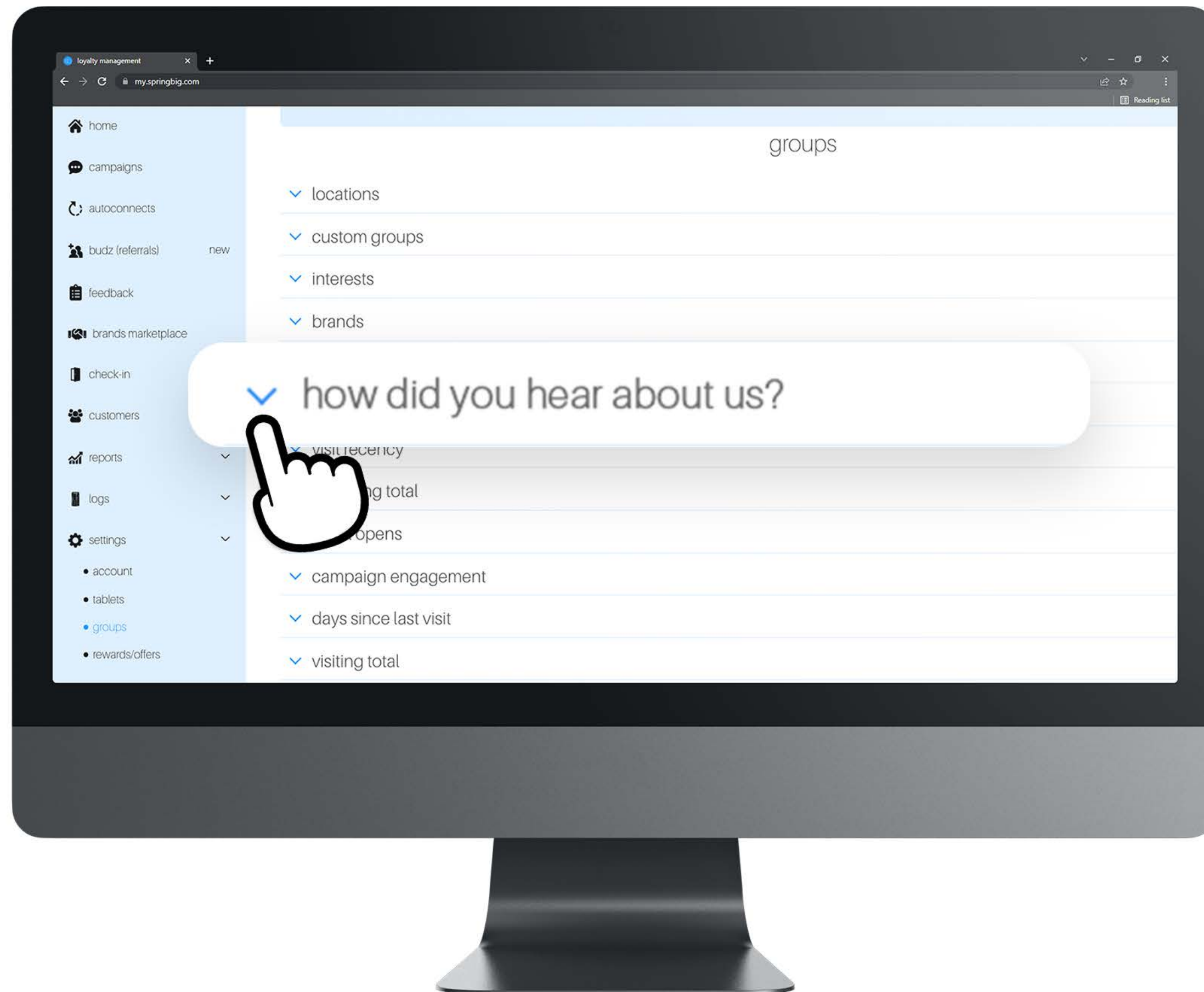


adding 'how did you hear
about us' to your join form
and segmentation filters

springbig 



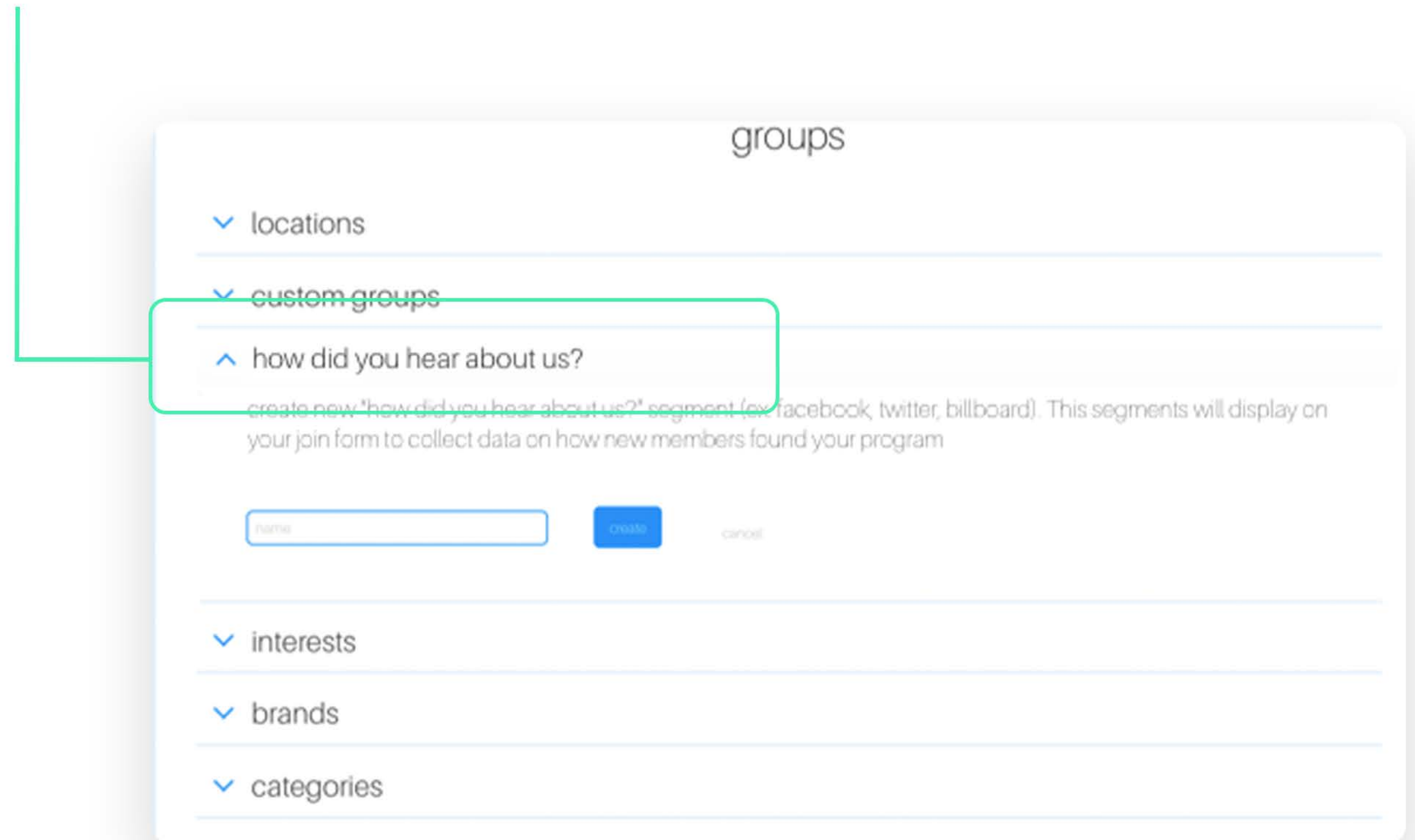
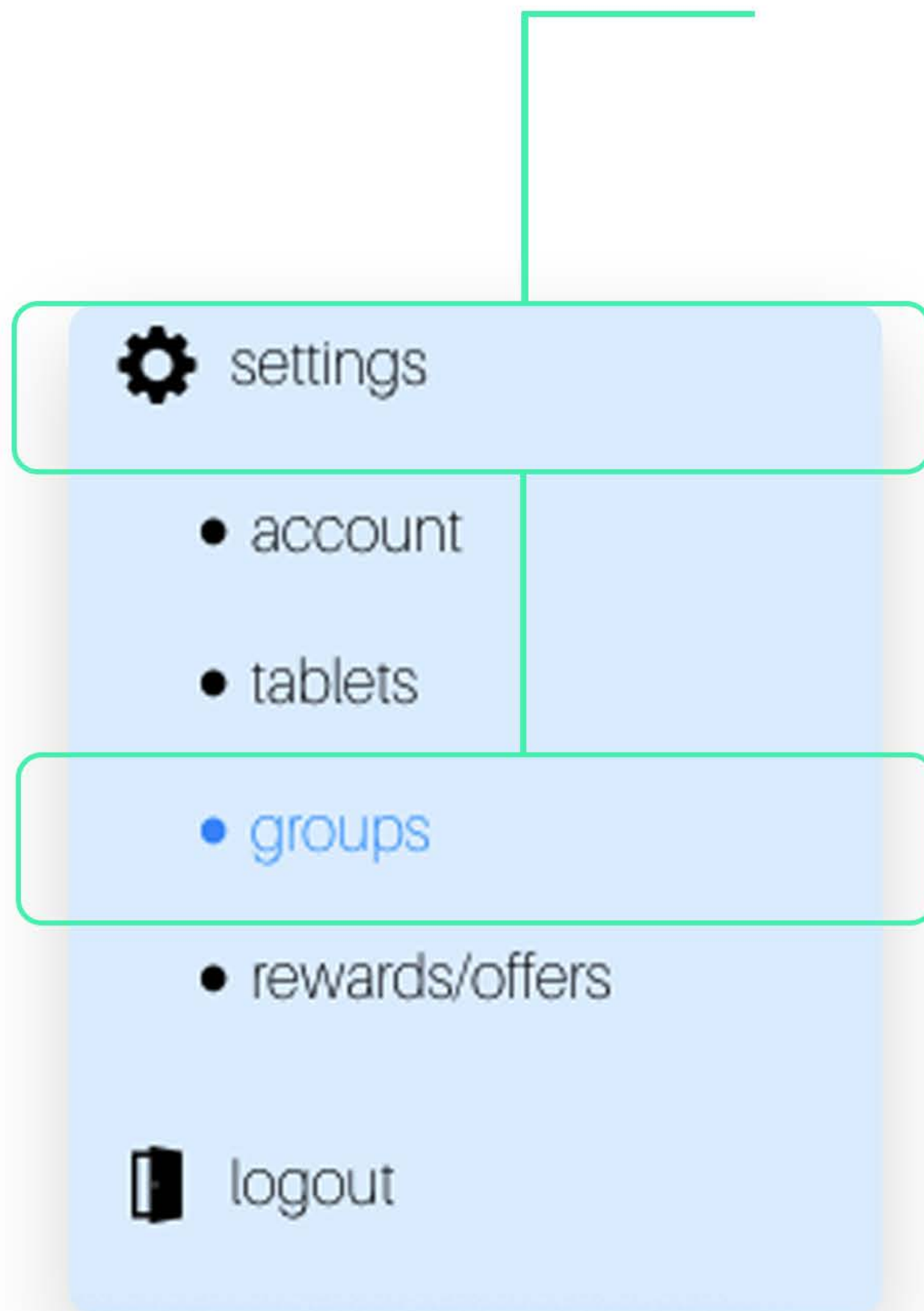
how did you hear about us

with this feature, you can add a customized **how did you hear about us** dropdown to your **springbig join form**. you are able to use the information gathered to segment campaign audiences and target members based on how they heard about your business



step 1

to set up the [how did you hear about us](#) survey and segmentation group, open the [settings](#) dropdown menu on the left side of your screen and click [groups](#). once on the [groups](#) page, you will be able to click on the [how did you hear about us](#) dropdown



groups

locations

custom groups

how did you hear about us?

create new "how did you hear about us?" segment (ex. facebook, twitter, billboard). This segment will be used in your join form to collect data on how new members found your program

name

twitter

website

instagram

google

in-store

referral

other

edit

edit

edit

edit

edit

edit

edit

edit

name

create

cancel

step 2 

under the dropdown for **how did you hear about us**, simply add the options you wish to have displayed in. simply add the option you wish to have displayed in the field provided, and click the create button to apply that option

examples of choices you can include are:

✓ instagram

✓ snapchat

✓ facebook

✓ twitter

✓ google

✓ website

✓ linkedin

✓ maps app

✓ in-store

✓ referral

✓ passed by

✓ other

step 3



once all your options have been added, **springbig** will add a field with the verbiage **how did you hear about us?** to **join form** above the **interest's** menu, this will include the list of options you previously defined

last name

birthday

how did you hear about us?

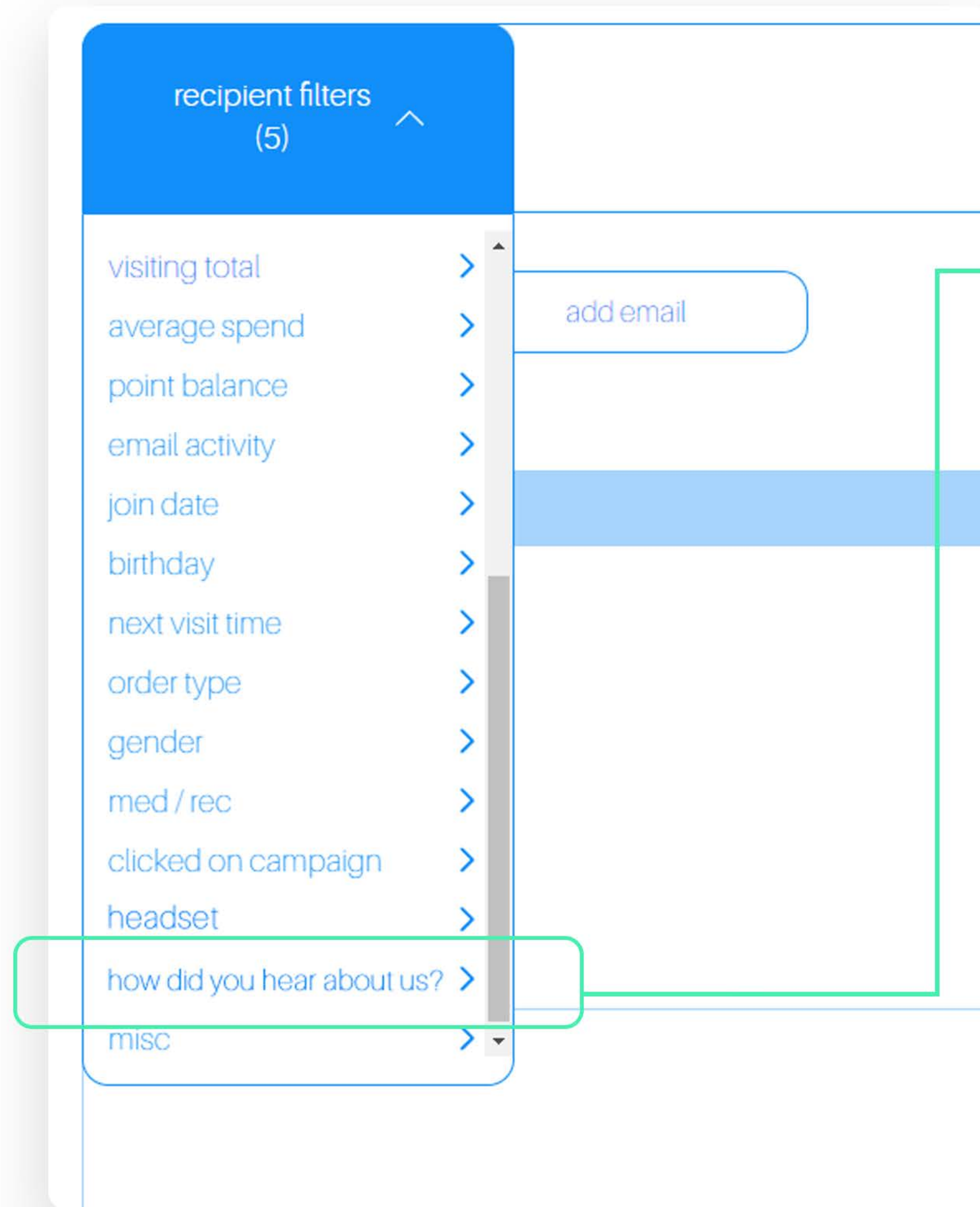
- ☐ twitter
- ☐ website
- ☐ instagram
- ☐ google
- ☐ in-store
- ☐ referral
- ☐ other

interests

- ☐ edibles
- ☐ running

By signing below you agree to:

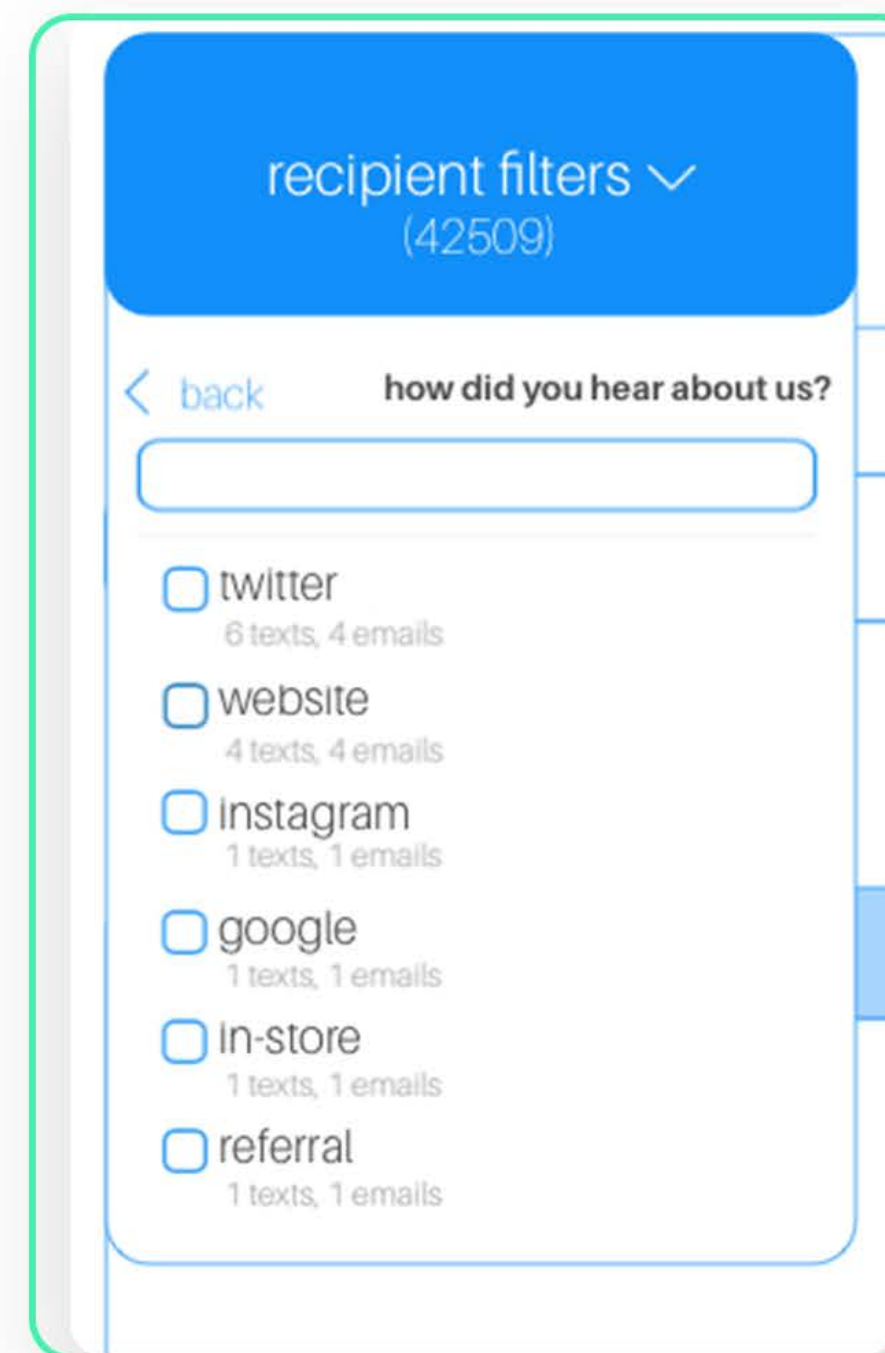
- allow Mike's Tacos to capture and retain your contact & purchase information in order to provide you with a more personalized marketing and communications experience.
- ☐ by providing your mobile number and checking the box provided, you consent to receive marketing focused text messages and calls, including via an automatic telephone dialing system or prerecorded or artificial voice from Mike's Tacos and its



step 4



when you implement this feature, you will be able to segment your customers based on where they heard about your business, using the **how did you hear about us** recipient filter, dropdown and select the options you would like applied



ready to get started?

springbig 