

Add New Profile Update Form

Creating a New Profile Update Form

To add a new Profile Updates form, select Pages > Profile updates > New Form.

Setting Form Properties

The system will ask you to configure the following properties:

- **Form name:** enter a name for the form: this is not shown to your recipients.
- **Note:** enter a description for what the form is for. This is also not shown to your customers. It's for internal, administrative purposes only.
- **Form style:** select the color of your form.
- **Enabled:** click to enable the form. You will need to enable it to test it. Since there are no public links to the form (until you include a link to it in an email message), you can enable a form even when you are just working on it.
- **Access type:** specify when the form is *Public* or *Private*. See the section below for an explanation of the difference.
- **One-time fill:** specify whether the same recipient may update the form multiple times or not. This is useful when you are using the Profile Updates feature as a basic survey tool.
- **Limit access - Start date and End date:** you can decide to make the form accessible only between certain dates. This is useful, for instance, if you are using the Profile Updates feature as a basic event registration tool.

Settings

Form name * <input type="text" value="Enter a name for the form"/>	Note <input type="text" value="Enter a private note for the form"/>	Form style <input type="text" value="Default"/>
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Form URL
Profile updates form URLs are dynamically created based on each subscriber. The dynamic link is available when editing an email. [Learn how to add a Profile update link inside an email](#)

Enabled (if not enabled, this form will not be reachable)

Access type Public Private (accessible only via email)

One-time fill Each recipient can fill the form just once

Limit access From To

The data shown on this page is based on the (UTC+01:00) Amsterdam, Berlin, Bern, Rome, Stockholm, Vienna time zone [Edit time zone](#)

Creating a form with the drag & drop editor

The profile update **form builder** allows you to create these forms in a whole new, super-easy way. In fact, you will build profile update forms via drag and drop without the need of any HTML knowledge!

In the example below, we created a form that allows subscribers of a newsletter by a local chain of pizzerias to update their profile.

Create your form

Pizza lover newsletter

Update your profile so that we can send you better emails.

Email *

When you submit the form, check your inbox to confirm your subscription

Your name

What's your favorite pizza?

Bresaola e grana

Margherita

Marinara

Prosciutto e funghi

Quattro formaggi

Quattro stagioni

Which location do you visit the most?

Brooklyn

Harlem

Form elements
Drag these blocks to the left to build your form

- ⋮

Form title
- ⋮

Form description
- ⋮

Email

Enter your email
- ⋮

Phone number
- ⋮

Form field

You can add a placehc
- ⋮

Drop-down menu

⌵
- ⋮

Textarea

You can add a placeholder text here if you wish

To create a form:

1. Drag and drop the elements that are part of your forms. Rearrange their order by dragging.
2. Configure the settings for each element by clicking on the blue "pencil" button. You can add text, groups and recipients fields, configurable with different types of inputs (free text, drop-down, radio buttons, checkboxes)
3. Preview your form to see how it renders
4. Save it!

Other features

- Quickly search and select groups to use in the Group form element, and rename them if needed (e.g. group name used in MailUp is not the text label you wish to show in the form)
- Add a privacy checkbox, which is fully editable. You can then edit the link and place the URL of your Privacy Policy page
- Use special syntax to customize the input values in drop-down options. Example below:
The subscriber sees *Rock Music* in the drop-down menu, but MailUp records *Heavy metal* as the number 1 into the recipient field.

Customizing these options into numbers, for example, can help you when having to setup filters or other tasks. Numbers are much more manageable than text. The syntax looks like this: Heavy metal || 1, where the || is a special character.

Label

Available options

Use "Name || Value" where Name is the text displayed in the form and Value is the value recorded in the recipient field (e.g. "Ohio || OH" or "Pizza || 2").

Description

Set as mandatory

Cancel SAVE

Editing a form with the HTML editor

You can no longer create a form with the HTML editor, but you can use it with any form created with the HTML editor, before the new editor was introduced, or with HTML copies of forms created with the new editor.

How to Send the Form to Your Recipients

The form is not sent directly to your customers. Instead, you will place a link to the form in an email message that you will send to them. Recipients of the message will click on the link to view and fill out the form in their browser. To send the link:

1. Create a new email message
 - a. If you're using BEE, you can link the form to a button, by selecting it and choosing *Special Links* in the "Action" section of "Content Properties".

You may also link a profile update form to a portion of text, by highlighting it, toggling the advanced toolbar with the arrow in the top right and selecting *Special links > Profile update forms*

- b. If you're using the HTML editor, you can link a part of the message to a profile update form using the "Profile Update link" found in *Insert > Subscription*
2. Finalize and save the email message
 3. Send it to a test group to simulate the entire process
 4. When you get the test email, fill out the form and submit it
 5. Confirm that the Recipient Fields associated with the recipient that updated the form have been successfully updated

Public vs. Private Forms

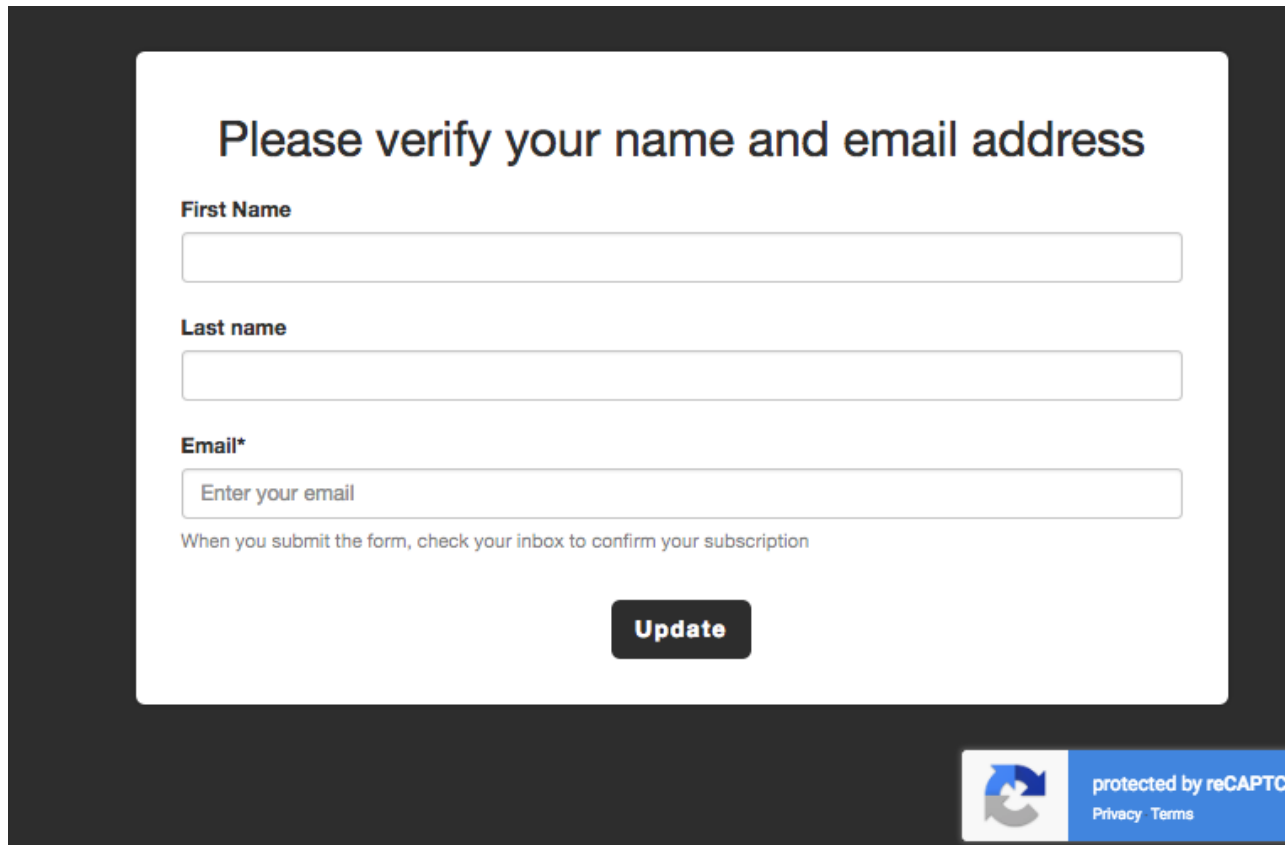
When the form is public, the person that receives a link to it can immediately view it and edit it.

When the form is private, the person that receives a link to it cannot immediately view it and fill it out. Instead, they are shown a message that prompts them to check their mailbox: an email message is sent to the email address associated with the link. The message is referred to as the "[Private Form Access Email](#)".

Invisible reCAPTCHA

The reCAPTCHA is a service that protects your form from spam and abuse that consists in asking one or more questions when an atypical behavior is detected. It protects users from spam and password decryption by asking them to complete a simple test that proves that the user is a human being and not a computer trying to break an account.

We call it "invisible" because it is activated when an atypical behavior is detected.



The screenshot shows a white form box on a dark background. The form has the title "Please verify your name and email address". It contains three input fields: "First Name", "Last name", and "Email*" (with a placeholder "Enter your email"). Below the fields is a note: "When you submit the form, check your inbox to confirm your subscription". A dark "Update" button is centered at the bottom of the form. In the bottom right corner of the page, there is a reCAPTCHA logo and a blue bar that says "protected by reCAPTCHA" with links for "Privacy" and "Terms".

The invisible reCAPTCHA is by default enabled in forms.



The screenshot shows a single checkbox with a blue checkmark, labeled "Enable invisible reCAPTCHA protection".

Please note that if the invisible reCAPTCHA is enabled, the form won't be embeddable in a website.