



MARKETING

# Forms, Popups & Landing Pages

Three ways to capture leads: embeddable forms, overlay popups, and full standalone landing pages.

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Marketing gives you three ways to capture leads from the public web: **Forms** (embed on your existing site), **Popups** (overlay on your site), and **Landing Pages** (full standalone pages hosted by Marketing). This guide covers all three.

## Forms

A Form is an embeddable HTML snippet you can paste into any web page — your existing website, a blog post, a partner site. Submissions create or update a contact in your Marketing account.

### Creating a Form

1. Go to **Forms** → **Create Form**.
2. Pick which fields to collect (at minimum, email). Common adds: first name, last name, phone, custom fields.
3. Set what happens after submit: redirect to a URL, show a thank-you message, or both.
4. Optionally enroll the new contact in an audience or apply a tag.
5. Customize colors, fonts, and button labels to match your site.

### Embedding the Form

Once published, each form gives you a one-line embed snippet (a `<script>` tag). Paste it anywhere on your site — WordPress, Squarespace, Wix, custom HTML, all work. The form renders inline and submits directly to Marketing.

#### ADVISOR TIP

The embed script is responsive by default. It inherits the width of its container, so place it inside the column or section you want it to fill.

## Spam Protection

All forms are protected by Cloudflare Turnstile (a non-interactive CAPTCHA — most legitimate visitors never see anything). Disposable email domains are blocked automatically, and submissions from known bad IPs are rejected.

## Popups

Popups are forms that overlay on top of your site. They're forms with a trigger and a presentation — same submission and follow-up logic as embedded forms.

### Popup Triggers

- **Entry** — show immediately on page load
- **Timed** — show after N seconds
- **Scroll** — show after the visitor scrolls past a threshold (e.g. 50% of the page)
- **Exit-intent** — show when the visitor's cursor moves toward the browser chrome (desktop only — mobile devices don't have a reliable exit signal)

### Frequency & Suppression

Each popup respects a cookie on the visitor's browser — once dismissed or submitted, it won't show again on the same device for the suppression window you set (default: 30 days). This prevents annoying repeat visitors.

### Embedding the Popup

Same as forms: one `<script>` tag pasted into your site. The popup loader is async and lazy-evaluated, so it has zero impact on page load time.

## Landing Pages

Landing Pages are full standalone web pages hosted by Marketing at `marketing.urtravelpro.com/p/youragency/your-slug`. Use them when you don't want to (or can't) embed a form on an existing site — link-in-bio, ad clicks, campaign-specific signups.

### Building a Landing Page

1. Go to **Landing Pages** → **Create**.

2. Pick a starting template or start blank.
3. Drag blocks from the panel: headings, text, images, video, buttons, **Form blocks** (your existing forms can be embedded as blocks).
4. Customize the slug (the last part of the URL) and the page name.
5. Set the page's SEO and social-sharing metadata (title, description, preview image).
6. Publish — the page is immediately live at the URL you set.

#### ADVISOR TIP

Every landing page needs at least one Form block — otherwise there's nothing for visitors to submit. If your page has no Form block, the publish action will warn you.

## Slug & URL

Click the page name at the top of the builder to edit both the name and the URL slug. The slug is the last part of the public URL. Slugs must be lowercase letters, numbers, and hyphens only. Renames save without reloading.