p>Kind regards,<br/>  
Jonas Jensen</p>

### How it works

When the user clicks the submit button, the calculator converts the next landing page to a PDF file, and sends it as an attachment to the email from the calculator.

#### Great! So how do i get it to work?

- ✓ Add an email field in your spreadsheet  
Write 'email' in column 'C'
- ✓ Add a landing page, following the page you are on now  
Click the '+' in the far left menu, and choose your template (preferably our PDF Template)
- ✓ Enable PDF reporting

It's recommended to add a 'Thank you' page after the PDF page. If there is no page following the PDF, the user is presented with the PDF page instead.

Save

The important thing here is “Enable PDF reporting”, otherwise nothing is being sent to the user. If you don’t write anything in the custom fields, as showed in the example above, default values will be used instead.

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## Integrations

You can integrate your LeadDoubler calculator with your favorite CRM system. The common denominator in CRM systems is taking information from a form (name, mail etc.) and sending it to their respected software. From here you can then process the “Leads” you have generated depending on the system you integrate with. Since LeadDoubler is all about generating Leads, it’s a perfect match.

Integrating with a system is a 2-step process:

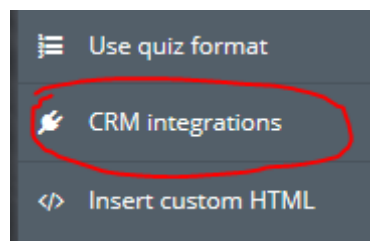
1. Defining which input and or output should be pushed to the system. This is done in the spreadsheet.
2. Adding the integration to your calculator. This is done via your dashboard.

All input and output that has a logic id is getting pushed to the CRM system (with the exception of BombBomb and Pipedrive, who only pushes input that has a text field type). Don’t know what a logic id is? Then go ahead and check out **“The basics”**.

**Make sure you have at least an ‘email field’ on the page you are adding the integration with. Check out “Text field types” for available field types. It is recommended to use as many of the text field types as possible, so your input is mapped to the default input fields (instead of creating a custom field) in the integrated system.**

### Add integration

To add an integration select the landing page that should push information upon submitting and choose “CRM integrations” in the menu to the right.

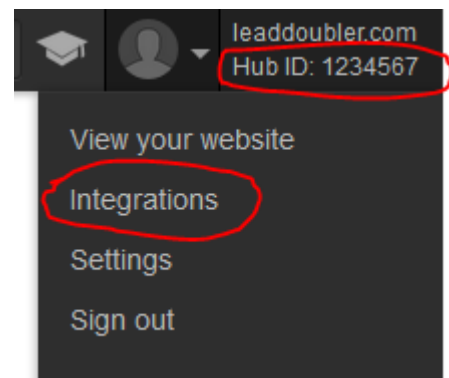


You should now see all the available integrations. Select your desired one and fill out the input fields and click ‘Save’. Make sure **“AFTERCONTACT”** is selected under ‘*When should the hook be used*’.

## HubSpot

To set up an integration with HubSpot you need:

1. Your API key (apiKey)
  - a. Found by clicking the profile picture in the top right corner and then selecting "Integrations". Now find "Get your HubSpot API key" to the left under "Resources". Now you can either click "Generate new key" or "View key".
2. Your Hub ID (hubID)
  - a. Found in the top right corner named: Hub ID: xxxxxx.
3. A list name (listName) - *optional*
  - a. Move the Leads to a specific list you have created in HubSpot. You can only move Leads to a 'static' list.



When you have filled out the input fields and clicked 'Save' the integration is complete. Take a look of an example spreadsheet I have created below:

A	B	C	D	E
First name		firstName		firstname
Last name		lastName		lastname
Email		email		email
Favorite food				favfood
Calculate				

This is the spreadsheet used on the landing page containing the integration. Note how I have given all the inputs a logic id as well as a text field type in column C (if available). If I had not given the fields a logic id, they would not have been pushed to HubSpot (**default fields** are pushed regardless of logicid). Entering "email" as "**Text field types**" is **required**.

### Default fields:

firstName, lastName, email.

This will create a contact in HubSpot with 3 default fields (first name, last name and email) and a custom field (favorite food) since this is not a default field in HubSpot.

All custom fields will be created under the group "LeadDoubler Information", see the image for result of the calculator.

### All properties

Create a contact property

Search properties...

☒ Hide blank properties

#### ▼ Contact Information 9 of 60 properties

Email

jonasjensen@leaddoubler.com

✓ Added to about

First Name

Jonas

✓ Added to about

Last Name

Jensen

✓ Added to about

#### ▼ LeadDoubler Information 1 of 4 properties

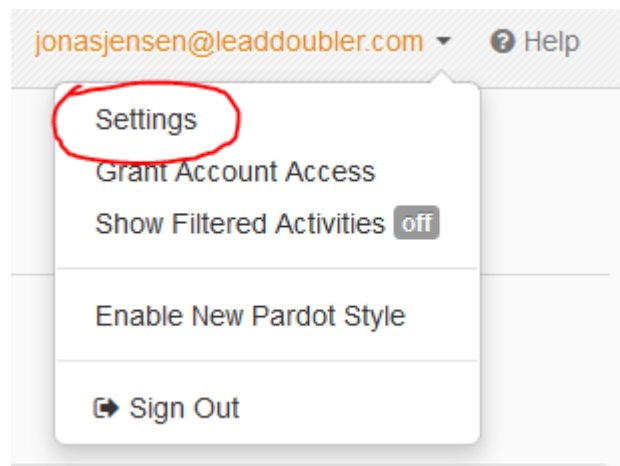
Favorite food

Lasagne

## Pardot

To set up an integration with Pardot you need:

1. Your email (email)
2. Your password (password)
3. API User Key (userKey)
  - a. Found by clicking on your email in the top right corner and then "Settings". The key is found under "My User Information" in a row called "API User Key".



When you have filled out the input fields and clicked 'Save' the integration is complete. Take a look of an example spreadsheet I have created below:

A	B	C	D	E
First name		firstName		firstname
Last name		lastName		lastname
Email		email		email
Favorite food				favfood
Calculate				

This is the spreadsheet used on the landing page containing the integration. Note how I have given all the inputs a logic id as well as a text field type in column C (if available).

If I had not given the fields a logic id, they would not have been pushed to Pardot (**default fields** are pushed regardless of logicid). Entering "email" as "**Text field types**" is **required**.

### Default fields:

firstName, lastName, email, company.

This will create a prospect in Pardot with 3 default fields (first name, last name and email) and a custom field (favorite food) since this is not a default field in Pardot.

### Contents

Name	Jonas Jensen	☆ <a href="#">in</a> <a href="#">d</a>
Email	jonasjensen@leaddoubler.com ✉	

### Custom Fields

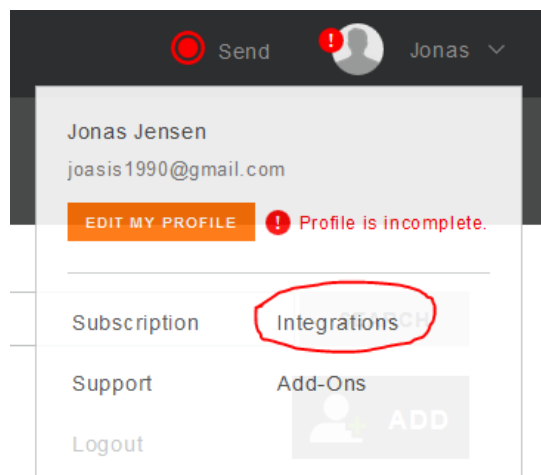
Favorite food	Lasagne
---------------	---------



## BombBomb

To set up an integration with BombBomb you need:

1. Your API key (apiKey)
  - a. Found by clicking your name in the top right corner and then "Integrations". The key should be showing up in the middle of the screen under "My Api Key".
2. Your list ids (listIds) - *optional*
  - a. Add the contact to a list (or more by separating ids with semicolon). Use this link to find your List ID:



<https://app.bombbomb.com/app/api/api.php?method=getLists&email=YOUREMAIL&pw=YOURPASSWORD>

You should now see a lot of code-like text. Locate your list name and copy the id next to it. See the following image:

```
{"methodName":"GetLists","status":"success","info":[{"id":"86578e3e-21cc-88ed-0f22-f4c6a1af7890","name":"My First List","ContactCount":"0"}]}
```

When you have filled out the input fields and clicked 'Save' the integration is complete. Take a look of an example spreadsheet I have created below:

A	B	C	D	E
First name		firstName		
Last name		lastName		
Email		email		
Company		company		
Calculate				

This is the spreadsheet used on the landing page containing the integration. Note how I have given all the inputs a "Text field types" in column C.

If I had not given the fields a field type, they would not have been pushed to BombBomb.

### Default fields available:

firstName, lastName, email (**required**), phone, address, city, zip, state & company.

This will create a contact in BombBomb like the image is showing.

### Details

Consent Status: Implied [Change](#)

#### Email

jonasjensen@leaddoubler.com

#### First Name

Jonas

#### Last Name

Jensen

#### Organization Name

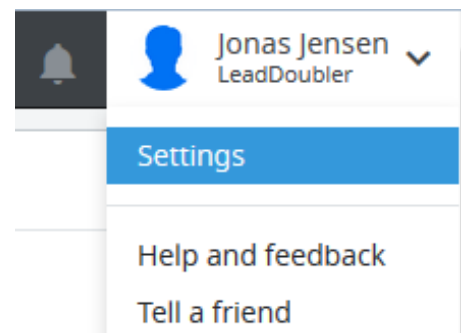
LeadDoubler

#### Job Title

## Pipedrive

To set up an integration with Pipedrive you need:

1. Your API key (apiKey)
  - a. Found by clicking your name in the top right corner and then "Settings". Select the menu item called "API" under "Personal" and note the key under "Your Personal API Token".
2. The Lead value (leadValue) - *optional*
  - a. Default to 0 if nothing is inputted
3. Name of the pipeline to push into (pipelineName) - *optional*
  - a. Uses the default pipeline if nothing is inputted
  - b. Stage name is required if specifying a pipeline name
4. Name of the stage to place the 'deal' in (stageName) - *optional*
  - a. Uses the default stage if nothing is inputted
  - b. Pipeline name is required if specifying a stage.



When you have filled out the input fields and clicked 'Save' the integration is complete. Take a look of an example spreadsheet I have created below:

A	B	C	D	E
First name		firstName		
Last name		lastName		
Email		email		
Company		company		
Calculate				

This is the spreadsheet used on the landing page containing the integration. Note how I have given all the inputs a "Text field types" in column C.

If I had not given the fields a field type, they would not have been pushed to Pipedrive.

### Default fields available:

firstName and or lastName (**required**), phone, email (**required**), company (**required**), address and country.

This will create a person, a company and a deal in Pipedrive like the image is showing.

## Jonas Jensen Deal

DKK0



Jonas Jensen



LeadDoublor

0 days

Lead In

## MailChimp

To set up an integration with MailChimp you need:

1. Your API key (apiKey)
  - a. Found by clicking the profile picture in the top right corner and then selecting "Account". Expand the "Extras" menu and click "API keys". Grab a enabled API key or "Create A Key".
2. A list id to add subscribers to
  - a. Found under selecting the desired list under "Lists" and clicking "List name and defaults" under "Settings". Grab the key next to: "Typically, this is what they want:" under "List ID".

When you have filled out the input fields and clicked 'Save' the integration is complete. Take a look of an example spreadsheet I have created below:

A	B	C	D	E
First name		firstName		firstname
Last name		lastName		lastname
Email		email		email
Favorite food				favfood
Calculate				

This is the spreadsheet used on the landing page containing the integration. Note how I have given all the inputs a logic id as well as a text field type in column C (if available). If I had not given the fields a logic id, they would not have been pushed to MailChimp (**default fields** are pushed regardless of logicid). Entering "email" as "**Text field types**" is **required**.

### Default fields available:

firstName, lastName, email.

This will create a subscriber in MailChimp like the image is showing.

[Details](#) [Activity](#) [Notes](#) [Conversations](#) [E-commerce](#) [Goals](#) [Social Profiles](#)

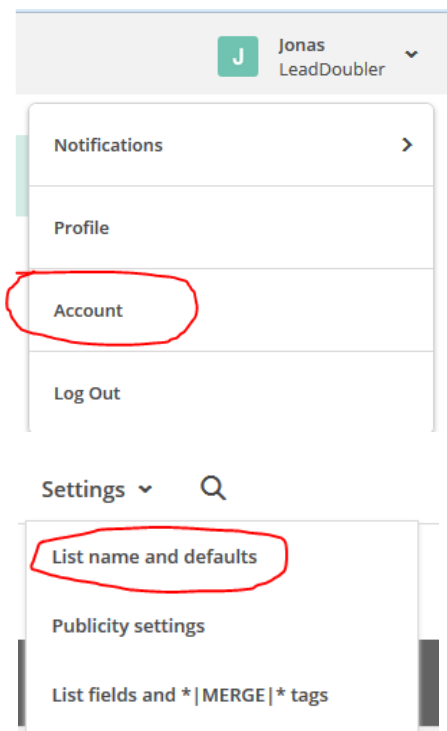
**Subscriber details** [Edit](#)

Email Address  
jonasjensen@leaddoubler.com

First Name  
Jonas

Last Name  
jensen

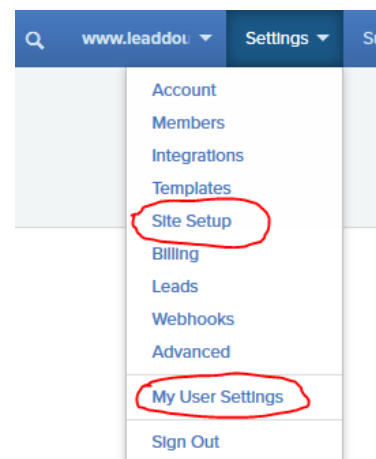
Favorite food  
Lasagne



## Drip

To set up an integration with Drip you need:

1. Your API key (apiKey)
  - a. Found by clicking “Settings” in the top right corner and then selecting “My User Settings”. Grab the key under “API Token”.
2. Your account id (accountId)
  - a. Found by clicking “Settings” in the top right corner and then selecting “Site Setup”. Grab the ID under “Account ID” to the right.



When you have filled out the input fields and clicked ‘Save’ the integration is complete. Take a look of an example spreadsheet I have created below:

A	B	C	D	E
First name				firstName
Last name				lastName
Email		email		
Favorite food				favfood
Calculate				

This is the spreadsheet used on the landing page containing the integration. Note how I have given all the inputs a logic id (except for email, which is not necessary) as well as a text field type in column C (if available). If I had not given the fields a logic id, they would not have been pushed to Drip. Entering “email” as “**Text field types**” is **required**.

This will create a subscriber in Drip with 1 default field (email) and 3 custom fields (favfood, firstName & lastName) since these are not default fields in Drip.

This will create a subscriber in Drip like the image is showing.

### Basic Information

Email	<input type="text" value="jonasjensen@leaddoubler.com"/>
Lifetime Value	<input type="text" value="\$0.00"/>
Time Zone	<input type="text" value="Not set"/>
Source	<input type="text" value="API"/>

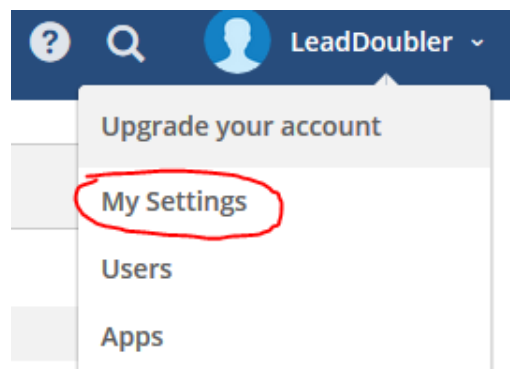
### Custom Fields

favfood	Lasagne
firstName	Jonas
lastName	Jensen
<input type="button" value="+ Add a custom field"/>	

## ActiveCampaign

To set up an integration with ActiveCampaign you need:

1. Your API key (apiKey)
  - a. Found by clicking your name in the top right corner and then selecting "My Settings". Now find "Developer" in the menu to the left". Find the key under "API Access" named "Key".
2. Your API URL (apiURL)
  - a. Found the same place as the API key under the name: "URL".
3. A list name (or more) (listNames) - *optional*
  - a. Move the contact to a list in ActiveCampaign. Write the name of the lists you wish to move contact to. Separate multiple lists by comma, e.g.: "My first list, My second list".



When you have filled out the input fields and clicked 'Save' the integration is complete. Take a look of an example spreadsheet I have created below:

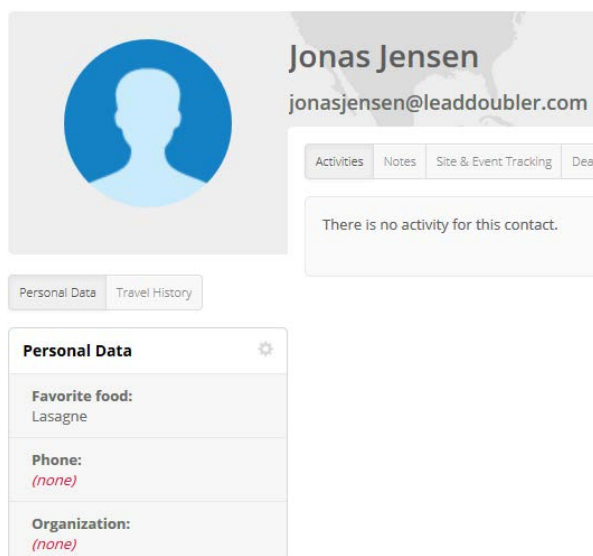
A	B	C	D	E
First name		firstName		firstname
Last name		lastName		lastname
Email		email		email
Favorite food				favfood
Calculate				

This is the spreadsheet used on the landing page containing the integration. Note how I have given all the inputs a logic id as well as a text field type in column C (if available). If I had not given the fields a logic id, they would not have been pushed to ActiveCampaign (**default fields** are pushed regardless of logicid). Entering "email" as "**Text field types**" is **required**.

### Default fields:

firstName, lastName, email, phone, company.

This will create a contact in ActiveCampaign with 3 default fields (first name, last name and email) and a custom field (favorite food).



## A/B testing

Setup A/B testing for your calculators and find out which version converts the best.

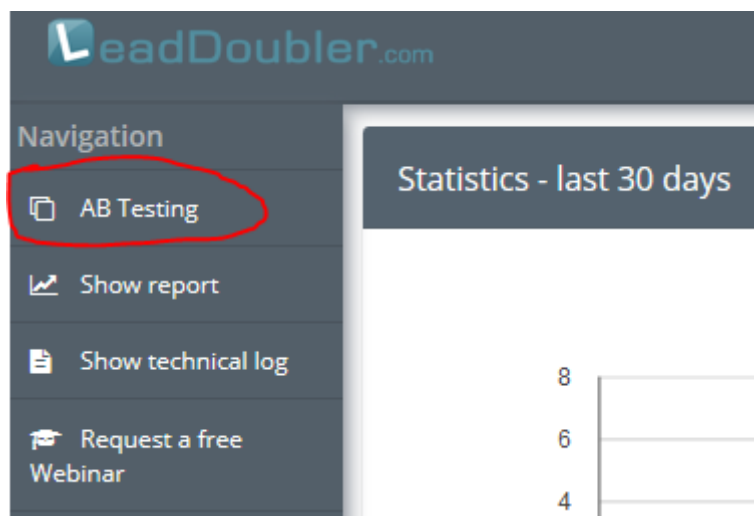
**Scenario:** Let's say I have a calculator where is ask for contact information before you can start the calculator. I'm not sure whether or not this will convert, so I create another calculator where is ask for contact information only before showing the results, so the user can interact with the calculator first.

I will then setup a A/B test for these 2 calculators.

### Setup A/B testing

First make sure, you have created the calculators you wish to A/B test with.

Navigate to "Home" in your dashboard and click "AB Testing" in menu to the left.



You will now be taken to the "Create and edit your A/B tests". Select the 2 calculators you want to test against each other in the list called "Available landing pages". Give your test a name and click "Save A/B test".

A screenshot of the 'Create and edit your A/B tests' form. The form has a title 'Create and edit your A/B tests' and two links: 'Click available landing pages to add' and 'See existing A/B tests'. Below the links, there are three main sections: 'A/B test name' with a text input field containing 'My test group' and a green 'Save A/B test' button; 'Added landing pages' with a list containing 'My calculator' and 'My calculator (COPY)'; and 'Available landing pages' with a list containing 'Simple pricing calculator'.

You will now see the name of your test with some options available. Select “Click to view”. The important thing here is “Traffic weight” and “Conversion”. In the image below, I have edited the traffic weight to be 50% on both. To edit the weight, simply click the field, input your number and click “Save changes”.

Showing A/B data for

### My test group

[See existing A/B tests](#)  
[Click to toggle date fields](#)

Landing page	Traffic weight	Views	Conversion	Value per visitor	Actions
My calculator	50 %	0	0.0 %	0	<a href="#">Advanced settings</a>   <a href="#">Edit page</a>
My calculator (COPY)	50 %	0	0.0 %	0	<a href="#">Advanced settings</a>   <a href="#">Edit page</a>

Go back, by clicking “See existing A/B tests”. To enable your A/B test click on the “Published” field and click “Publish”. Whenever a user visits one of the URLs in the A/B test, they will get redirected according to the traffic weight.

You can edit the way the conversion is calculated by clicking on the “What are we measuring” field. If you have “Last page visitors” selected, it will measure the number of visits on the first landing page vs. the last landing page in the flow (which means the user got all the way through the calculator). If you have “Leads” selected, it will measure the number of visits on the first landing page vs. number of unique leads generated in the flow.

What are we measuring?		Published	
Last page visitors		Yes	

Views	Conversion	<- Leads vs. Last page visitors ->	Views	Conversion
32	3.125 %		32	3.125 %
35	2.857142857142857 %		35	5.714285714285714 %

32 views and 1 unique lead	32 views and 1 last page visitor
35 views and 1 unique lead	35 views and 2 last page visitor

You can see exactly how many views and leads each page in the flow has by clicking “Advanced settings”. You can also specify a value to each page by clicking the number under “Value”.

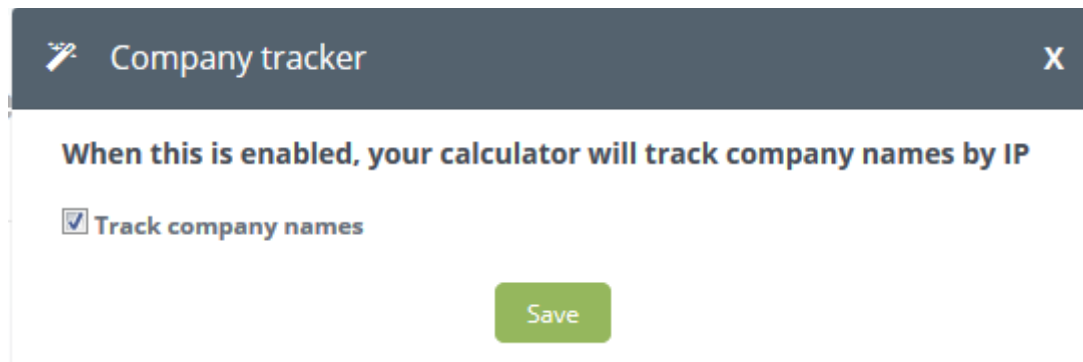
If you don’t want to A/B test anymore, you can simply “Unpublish” the test group. When you have found the victor, give it 100% traffic weight and the other 0%.

Alternatively you can unpublish or delete the test, and then start sharing the “winning” URL instead.

## Company tracking

Enable company tracking on your landing pages and see who is using your calculator. Company tracking looks up the IP address of the user and checks if it's connected to a company. A lead will be generated with company information if a company name is found.

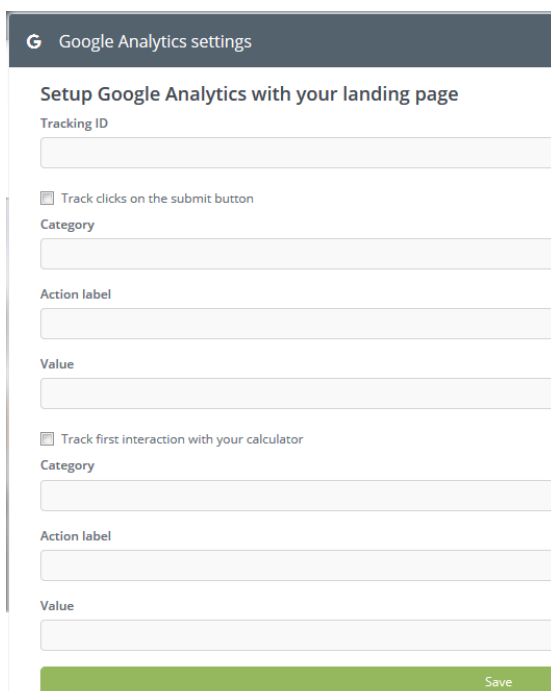
To enable company tracking, choose your landing page -> Edit landing page -> Company Tracker -> Check the checkbox and click "Save".



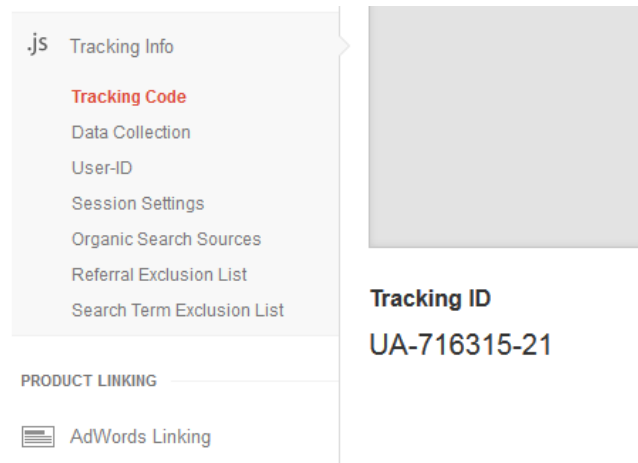
A modal window titled "Company tracker" with a close button (X) in the top right corner. Below the title bar, the text reads: "When this is enabled, your calculator will track company names by IP". There is a checkbox labeled "Track company names" which is currently checked. At the bottom center of the modal is a green "Save" button.

## Google Analytics

Track views, interactions and clicks with Google Analytics. You just need your Tracking ID, which can be found in Analytics under the "ADMIN" tab -> "Tracking Info" -> "Tracking Code". To enable Analytics, choose your landing page -> Edit landing page -> Google Analytics -> Fill out the input fields and click "Save".



The "Google Analytics settings" form is divided into two main sections. The first section, "Setup Google Analytics with your landing page", contains a "Tracking ID" input field. Below it is a checkbox "Track clicks on the submit button". If checked, it shows three input fields: "Category", "Action label", and "Value". The second section, "Track first interaction with your calculator", also has a checkbox. If checked, it shows three input fields: "Category", "Action label", and "Value". A green "Save" button is at the bottom right of the form.



A sidebar menu titled ".js Tracking Info" with a list of links: "Tracking Code", "Data Collection", "User-ID", "Session Settings", "Organic Search Sources", "Referral Exclusion List", and "Search Term Exclusion List". Below this is a "PRODUCT LINKING" section with a link for "AdWords Linking". To the right of the sidebar is a large grey box containing the text "Tracking ID" and "UA-716315-21".

If you want to track clicks, check off "Track clicks on the submit button", give it a category, an action label and a value, e.g.: ROI calculator, User clicked, 10.

If you want to track the first interaction, check off "Track first interaction with your calculator", give it a category, an action label and a value, e.g.: ROI calculator, User interacted, 0.