

# Leadin

Add lead generation insights to your website


<http://leadin.hubspot.com/>

# Leadin

Accounts Dashboard | Hul x Leadin x Forward Fitness Club x

← → ↻ 🏠 <https://app.hubspot.com/leadin-signup> 🔑 ☆ 🔁 📧 ☰

Apps Weekly INBOUND U... Wayne State Univer... Create new event Share via HubSpot Stock photos that d... Kicks N Licks - Morn... Inbound Free Stock Images ... Royalty Free Stock V... px FAQ HubStars



Start collecting Leads in 5 minutes  
Join over 10,000 other businesses

**Your email address**  
We'll never spam you. Ever.

**Your website address**  
There's no place like home

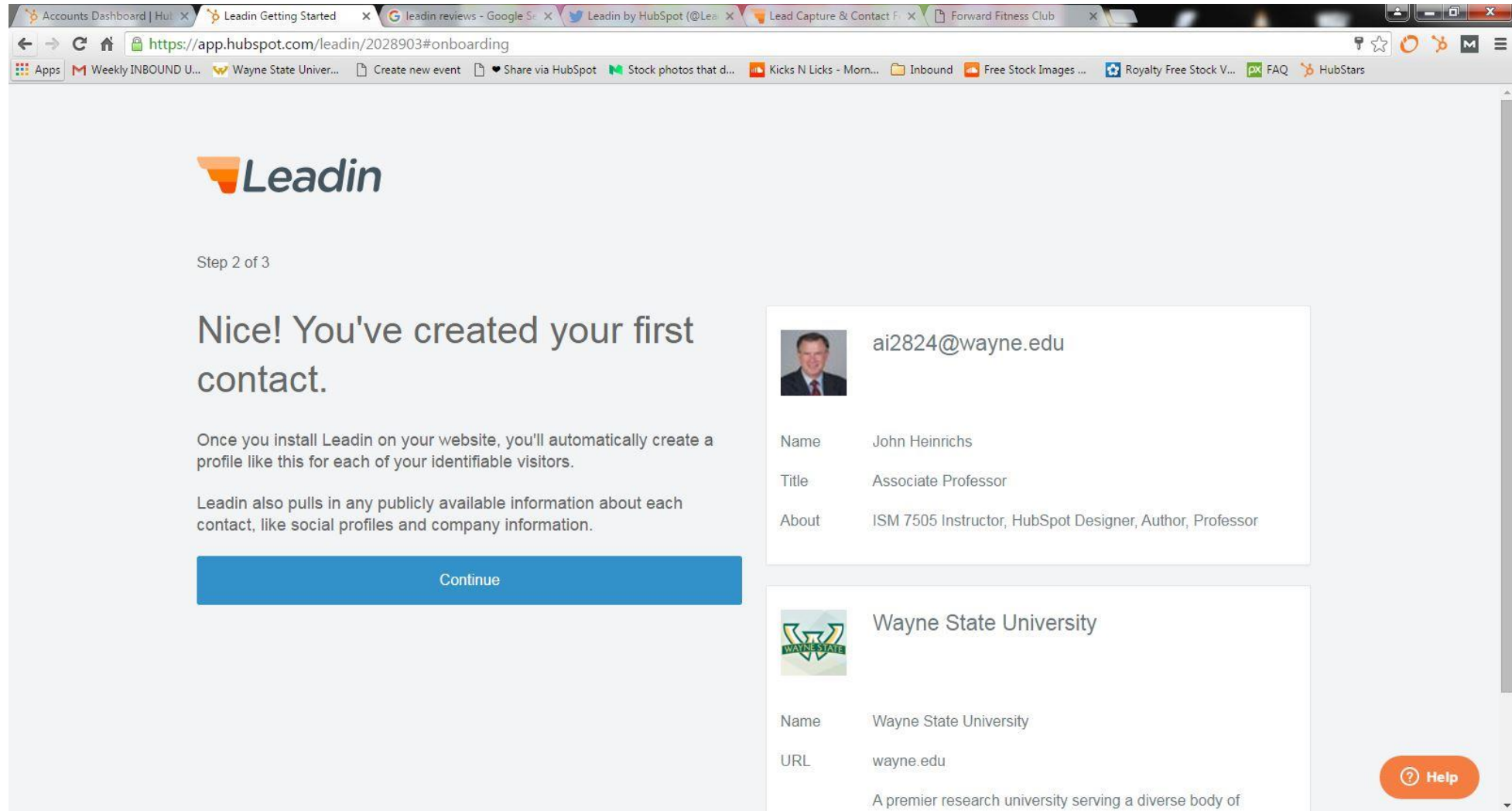
**Create a password**  
Minimum six characters, including at least one numeral or uppercase letter.

By registering you accept [Leadin's terms of service](#) and [privacy policy](#)

[Get Leadin for FREE](#)

[? Help](#)

# Leadin



The screenshot shows a web browser window with multiple tabs. The active tab is titled "Leadin Getting Started" and the address bar shows the URL "https://app.hubspot.com/leadin/2028903#onboarding". The page content includes the Leadin logo, a progress indicator "Step 2 of 3", a congratulatory message "Nice! You've created your first contact.", explanatory text about how Leadin works, a "Continue" button, and two profile cards for a contact and an organization.

**Leadin**

Step 2 of 3

Nice! You've created your first contact.

Once you install Leadin on your website, you'll automatically create a profile like this for each of your identifiable visitors.

Leadin also pulls in any publicly available information about each contact, like social profiles and company information.

[Continue](#)

**Contact Profile:**

- ai2824@wayne.edu
- Name: John Heinrichs
- Title: Associate Professor
- About: ISM 7505 Instructor, HubSpot Designer, Author, Professor

**Organization Profile:**

- Wayne State University
- Name: Wayne State University
- URL: wayne.edu
- A premier research university serving a diverse body of

[? Help](#)

# Leadin

Accounts Dashboard | HubSpot | Leadin Getting Started | leadin reviews - Google Search | Leadin by HubSpot (@Leadin) | Lead Capture & Contact Form | Forward Fitness Club

https://app.hubspot.com/leadin/2028903#onboarding

Apps | Weekly INBOUND U... | Wayne State Univer... | Create new event | Share via HubSpot | Stock photos that d... | Kicks N Licks - Morn... | Inbound | Free Stock Images ... | Royalty Free Stock V... | FAQ | HubStars

## Leadin

Step 3 of 4

### Start collecting new contacts on your website

Install this JavaScript code to automatically create new contacts

Your tracking code

```
<!-- Start of Leadin Embed -->
<script type="text/javascript" src="//js.leadin.com/js/v1/2028903.js" id="LeadinEmbed-2028903" crossorigin="use-credentials" async defer></script>
<!-- End of Leadin Embed -->
```

[Send code to your developer](#) [How to install the tracking code](#)

[Continue](#)

[Help](#)

# Leadin

The screenshot shows a web browser window with the URL `https://app.hubspot.com/leadin/2028903#onboarding`. The page features the Leadin logo at the top left. Below it, the text reads "Step 4 of 4" and "Start gathering more contacts". A paragraph explains that more contacts provide more value and that a popup form is a great way to start collecting them. Another paragraph states that Leadin popups are less annoying because they know who visitors are and won't bug already-subscribed users. A large blue button labeled "Activate popup" is prominent, with a link "don't activate the popup right now" below it. On the right side, there is a "Popup Settings" panel with fields for "Position" (set to "Bottom right"), "Heading" ("Sign up for email updates about ISM 5994!"), and "Button" ("Join the ISM 5994 discussion!"). Below these settings is a "Preview" section showing a browser window with the URL `http://www.your-site.com`. A "Help" button is located in the bottom right corner.

Accounts Dashboard | HubSpot | Leadin Getting Started | How do I install the Leadin | leadin reviews - Google Search | Leadin by HubSpot (@Leadin) | Lead Capture & Contact Form | Forward Fitness Club

<https://app.hubspot.com/leadin/2028903#onboarding>

Apps | Weekly INBOUND U... | Wayne State Univer... | Create new event | Share via HubSpot | Stock photos that d... | Kicks N Licks - Morn... | Inbound | Free Stock Images ... | Royalty Free Stock V... | FAQ | HubStars

## Leadin

Step 4 of 4

### Start gathering more contacts

The more contacts Leadin collects, the more value it can provide you. One great way to start collecting more contacts is with a popup form.

A Leadin popup form is less annoying than most because it knows who your visitors are and won't bug people who have already subscribed.

[Activate popup](#)

[don't activate the popup right now](#)

#### Popup Settings

Position:

Heading:

Button:

Preview

[? Help](#)



# Transfer Files

John Heinrichs-ai2824\_student - ai2824\_student@students.business.wayne.edu - FileZilla

File Edit View Transfer Server Bookmarks Help

Host: Username: Password: Port: Quickconnect

Status: File transfer successful, transferred 2,532 bytes in 1 second  
Status: Starting upload of C:\Users\john\Desktop\HTML Projects\Chapter8\classes.html  
Status: File transfer successful, transferred 4,870 bytes in 1 second  
Status: Starting upload of C:\Users\john\Desktop\HTML Projects\Chapter8\about.html  
Status: File transfer successful, transferred 4,173 bytes in 1 second  
Status: File transfer successful, transferred 5,513 bytes in 1 second  
Status: Retrieving directory listing of "/Chapter8" ...  
Status: Directory listing of "/Chapter8" successful

Local site: C:\Users\john\Desktop\HTML Projects\Chapter8\  
Remote site: /Chapter8

Filename	Filesize	Filetype	Filename	Filesize	Filetype	Last modified	Permissions	Owner/Gro...
..			..					
nutrition.html	6,738	HTML	about.html	5,513	HTML Document	2/12/2016 8:05:23 AM		
index.html	4,858	HTML	nutrition.html	6,738	HTML Document	2/12/2016 8:05:22 AM		
fitness.html	2,532	HTML	index.html	4,858	HTML Document	2/12/2016 8:05:22 AM		
contact.html	4,870	HTML	fitness.html	2,532	HTML Document	2/12/2016 8:05:22 AM		
classes.html	4,173	HTML	contact.html	4,870	HTML Document	2/12/2016 8:05:22 AM		
about.html	5,513	HTML	classes.html	4,173	HTML Document	2/12/2016 8:05:22 AM		
template		File fol...	images		File folder	11/28/2015 7:59:46 AM		
media		File fol...	css		File folder	11/28/2015 7:58:02 AM		
images		File fol...	template		File folder	11/25/2015 5:59:00 PM		
css		File fol...	media		File folder	11/25/2015 5:58:22 PM		

Selected 6 files. Total size: 28,684 bytes

6 files and 4 directories. Total size: 28,684 bytes

Server/Local file	Direction	Remote file	Size	Priority	Status
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# Settings

## Settings

- Email Notifications
- Popup form
- Email Sync
- Embed code

### Popup Form

Show the popup on

No pages

All pages

Only pages with a URL containing

[Add](#)

Trigger popup on

Page scroll

Elapsed time  seconds

Exit intent

Location

Popup language

Header text

Description text

---



# Settings

Description text










This is the description text for the Leadin form

Featured image

Choose file

Maximum file size is 2MB. Image will be resized to 100 x 150. Animated GIFs are not supported

Thank you message

**B** *I*         

Thanks! Don't forget to join the ITO!  
<http://inbound.business.wayne.edu/ito>

Button text

Join the ISM 5994 discussion!

Standard colors

- Blue
- Red
- Green
- Yellow
- Purple
- Orange

Colors from your site

- Aths Special
- Tuatara
- Alizarin Crimson
- Silver Chalice
- Pale Oyster
- Flax Smoke

Redirect URL

# Settings

Redirect URL

Also include fields for

First and last name

Phone number

Show on mobile

Preview

Opens your site in a new tab and immediately triggers the popup

Save Settings

# Website

The screenshot shows a web browser window with the following elements:

- Browser Tabs:** Accounts Dashboard | Hui, Leadin Settings, Forward Fitness Club.
- Address Bar:** students.business.wayne.edu/ai2824/Chapter8/index.html
- Navigation Menu:** Home, About Us, Classes, Nutrition, Contact Us.
- Logo:** A silhouette of a woman in a fitness pose, surrounded by stars, with the text "FITNESS CLUB" and "BEST IN THE CITY" below it.
- Main Image:** A woman in a pink tank top and black leggings performing a plank exercise in a gym.
- Lead Form Overlay:** A pop-up window titled "Sign up for email updates about ISM 5994!". It includes a "CHALLENGES AHEAD" graphic, a description of the lead form, and input fields for Email, First Name, Last Name, and Phone Number. A blue button at the bottom says "Join the ISM 5994 discussion!".
- Footer:** Powered by Leadin.

# Analysis

