

# Subscriptions

## Subscriptions

With MailUp you can quickly and easily create a flexible subscription form to increase your database.

The platform provides several ways to increase the number of subscribers in your database or to update it:

- **Subscription forms**
  - **Drag & Drop editor:** allows you to easily create a form, thanks to the extremely intuitive drag & drop interface
  - **HTML editor:** allows you to insert your HTML or Javascript code to have a completely customized form.
- **Pop-up subscription form.** The module is preconfigured and, after selecting some choices - such as color, position, language and channels to be connected - it automatically generates the html code to be inserted on its website. It also allows you to collect subscribers for the email, SMS, Facebook Messenger and Telegram channels.
- **Profile update forms:** they allow to expand recipients' information so that you can better intercept the desired target, organize recipients in groups according to their preferences and finally, to carry out short surveys.

To create a new form, simply select one of the entries in the list.

## Welcome messages

After having acquired a new customer it is important to welcome him properly.

In this section you can enable/disable some automatic messages that the platform can send:

- **Confirmation email (by default active):** a message sent to new subscribers to confirm their willingness to subscribe.
- **Welcome email:** send an email to each recipient who confirms their subscription.
- **Welcome SMS:** send a text message to each recipient confirming their subscription.

The page, reachable through the path **Database building / Subscriptions**, appears as in the following image:

The screenshot shows the 'Subscriptions' management page in MailUp. The page title is 'Subscriptions' with a breadcrumb 'Database building / Subscriptions'. It is divided into two main sections: 'Grow your subscribers and keep your database updated' and 'Welcome messages'. The first section contains three cards: 'Subscription forms' (with a person icon and a plus sign), 'Pop-up subscription forms' (with a window icon and a plus sign), and 'Profile update forms' (with a person icon and a pencil). The second section contains three cards: 'Confirmation request email' (with an envelope icon and a question mark, marked 'ACTIVE'), 'Welcome email' (with an envelope icon and a heart, marked 'INACTIVE'), and 'Welcome SMS' (with a smartphone icon and a heart, marked 'ACTIVE'). Each card includes a brief description of the feature.