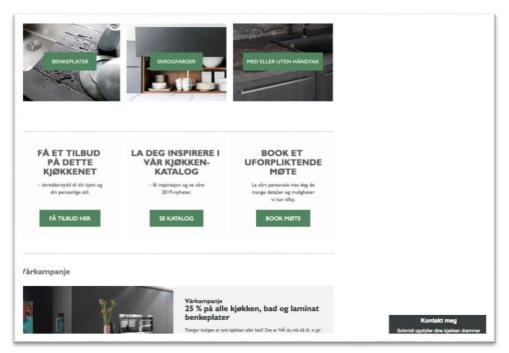
## Project: Leadbooster

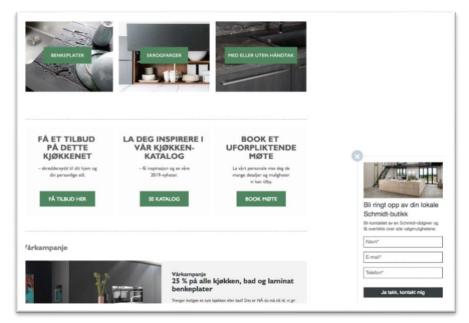
Leadbooster is a tool that was created to help the clients to improve their lead generation. It allows creating different scenarios, depending on the location that the user is in, and each scenario could contain multiple different forms. It provides an on-page form creator built with VueJS.

## 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 <mark>new</mark> lead for you!
Forr	n: Helpdesk Nyhedsbrevstilmelding
Din	navn: mail: virksomhed:
201	ed URLS: 9-01-19 17:42:50: <u>https://help.onlinepartners.dk/hvad-er-ppc/?</u> 5 <u>2.129387084.190</u>
Raw	data:
{	"dit-navn": ' "din-mail": ' "din-virksomhed": "
}	

Example of the email that is sent by the system.

LEAD BOOSTER		+	0))	2	\$			Search	(
	DASHBOARD	CREATE WIDGET	PROJECTS	PROJECTS	PROJECTS				
								Ado	f new accour
	Accounts that I have ac	cess as a manager/ad	imin						
	Navn				Status	Leads	Visitors		
			Go to accourt	nc i	Active	Leads (155)	Visitors	Go to team settings	
			Go to accour	76	Active	Leads (0)	Visitors	Go to team settings	
			Go to accour	ne i	Active	Leads (126)	Visitors	Go to team settings	
			Go to accourt	ne i	Active	Leads (70)	Visitors	Go to team settings	
			Go to accourt	×	Active	Leads (244)	Visitors	Go to team settings	
			Go to accourt	76	Active	Leads (6)	Visitors	Go to team settings	
			Go to accourt	ne i	Active	Leads (78)	Visitors	Go to team settings	
			Go to accour	74	Active	Leads (15)	Visitors	Go to team settings	
			Go to accourt	ne i	Active	Leads (0)	Visitors	Go to team settings	
			Go to accour	π.	Active	Leads (0)	Visitors	Go to team settings	
			Go to accourt	ne i	Active	Leads (4)	Visitors	Go to team settings	
			Go to accourt	ne i	Active	Leads (0)	Visitors	Go to team settings	
			Go to accour	<b>1</b>	Active	Leads (0)	Visitors	Go to team settings	
			Go to accourt	ne i	Active	Leads (0)	Visitors	Go to team settings	
			Go to accourt	76	Active	Leads (0)	Visitors	Go to team settings	
			Go to accour	<b>1</b> 2	Active	Leads (0)	Visitors	Go to team settings	
			Go to accourt	ne i	Active	Leads (0)	Visitors	Go to team settings	
			Go to accourt	76	Active	Leads (0)	Visitors	Go to team settings	
			Go to accourt	×	Active	Leads (324)	Visitors	Go to team settings	
			Go to accourt	ne i	Active	Leads (33)	Visitors	Go to team settings	
			Go to accour	72	Active	Leads (16)	Visitors	Go to team settings	
			Go to accourt	nc i	Active	Leads (0)	Visitors	Go to team settings	
			Go to accourt	nt i	Active	Leads (11)	Visitors	Go to team settings	
			Go to accour	π.	Active	Leads (0)	Visitors	Go to team settings	
			Go to accourt	-	Active	Leads (17)	Visitors	Go to team settings	
			Go to accour	-	Active	Leads (14)	Visitors	Go to team settings	

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.

DASHBO		-			¢ JECTS			Search	
roups associate	ed to this								Add new group
Navn		Paused	Vis	Rediger	Slet	Get script	Demo	Leads	Visitors
www.c	s.dk	Nej	Vis	Rediger	Slet	Get script	Demo	Leads (55)	Visitors
www.o	s.tv	Ja	Vis	Rediger	Siet	Get script	Demo	Leads (9)	Visitors
www.o	s.co.uk	Ja	Vis	Rediger	Siet	Get script	Demo	Leads (0)	Visitors
www.o	s.de	Ja	Vis	Rediger	Siet	Get script	Demo	Leads (5)	Visitors
nelp.or	i.dk	Nej	Vis	Rediger	Slet	Get script	Demo	Leads (9)	Visitors
	DASHBO	DASHBOARD CREATE iroups associated to this Navn www.c s.dk www.c s.tv www.c s.co.uk www.c s.de	Incurse associated to this Paused www.c s.dk Nej www.c s.co.uk Ja www.c s.de Ja	ASHBOARD CREATE WIDGET PROJECTS PROJ roups associated to this Navn Paused Vis www.o_s.dk Nej Vis www.o_s.dk Nej Vis www.o_s.co.uk Ja Vis www.o_s.de Ja Vis	DASHBOARD CREATE WIDGET PROJECTS PROJEC	ASHBOARD CREATE WIDGET PROJECTS PROJECT	DASHBOARD     CREATE WIDGET     PROJECTS     PROJECTS     PROJECTS       irroups associated to this     Paused     Vis     Rediger     Slet     Get script       www.o     s.dk     Nej     Vis     Rediger     Slet     Get script       www.o     s.dk     Nej     Vis     Rediger     Slet     Get script       www.o     s.co.uk     Ja     Vis     Rediger     Slet     Get script       www.o     s.co.uk     Ja     Vis     Rediger     Slet     Get script       www.o     s.co.uk     Ja     Vis     Rediger     Slet     Get script	DASHBOARD     CREATE WIDGET     PROJECTS     PROJECTS     PROJECTS       Introduction and the second s	DASHBOARD     CREATE WIDGET     PROJECTS     PROJECTS       irroups associated to this       Navn     Paused     Vis     Rediger     Slet     Get script     Demo     Leads       www.o     s.clk     Nej     Vis     Rediger     Set     Get script     Demo     Leads       www.o     s.clk     Nej     Vis     Rediger     Set     Get script     Demo     Leads       www.o     s.co.uk     Ja     Vis     Rediger     Set     Get script     Demo     Leads       www.o     s.co.uk     Ja     Vis     Rediger     Set     Get script     Demo     Leads       www.o     s.cde     Ja     Vis     Rediger     Set     Get script     Demo     Leads

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

Navn	Paused	Vis	Rediger	Slet	Leads
Default	Nej	Vis	Rediger		Leads (7)
Leasingbiler	Nej	Vis	Rediger	Slet	Leads (6)
Biler til salg	Nej	Vis	Rediger	Slet	Leads (4)

List of scenarios for one of the clients. Scenario is a set of rules that must be fulfilled for the system to show a form for that scenario. If multiple scenarios overlap, it chooses a form from one of them. The "Default" scenario works as a fall-back if no other scenario matches.

lavn		
Leasingbiler		
Paused		
Matches		
URL Matches Regex	\$ Vbiler-til-leasing\/.*-til-leasing\/	×

How the configuration for the scenario looks like – there are multiple different match possibilities provided by the system.

ediger "Leasing form"				
General Init Form The	iriks			
Box				
lax width	Box background	Bos border color		
300 px	ettette	#b30000		
	Box border width	Box border style		
	2 px	Sold	0	
Content Title for the form element				
♠ # B I E Ξ	∃ ≣ <u>A</u> * <u>M</u> * 14px *	Verdana * 🖬 O 🖉		OM
v	IL DU HØRE MERE OM I	DENNE BIL?		Udfyld form saigsteam
				Navn*
				Email*
				Telefon*
				Besked

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.

Туре		Label	Background	
Text	•	Navn	wretter	
Border color		Border width	Border style	
#000000		lps	Solid	
			Required	
			Yes	
8				
Туре		Label	Background	
Text	٥	Email	atter	
Border color		Border width	Border style	
#000000		lps	Solid	4
			Required	
			Hednised	
			Yes	
٥			Yes	
Туре		Label	Yes	•
Type Text		Telefon	Yes Background ettttt	:
Type Text Border color		Telefon Border width	Vis Background artterr Boorder style	
Type Text	•	Telefon	Yes Background ettttt	
Type Text Border color		Telefon Border width	Vis Background artterr Boorder style	
Type Text Border color	2	Telefon Border width	Visi Background arttttr Booder style Solid	
Type Text Border color		Telefon Border width	Visi Background artterr Border style Solid Required	
Type Text Border calor #000000		Telefon Border width	Visi Background artterr Border style Solid Required	
Type Text Border color #000000		Telefon Border width ————————————————————————————————————	Vis Background ertttr Border style Sold Nequired Vis	
Type Text Border calor #000000		Taldon Border width Japz	Vis Background armm Border style Solid Required Vis Background Background	

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