Engage, Track, Grow
The Ultimate Guide To Signup Forms

Signup for our Loyalty Program

Get updates on our promotions, events, and merch tailored to you.
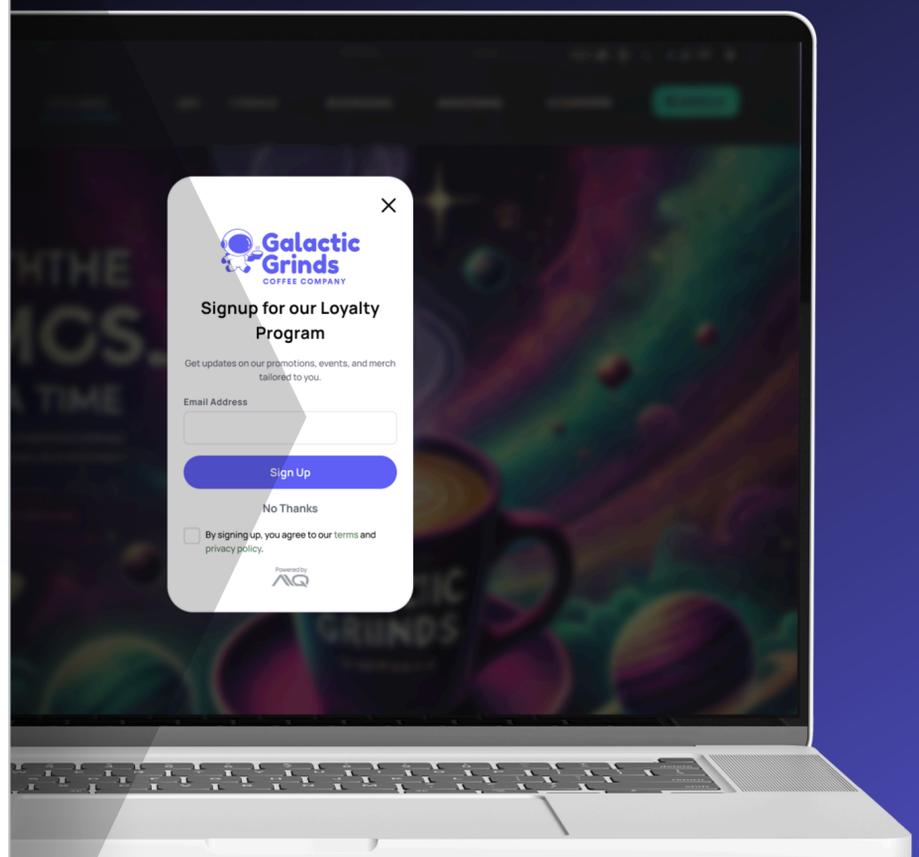
Email Address

Sign Up

No Thanks

By signing up, you agree to our terms and privacy policy.

Powered by AQ

Overview

Signup forms are your secret weapon for growing loyalty, capturing leads, and tracking success. This guide shares proven strategies to maximize their impact and unlock powerful insights with AIQ's tools.

- ✅ **Turn in-store traffic into signups with QR codes.**

- ✅ **Add signup forms to your site where they're easy to find.**

- ✅ **Incorporate Wallet Pass downloads directly into signup forms to drive opt-ins and engagement.**

- ✅ **Use events and ambassadors to capture signups on the spot.**

- ✅ **Boost signups with contests and giveaways.**

- ✅ **Share signup links on social media to grow your list**

- ✅ **Track performance with AIQ's analytics tools.**

- ✅ **Segment audiences to refine your strategy.**

- ✅ **Compare channels to see what's working best.**

- ✅ **Gamify signups with badges for extra fun.**

5 best practices for driving engagement with signup forms

Signup forms are one of the most powerful tools in your marketing toolkit. When used strategically, they can help you capture new leads, grow your loyalty program, and track the success of your efforts across different channels. Here are five best practices to make the most out of your signup forms.

1

In-Store Assets: turn foot traffic into signups

Your physical store is full of opportunities to encourage signups and build connections with your customers. By using QR codes linked to your signup forms, you can seamlessly turn in-store shoppers into loyalty program members.

Where to place signup form QR codes:

- Counter mats on sales floors
- Promotional posters around the store
- Exit bag inserts or stickers
- Printed receipts

Pro tip:
Create unique forms for each store location to track performance and determine which locations are driving the most signups.

2 **Website: Make online visitors join your loyalty program and subscribe**

Your website is often the first place customers go to learn more about your brand. Make it easy for them to sign up for loyalty and opt-in to text and/or email, by embedding signup forms in the right places.

Best spots for website signup forms:

- A dedicated loyalty membership landing page
- Pop-ups on the home page (triggered after a few seconds or on exit)
- Footer sections or anywhere that naturally fits

Pro tip:
Use a unique form specifically for your website to track how well it's performing. This allows you to see signup efficiency and adjust the placement or messaging for better results.
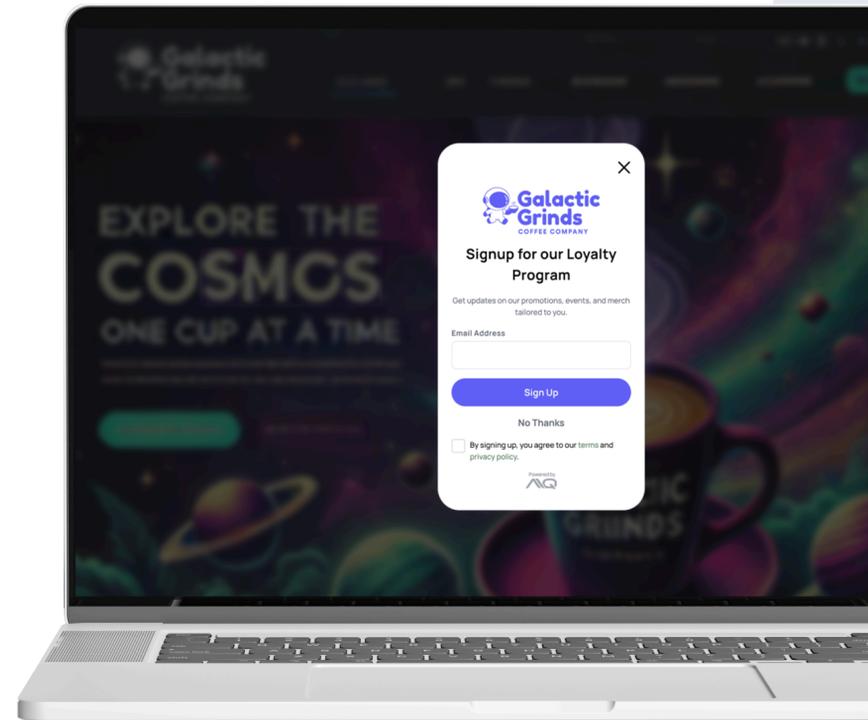
**3** **Field Marketing: Maximize the impact of events and ambassadors**

Field marketing events are a great way to connect with potential customers who may not have shopped with you before. With unique signup forms for each brand ambassador, event, or sponsorship, you can:

- Measure how effective each event or ambassador is in gaining signups
- Capture leads on the spot and gain consent for future marketing
- Track performance and ROI from in-person engagements

Pro tip:
Give each brand ambassador a digital sign-up form on an iPad to collect signups seamlessly during interactions. This improves data accuracy, streamlines tracking, and helps identify top-performing ambassadors, ensuring precise ROI measurement.
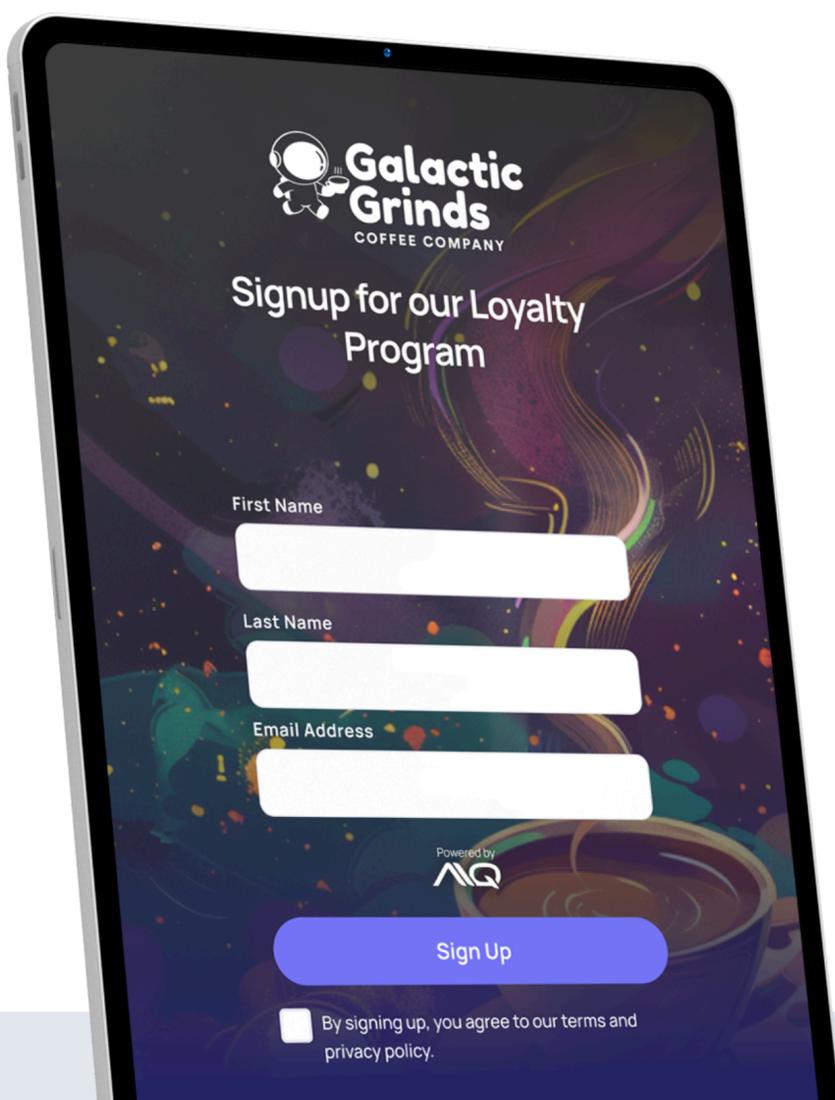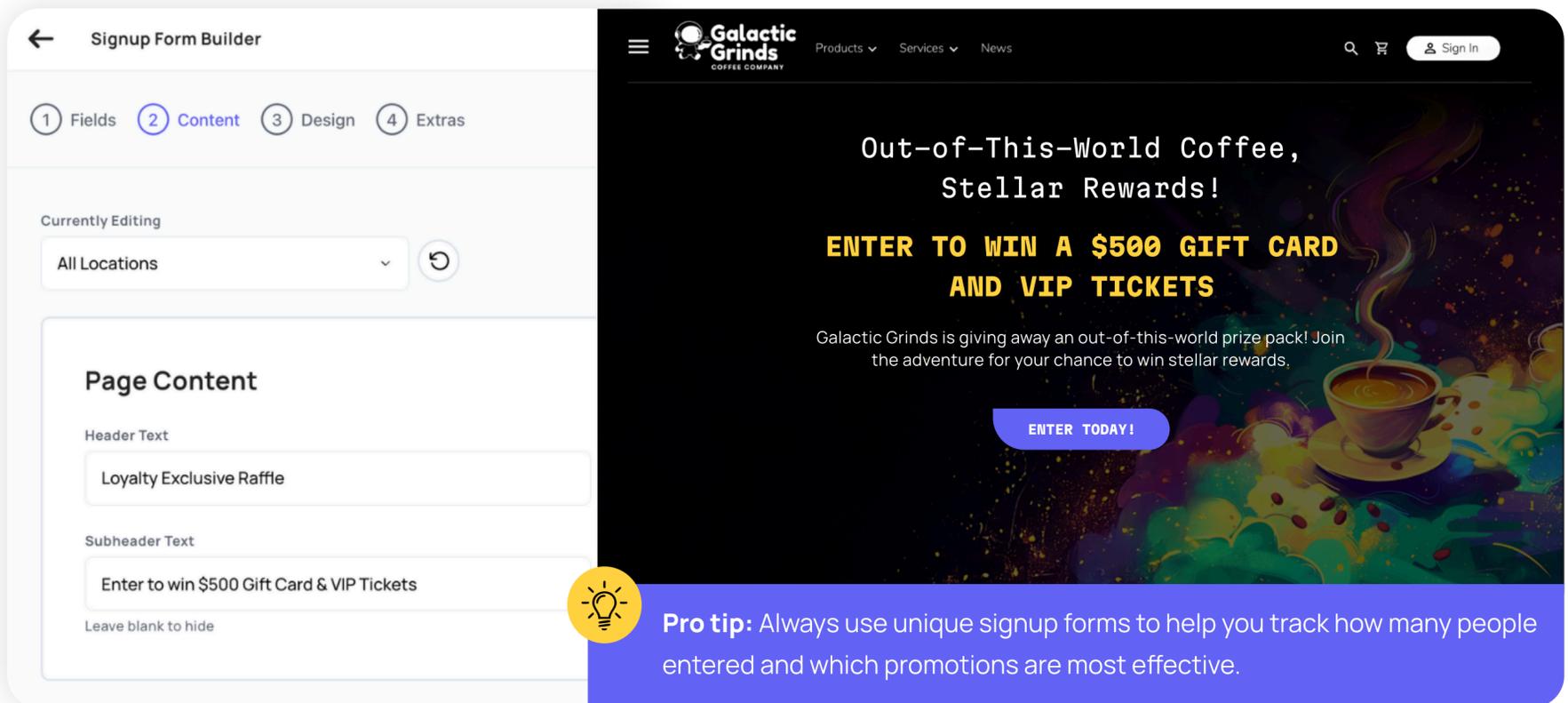
4

Contests and Raffles: Drive signups with incentive

Everyone loves a chance to win! Contests, raffles, and giveaways are powerful ways to encourage customers to sign up for your loyalty program or marketing list.

How to use signup forms for contests:

- Link signup forms to contest entry pages.
- Promote contests via in-store QR codes, your website, or social media.
- Offer prizes like gift cards or discounts to increase participation.

Pro tip: Always use unique signup forms to help you track how many people entered and which promotions are most effective.

5

Social Media: Turn followers into loyal customers

Social media is an excellent channel for promoting your signup forms. By adding a signup form link in your bio or as part of your content strategy, you can drive social media audiences to join your loyalty program.

Tactics for social media:

- Add signup form links to bios on Instagram, Facebook, or TikTok.
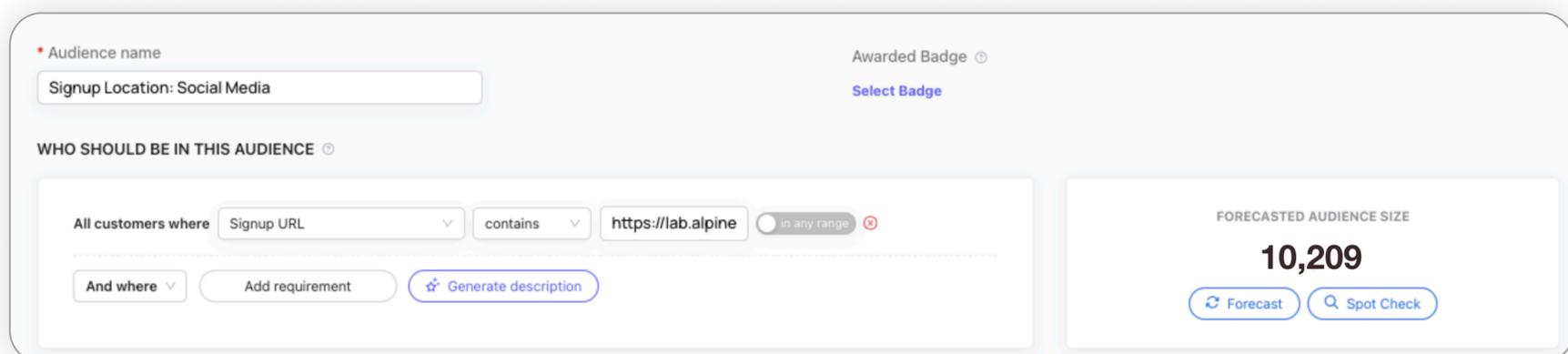- Share the link in posts, stories, and ads.
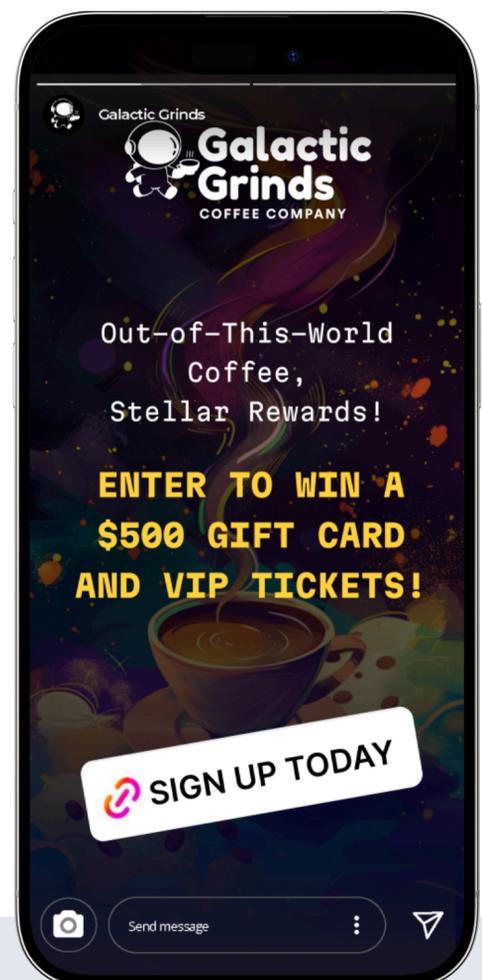
5 Steps for optimized performance tracking to drive strategy

Want to know how your signup forms are truly performing beyond basic numbers? With AIQ's Audience Builder, you can dig deeper into the sales results and engagement tied to your signups. By creating targeted audiences based on signup form activity and layering in AIQ Analytics, you can track, analyze, and optimize your results for smarter campaigns. Here's how to get started.

1   **Step 1: Create an audience based on your signup form**

Start by setting up an audience focused specifically on your signup form activity:

1. Copy the unique signup form link (the URL tied to your form).
2. Go to AIQ's Audience Builder and use the following logic:
   - Signup URL contains: Insert form URL

* Audience name		Awarded Badge ⓘ
Signup Location: Social Media		**Select Badge**

WHO SHOULD BE IN THIS AUDIENCE ⓘ

All customers where	Signup URL ⌄	contains ⌄	https://lab.alpine	○ in any range ⊗

And where ⌄	Add requirement	✧ Generate description

FORECASTED AUDIENCE SIZE

10,209

↻ Forecast   ⌕ Spot Check

This creates a group of customers who signed up using that specific form, allowing you to easily track and analyze their behaviors.

💡 **Pro tip:** Set a time range to measure performance during specific campaigns or events.

Step 2: Add additional segments for deeper insights

Once your base audience is created, layer on additional logic to discover more about your new signups:

Total loyalty points:

- Example: "AND total loyalty points → more than → 100"
- See how many signups turned into highly engaged, high-value customers.

Opt-in status:

- Example: "AND opt-in status → true"
- Track which customers opted into your marketing channels, after signing up.

By adding these segments, you can identify the quality of your signups, measure customer engagement, and better understand how they interact with your program.

3 **Step 3: Run segmented reports in AIQ analytics**

From here, take it a step further by diving into AIQ Analytics to gain even deeper insights about your signup form audiences.
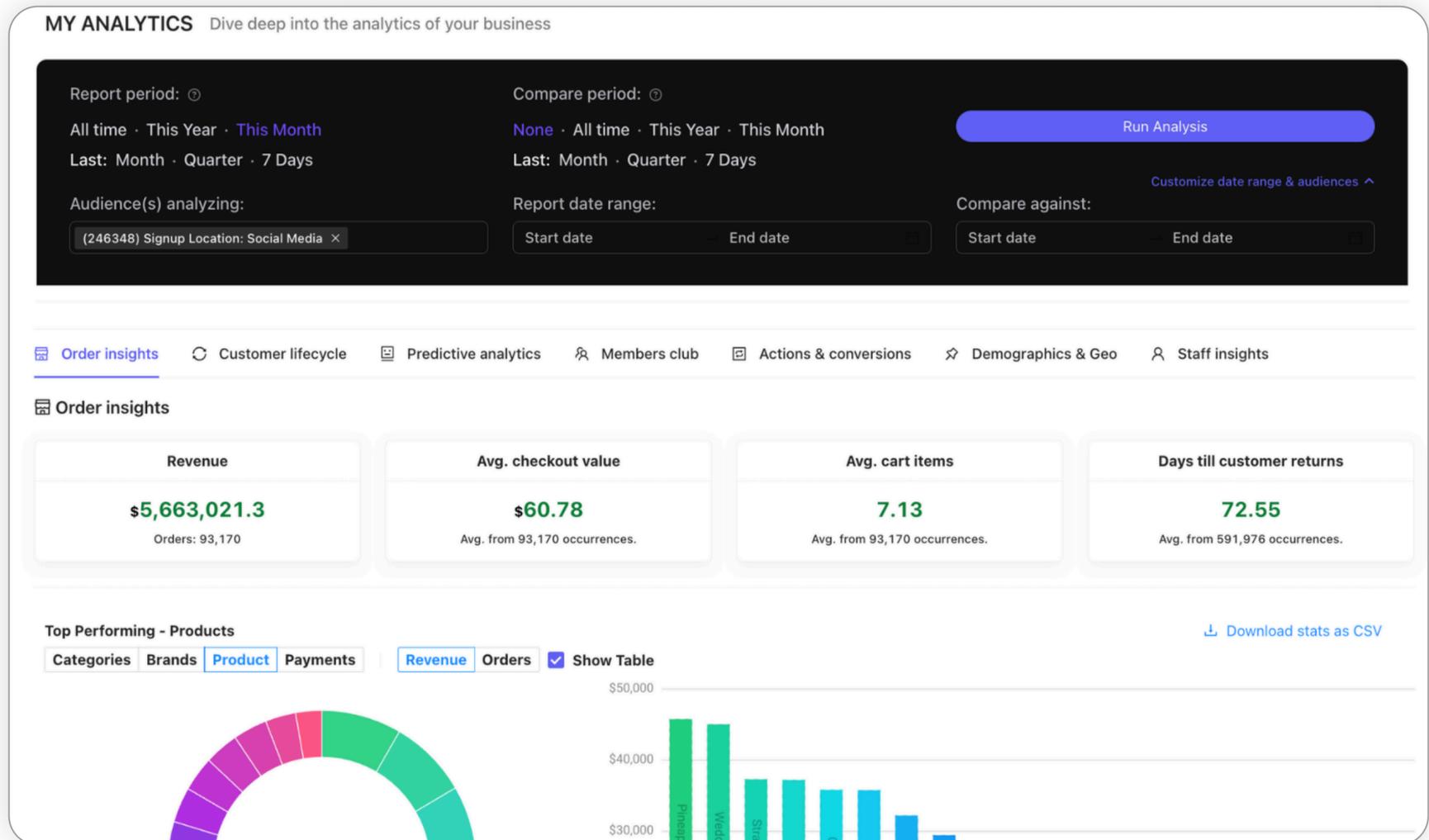
Run a segmented report on your specific audience to analyze key performance metrics, such as:

- **Average Order Value (AOV):** How much, on average, these customers are spending per order.
- **Average Cart Items:** The typical number of items in their cart at checkout.
- **Top Performing Products, Categories, and Brands:** See which items your new signups are purchasing the most.

These insights give you a complete picture of customer behaviors and preferences after signing up, allowing you to tailor future campaigns and promotions to drive more sales.

4

Step 4: Compare and optimize performance across channels

To understand signup effectiveness even further, create comparison audiences:

- **Audience A:** Customers who signed up using the form.
- **Audience B:** Customers who signed up and opted in to your primary marketing channel (like SMS).

This comparison helps you track opt-in performance and identify the channels driving the most value for your business.

Why this matters

By tracking deeper results from your signup forms and running segmented reports, you can:

- Measure the real impact of signups on sales and loyalty metrics like AOV and cart size
- Discover the top products and categories driving purchases from new customers
- Improve campaign performance with data-driven insights tailored to customer behavior

For example, you can create badges for specific signup forms like "Spring Event Signup" or "Website Loyalty Signup." Not only does this help track where customers are coming from, but it also gives them a sense of achievement—like earning a stamp of approval for joining your program.

Badges make signups more interactive, helping you connect with customers in a way that feels rewarding and personalized.
AIQ's Audience Builder and Analytics tools give you everything you need to go beyond surface-level results and turn signup forms into powerful drivers of revenue and growth.

AUDIENCE BUILDER Create extremely granular, useful customer segments.

Save Audience

Audience Support
▸ Audience help doc
▸ Refer A Friend

* Audience name

Signup Location: Social Media

Awarded Badge ⓘ

☑ Update Badge 🗑

WHO SHOULD BE IN THIS AUDIENCE ⓘ

All customers where | Signup URL ⌄ | contains ⌄ | https://lab.alpine | ⬤ in any range ⊗

And where ⌄ | Add requirement | ✦ Generate description

FORECASTED AUDIENCE SIZE

6

🔄 Forecast | 🔍 Spot Check

5 **Step 5: Incorporate wallet passes into the signup form experience**

Signup forms don't just capture customer details, they can also serve as a powerful launch point for Apple & Google Wallet Pass adoption.
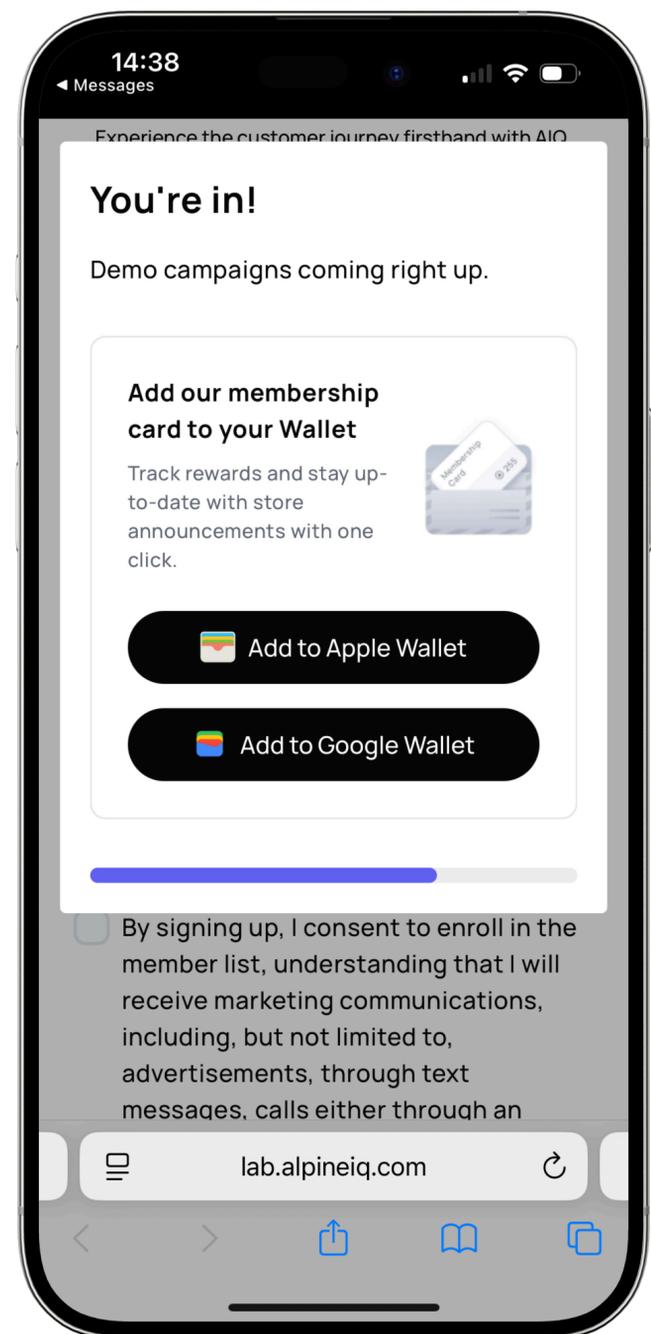
When a customer completes a form on their mobile device, you can immediately present them with the option to download your branded Apple or Google Wallet pass. This transforms the signup moment into an instant engagement opportunity.

By embedding Wallet Pass links directly into the signup confirmation screen, you eliminate extra steps and dramatically increase opt-ins. Customers can track loyalty points, receive real-time updates, and access store announcements, all from their wallet app. The pass becomes a dynamic extension of the signup experience, keeping your brand top-of-mind and your customers connected from day one.

Why it matters:

- **Higher opt-in rates:** Customers are most engaged right after signing up, making this the perfect time to encourage Wallet Pass adoption.
- **Frictionless experience:** No need for emails or separate instructions—Wallet Pass download links appear instantly in the mobile signup flow.
- **Long-term engagement:** Once in the wallet, the pass becomes an always-on touchpoint for campaigns, rewards, and updates.

14:38
◀ Messages

Experience the customer journey firsthand with AIQ

You're in!

Demo campaigns coming right up.

Add our membership card to your Wallet

Track rewards and stay up-to-date with store announcements with one click.

🪪 Add to Apple Wallet

🪪 Add to Google Wallet

By signing up, I consent to enroll in the member list, understanding that I will receive marketing communications, including, but not limited to, advertisements, through text messages, calls either through an

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