Subscribe Snippet

Simplified registration forms
for integration as HTML code

Contents:

- Templates and customization
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- Integration into website

Change history

Date	Version	Processor	Changes
28.07.2023	1.0	MM	Document creation

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1.   Introduction

If you want to embed a registration form for the newsletter directly into your website as HTML code, the application described below simplifies this process. Since our templates reference a pre-prepared JavaScript file that automatically executes the necessary steps in the background, the code is significantly shorter. The design is specified by a referenced CSS file as well. If you do not want to customize the layout any further, this also significantly streamlines the code.

The aim is to be able to create a fully functional registration form with as few lines of code as possible.

2.   Use and customization of the templates

As there are different approaches regarding the initial amount of data requested and required for newsletter registration, we have prepared two templates that allow you to map your individual use case. To explain how it works, we will start with the minimal approach, in which only the email address is requested. We will also show you how you can gradually adapt this code to your needs.

2.1.   Template "Newsletter registration minimal"

The following code represents the minimum version of a newsletter registration.

```html
<html>
  <head>
   <link rel="stylesheet" href="https://rdir.de/content/l/basic/forms/css/emm-subscribe.css">
  </head>
  <body>
     <div class="emm-container"></div>
     <script>
      var hidden_data = [
         { name: 'agnFN', ph: '', value: '<Formularname-mit-DOI-Trigger>', type: 'hidden' },
         { name: 'agnCTOKEN', ph: '', value: '<CTOKEN-value>', type: 'hidden' },
         { name: 'agnMAILINGLIST', ph: '', value: '<mailing-list_ID>', type: 'hidden' },
         { name: 'agnSUBSCRIBE', ph: '', value: 'l', type: 'hidden' }
      ];
     </script>
     <script src="https://rdir.de/content/l/basic/forms/js/emm-subscribe.js"></script>
  </body>
</html>
```

As a result, the following form will be embedded in your website:
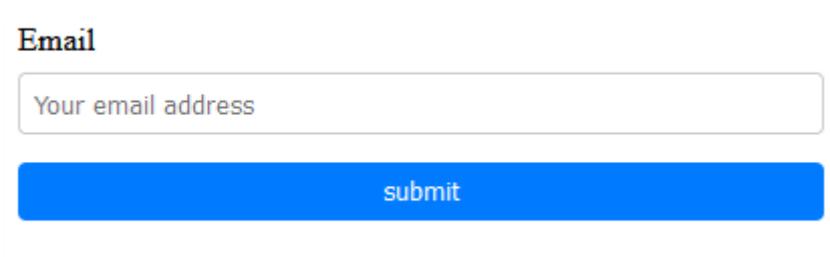
Email

Your email address

submit

This code provides an English-language registration form with a (mandatory) input field for the e-mail address. The layout of the input field and the submit button is controlled by the referenced "emm-subscribe.css" file. The font and background color are controlled by the CSS of your website.

You can use the code almost unchanged, except that there are three placeholders in the "**var hidden_data**" area that must be replaced with your individual data. These placeholders are only transferred in the background and are invisible to the user.

- **agnFN**: Here you insert the form name for the confirmation page, which also triggers the sending of the double opt-in e-mail. (more on this in chapter "EMM elements required for the application")
- **agnCTOKEN**: Here you insert the CTOKEN of your EMM client; you can simply copy this in the overview for pages & forms.

   Example:

   CTOKEN: sNTlrlWi3emazBblr514S9cFn6npSbHD
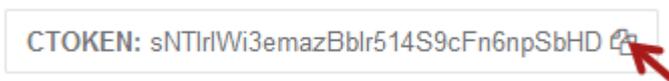
- **agnMAILINGLIST**: Replace this placeholder with the ID of the mailing list to which your recipient should be subscribed. You can find all IDs under: Recipients > Mailing lists

Note: To ensure that your newsletter registration complies with data protection regulations, you should add a note on the validity of your privacy policy with a link via the website. In the privacy policy, you must provide information about data processing in connection with the newsletter.

If you want to output the form in German, for example, further entries are required in the code:

```html
<html>
  <head>
   <link rel="stylesheet" href="https://rdir.de/content/l/basic/forms/css/emm-subscribe.css">
  </head>
  <body>
      <div class="emm-container"></div>
      <script>
      var submitButtonText = 'Absenden';
      var hidden_data = [
        { name: 'agnFN', ph: '', value: '<Formularname-mit-DOI-Trigger>', type: 'hidden' },
        { name: 'agnCTOKEN', ph: '', value: '<CTOKEN-value>', type: 'hidden' },
        { name: 'agnMAILINGLIST', ph: '', value: '<mailing-list_ID>', type: 'hidden' },
        { name: 'agnSUBSCRIBE', ph: '', value: 'l', type: 'hidden' }
      ];
      var visual_data = [
         { label: 'E-Mail', name: 'EMAIL', ph: 'Ihre E-Mail-Adresse', value: '', type: 'EMAIL' },
      ];
      </script>
      <script src="https://rdir.de/content/l/basic/forms/js/emm-subscribe.js"></script>
  </body>
</html>
```

- **var submitButtonText = '<Text>';**
   You can use this line to change the button label as required, e.g. Submit.

- **var visual_data = [ ];**
  This section defines the contents of the visible fields in the form.
- **{ label: 'E-Mail', name: 'EMAIL', ph: 'Your e-mail address', value: '', type: 'EMAIL' },**
  Within the visible area, you now specify what the input field for e-mail should look like.
    - **label**:   Is the label of the field (outside)
    - **name**:   Is the field name in the EMM database
    - **ph**:   If the displayed placeholder is within the field
    - **value**:   Please leave blank so that the e-mail address is not prefilled
    - **type**:   It indicates that the media type is EMAIL

As a result, the following form will be embedded in your website:
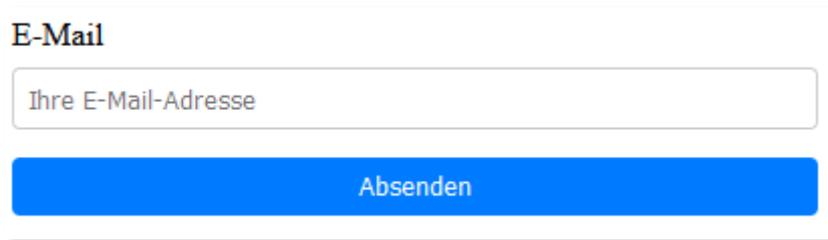
2.2. Template "Newsletter registration maximum"

The following template is based on the previous code and is not to be understood as a fixed form. Rather, the aim of this template is to cover the various data types (exception: date) and offer a set of fields that cover 90 percent of the data on a registration form.

Note: If you want to embed a date field in your application, please contact support@agnitas.de, as there are various options that cannot be integrated with the standard JavaScript without adjustments.

```html
<html>
  <head>
   <link rel="stylesheet" href="https://rdir.de/content/1/basic/forms/css/emm-subscribe.css">
  </head>
  <body>
     <div class="emm-container"></div>
     <script>
      var submitButtonText = 'Absenden';
      var hidden_data = [
         { name: 'agnFN', ph: '', value: '<Formularname-mit-DOI-Trigger>', type: 'hidden' },
         { name: 'agnCTOKEN', ph: '', value: '<CTOKEN-value>', type: 'hidden' },
         { name: 'agnMAILINGLIST', ph: '', value: '<mailing-list_ID>', type: 'hidden' },
         { name: 'agnSUBSCRIBE', ph: '', value: '1', type: 'hidden' }
      ];
      var gender = [
         { name: 'unbekannt/divers', value: '2' },
         { name: 'Frau', value: '1' },
         { name: 'Mann', value: '0' }
      ];
      var visual_data = [
         { label: 'Vorname', name: 'FIRSTNAME', ph: '', value: '', type: 'text' },
         { label: 'Nachname', name: 'LASTNAME', ph: '', value: '', type: 'text' },
         { label: 'Mobilnummer', name: 'smsnumber', ph: 'SMS-fähige Telefonnummer', value: '', type: 'tel' },
         { label: 'HTML', name: 'mailtype', ph: '', value: '1', type: 'radio' },
         { label: 'Text', name: 'mailtype', ph: '', value: '0', type: 'radio' },
         { label: 'E-Mail', name: 'EMAIL', ph: 'Ihre E-Mail-Adresse', value: '', type: 'EMAIL' },
         { label: 'Tracking-Widerspruch', name: 'sys_tracking_veto', ph: '', value: '1', type: 'checkbox' },
      ];
     </script>
     <script src="https://rdir.de/content/1/basic/forms/js/emm-subscribe.js"></script>
  </body>
</html>
```

The newly added yellow areas result in the following form:

Below you will find a description of the individual yellow lines:

- **var gender = [ ];**
  This section is intended exclusively for the selection of salutation settings and is permanently linked to the "**gender**" field in the EMM. The design is defined as a drop-down selection list. The contents and order of the selection list are defined with the following lines:
    - **{ name: 'unknown/diverse', value: '2' },**
      Transfers the value 2 and stands for the salutation "unknown/diverse"
    - **{ name: 'Frau', value: '1' },**
      Transfers the value 1 and stands for the form of salutation "Ms"
    - **{ name: 'Man', value: '0' }**
      Transfers the value 0 and stands for the salutation "Mr"
- **{ label: 'First name', name: 'FIRSTNAME', ph: '', value: '', type: 'text' },**
  This line within the visible area gives you the "**First name**" input field. (The structure is identical for the "Last name" field).
    - **label**:   Is the label of the field (outside)
    - **name**:   Is the field name in the EMM database
    - **ph**:   If the displayed placeholder is within the field
    - **value**:   Please leave empty so that it is not prefilled
    - **type**:   It indicates that the media type is text
- **{ label: 'Mobile number', name: 'smsnumber', ph: 'SMS-enabled phone number', value: '', type: 'tel' },**
  This line in the visible area creates the input field "**Mobile number**". The structure is also similar to the other fields, but the data type is tel. This means, for example, that the introductory zero is retained.
- **{ label: 'HTML', name: 'mailtype', ph: '', value: '1', type: 'radio' },**
  If you want to include a decision in the form of radio buttons, you can use this construct. All options point to the same database field; in the example, the recipient could specify the email format. The radio type defines the display as a radio button.
- **{ label: 'Tracking objection', name: 'sys_tracking_veto', ph: '', value: '1', type: 'checkbox' },**
  If you need a checkbox, use this construct. In the example, the type checkbox was used to give the recipient the option of objecting to personal tracking.

Note: For legal reasons, the recipient should be able to object to tracking when registering.

2.3. Further customization options

There is also the option of automatically filling other **profile fields** with predefined values **in the background**. This could be used, for example, to differentiate between different lead sources if you use several registration forms for different landing pages.

Please note: If your EMM client runs under the domain myemm.agnitas.de, you also need to enter the rdir domain.

```html
<html>
  <head>
    <link rel="stylesheet" href="https://rdir.de/content/1/basic/forms/css/emm-subscribe.css">
  </head>
  <body>
      <div class="emm-container"></div>
      <script>
      var rdirUrl = 'https://myrdir.de/form.action';
       var submitButtonText = 'Absenden';
       var hidden_data = [
          { name: 'agnFN', ph: '', value: '<Formularname-mit-DOI-Trigger>', type: 'hidden' },
          { name: 'agnCTOKEN', ph: '', value: '<CTOKEN-value>', type: 'hidden' },
          { name: 'agnMAILINGLIST', ph: '', value: '<mailing-list_ID>', type: 'hidden' },
          { name: 'agnSUBSCRIBE', ph: '', value: '1', type: 'hidden' },
          { name: 'leadsource', ph: '', value: 'Homepage', type: 'hidden' }
       ];
       var gender = [
          { name: 'unbekannt/divers', value: '2' },
          { name: 'Frau', value: '1' },
          { name: 'Mann', value: '0' }
       ];
       var visual_data = [
          { label: 'Vorname', name: 'FIRSTNAME', ph: '', value: '', type: 'text' },
          { label: 'Nachname', name: 'LASTNAME', ph: '', value: '', type: 'text' },
          { label: 'Mobilnummer', name: 'smsnumber', ph: 'SMS-fähige Telefonnummer', value: '', type: 'tel' },
          { label: 'HTML', name: 'mailtype', ph: '', value: '1', type: 'radio' },
          { label: 'Text', name: 'mailtype', ph: '', value: '0', type: 'radio' },
          { label: 'E-Mail', name: 'EMAIL', ph: 'Ihre E-Mail-Adresse', value: '', type: 'EMAIL' },
          { label: 'Tracking-Widerspruch', name: 'sys_tracking_veto', ph: '', value: '1', type: 'checkbox' },
          ];
      </script>
      <script src="https://rdir.de/content/1/basic/forms/js/emm-subscribe.js"></script>
  </body>
</html>
```

- **var rdirUrl = 'https://myrdir.de/form.action';**
  The **var rdirUrl**
  area is only required if your EMM client uses the domain https://myemm.agnitas.de.
- **{ name: 'leadsource', ph: '', value: 'Homepage', type: 'hidden' }**
  In the **var hidden_data**
  area, you can transfer additional fields to the EMM in the background. For example, the value "Homepage" is written to the individual profile field "leadsource". It is only important that the type hidden is specified so that this is not visible to the recipient in the form.

  Note: The previous line must always end with a comma.

With the methods presented, you can integrate almost any profile field of the EMM into both the visible and the hidden area of the registration form.

It is important that the data transferred by the registration form also matches the data type in the EMM. Example: You cannot write a free text field in a numeric field.

If you have any questions, please contact support@agnitas.de at any time.

3.   EMM elements required for the application

In order for the registration form to work and write the data to the recipient database on the one hand and trigger a double opt-in mail on the other, further elements are required in the EMM. As some of the elements reference each other, we recommend the following sequence when creating them:

1. **Activation" trigger** with the "**Double opt-in confirmation**" step.
   This step sets the recipient's status from Waiting for confirmation to active. *Tip: Optionally, you can add the sending of a welcome mailing as a second step.*
2. **Welcome page" form** with the introductory **trigger "Activation"**.
   Tip: If you prefer to design the welcome page in your website's CMS, select the Success URL option and enter the corresponding address of your welcome page there.
3. A **double opt-in mailing** of the action-driven mailing type. Important: Enter the **URL from the "Welcome page" form** as the confirmation link and **activate** the mailing.
4. **Trigger "Double opt-in"** with the first step "**Add / update recipient**" and the second step "**Send action-based mailing**".
5. **DOI" form** to which you **assign** the introductory **trigger "Double opt-in".**
   Tip: You can also use the Success URL option here to redirect to a page on your website. Inform your recipient that they will only receive the newsletter after confirmation.

> **Important:** The name of this form must be inserted into the code at agnFN to enable double opt-in sending!

Further details on creating forms and triggers can be found in the online help:

- [Create and edit triggers](#)
- [Create and edit forms](#)

4.   Customizing the CSS

If you do not want to refer to the standard CSS file, you can optionally insert your own definitions into the CSS of your website. There are the following designs that you can take into account or adapt:

```css
<style>
  /* Style the form */
  form {
    display: flex;
    flex-direction: column;
    margin: 0;
    max-width: 400px;
  }
  /* Style the labels */
  label {
    margin-bottom: 0.5em;
  }
  /* Style the input fields */
  input {
    padding: 0.5em;
    margin-bottom: 1em;
    border-radius: 4px;
    border: 1px solid #ccc;
  }
  /* Style the input fields */
  select {
    padding: 0.5em;
    margin-bottom: 1em;
    border-radius: 4px;
    border: 1px solid #ccc;
  }
  /* Style the submit button */
  button[type="submit"] {
    padding: 0.5em 1em;
    border-radius: 4px;
    border: none;
    background-color: #007bff;
    color: #fff;
    cursor: pointer;
  }
  button[type="submit"]:hover {
    background-color: #0069d9;
  }
</style>
```

Alternatively, you can also request a customized CSS file from AGNITAS and have it stored on the rdir servers.

5. Integration into the website

Once all EMM elements have been created, you can insert the registration form code at the desired location on your website.

> **Tip:** Test the process first in a place that is not accessible to normal visitors to ensure that all data arrives correctly and the entire login process runs through.

If you need field types (e.g. date) that are not yet included in the previous form, please contact support@agnitas.de at any time.