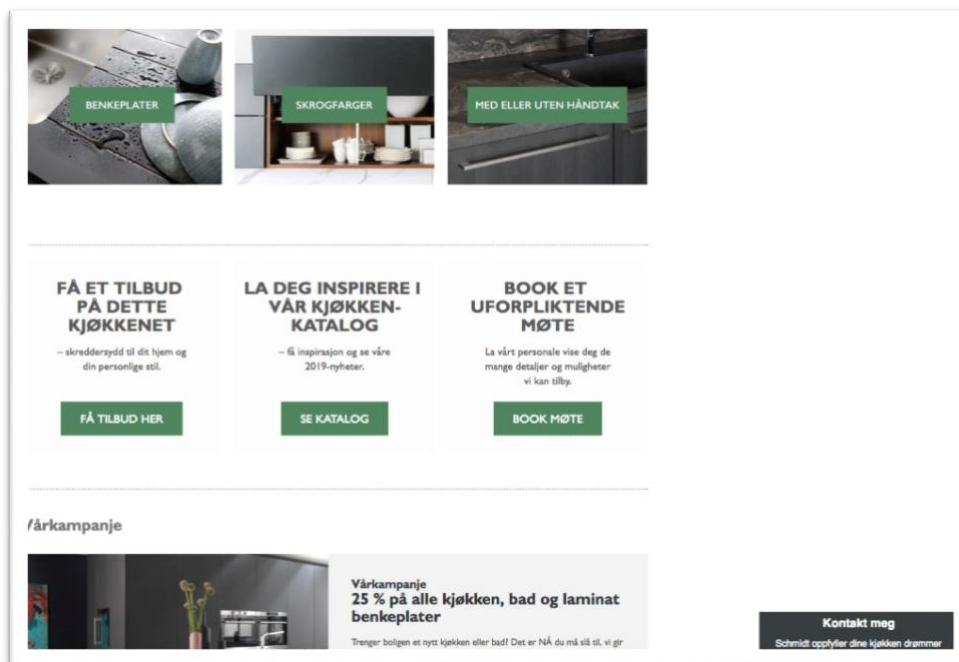

Project: Leadbooster

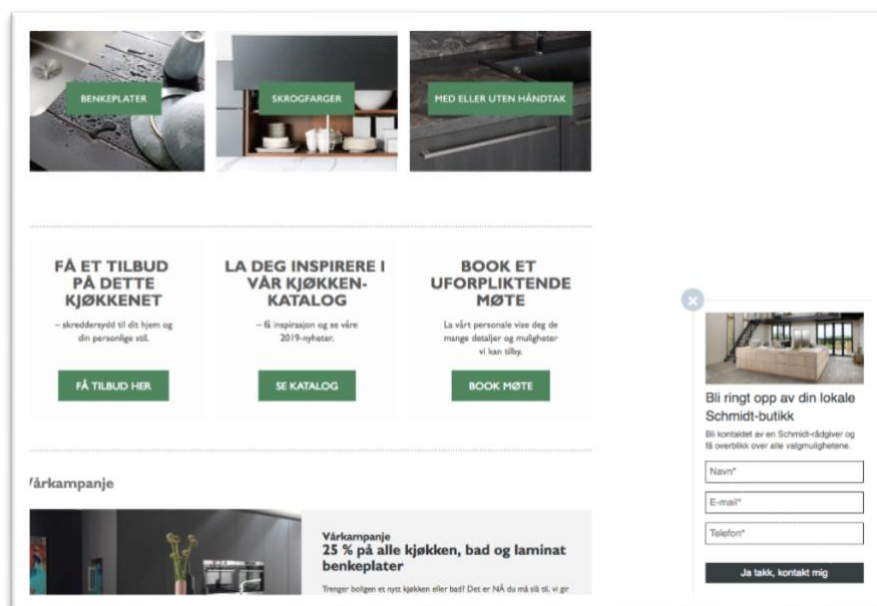
Leadbooster is a tool that was created to help the clients to improve their lead generation. It allows creating different scenarios, depending on the location that the user is in, and each scenario could contain multiple different forms. It provides an on-page form creator built with VueJS.

Key points:

- Built with Laravel framework.
- Allows seeing what the conversion rate is for a given form, allowing to see what forms are performing and which do not.
- Upon editing or creating a form, it generates a static HTML file containing the popup form itself.
- It also creates a single Javascript file that can be referenced on the website, which handles figuring out what scenario is applicable upon load, and chooses the right form to load and show. This single line of code is needed to be implemented in the source of the clients website, to allow Leadbooster to work on the site.
- Includes a form builder that is built with VueJS, which gives a wysiwyg way of managing the different forms, seeing right away how it will look like.
- All HTML and JS files are served by nginx, to provide a fast load times, and it passes through the POST requests back to Laravel.
- Tracks users page views, assigning them an unique ID that is in accordance to the GDPR law (does not use cookies or plain IP address), and those URL views are passed on with the new lead email if the user submits the form.



Initial view of the Leadbooster, after the JS has been loaded and it has figured out what form to show.



The system allows setting an initial timeout for the form to popup, and sets a cookie which makes it so that until the cookies expiration, the form does not popup again.

Here is a new lead for you!

Form: Helpdesk Nyhedsbrevstilmelding

Dit navn: [REDACTED]

Din mail: [REDACTED]

Din virksomhed: [REDACTED]

Visited URLs:

2019-01-19 17:42:50: https://help.onlinepartners.dk/hvad-er-ppc?_ga=2.129387084.1901111111.1547856000-1901111111.1547856000

Raw data:

```
{
  "dit-navn": "[REDACTED]",
  "din-mail": "[REDACTED]",
  "din-virksomhed": "[REDACTED]"
}
```

Example of the email that is sent by the system.

Accounts that I have access as a manager/admin

Navn	Status	Leads	Visitors
[Redacted]	Active	Leads (155)	Visitors
[Redacted]	Active	Leads (0)	Visitors
[Redacted]	Active	Leads (126)	Visitors
[Redacted]	Active	Leads (70)	Visitors
[Redacted]	Active	Leads (244)	Visitors
[Redacted]	Active	Leads (8)	Visitors
[Redacted]	Active	Leads (78)	Visitors
[Redacted]	Active	Leads (15)	Visitors
[Redacted]	Active	Leads (0)	Visitors
[Redacted]	Active	Leads (0)	Visitors
[Redacted]	Active	Leads (4)	Visitors
[Redacted]	Active	Leads (0)	Visitors
[Redacted]	Active	Leads (0)	Visitors
[Redacted]	Active	Leads (0)	Visitors
[Redacted]	Active	Leads (0)	Visitors
[Redacted]	Active	Leads (0)	Visitors
[Redacted]	Active	Leads (0)	Visitors
[Redacted]	Active	Leads (324)	Visitors
[Redacted]	Active	Leads (33)	Visitors
[Redacted]	Active	Leads (14)	Visitors
[Redacted]	Active	Leads (0)	Visitors
[Redacted]	Active	Leads (11)	Visitors
[Redacted]	Active	Leads (0)	Visitors
[Redacted]	Active	Leads (17)	Visitors
[Redacted]	Active	Leads (14)	Visitors

View of the administration side, overview of some of the clients. The system is structured like this: “team” > websites > scenarios > forms – Inspiration was taken from how Google Adwords structures their system.

Groups associated to this

Navn	Paused	Vis	Rediger	Slet	Get script	Demo	Leads	Visitors
www.c s.dk	Nej	Vis	Rediger	Slet	Get script	Demo	Leads (15)	Visitors
www.c s.tv	Ja	Vis	Rediger	Slet	Get script	Demo	Leads (0)	Visitors
www.c s.co.uk	Ja	Vis	Rediger	Slet	Get script	Demo	Leads (0)	Visitors
www.c s.de	Ja	Vis	Rediger	Slet	Get script	Demo	Leads (0)	Visitors
help.or l.dk	Nej	Vis	Rediger	Slet	Get script	Demo	Leads (0)	Visitors

List of the added websites for one of the clients, each one has it’s own script to implement.

The screenshot shows a form builder interface with two main panels on the left and a large preview area on the right.

Box Configuration:

- Box width: 300 px
- Box background: #ffffff
- Box border color: #000000
- Box border width: 2 px
- Box border style: Solid

Content Configuration:

- Title for the form element: VIL DU HØRE MERE OM DENNE BIL?
- Text for the form element: (empty)

Form Preview:

The preview shows a form titled "VIL DU HØRE MERE OM DENNE BIL?". It includes a sub-header "Udfyld formulæren, så kontakter vores sælgeren dig hurtigst muligt." and four input fields: "Navn*", "Email*", "Telefon*", and "Besked". A red "SEND" button is at the bottom.

The form builder has tabs for different phases of the form – “Init” for the initial view, “Form” for when the form itself is shown and “Thanks” when the form has been successfully submitted. The form preview to the right changes on the fly when the configuration changes.

The screenshot shows the configuration panel for the form builder, displaying four form fields being configured. Each field has its own set of configuration options.

Type	Label	Background	Border color	Border width	Border style	Required
Text	Navn	#ffffff	#000000	1px	Solid	Yes
Text	Email	#ffffff	#000000	1px	Solid	Yes
Text	Telefon	#ffffff	#000000	1px	Solid	Yes
Textarea	Besked	#ffffff	#000000	1px	Solid	Yes

The system allows dynamically adding fields in the configuration, and those changes will be shown right away in the form preview