




Engage, Track, Grow

The Ultimate Guide To Signup Forms

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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](#).

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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.**
-  **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.

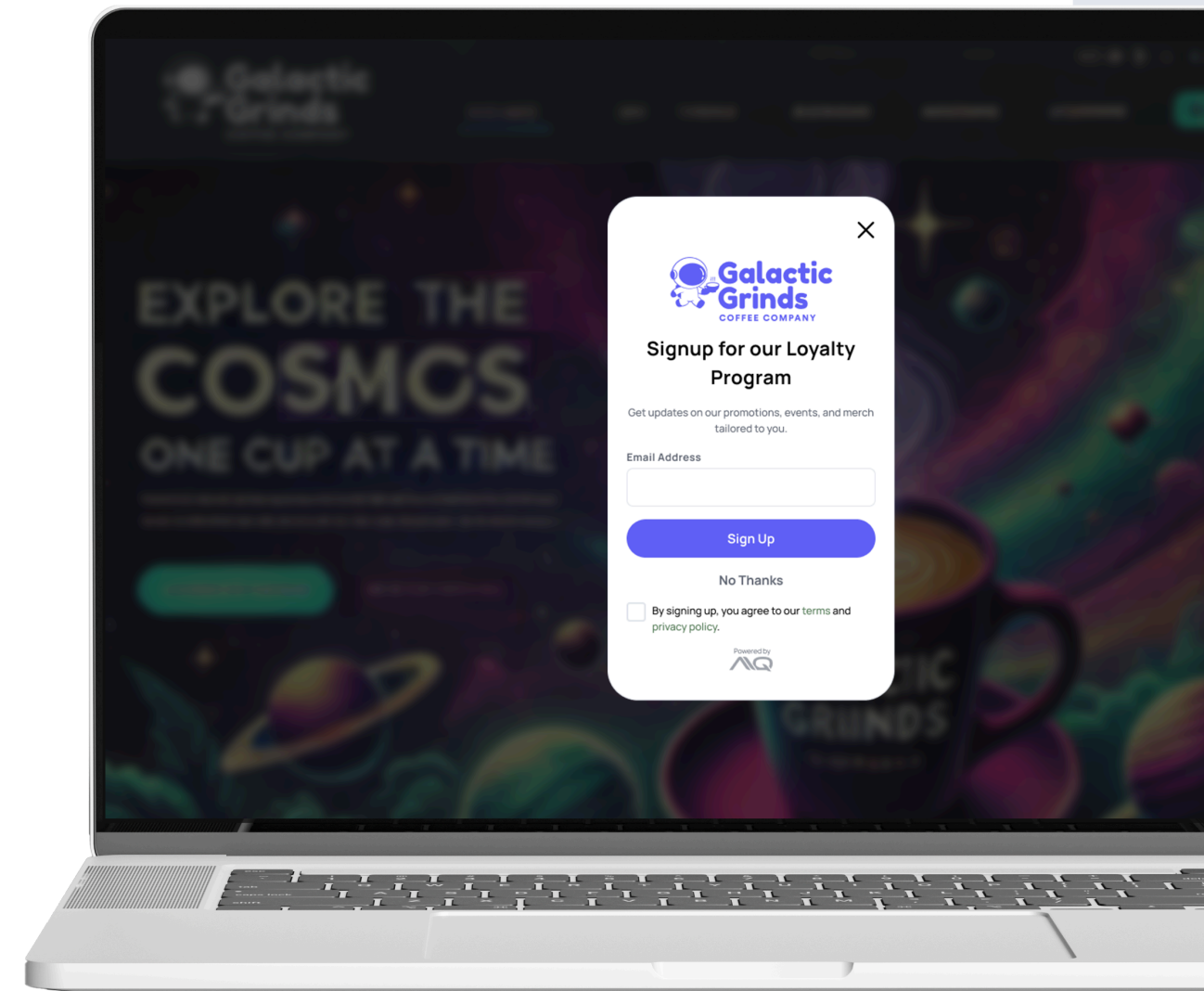
Best spots for website signup forms:

- 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

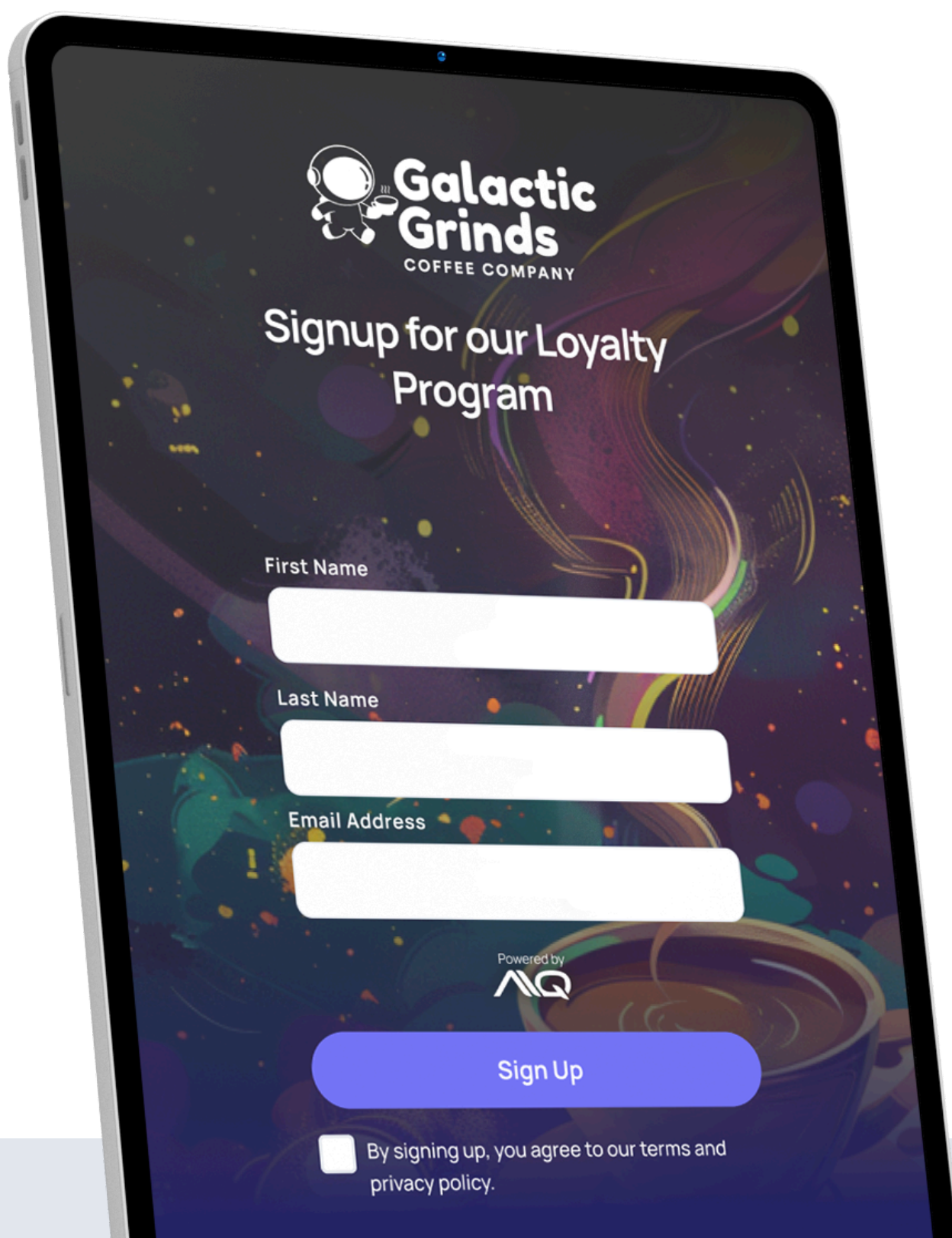
Field marketing events are a great way to connect with potential customers who may not have shopped with you before. With unique signup forms for each brand ambassador, event, or sponsorship, you can:

- 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.

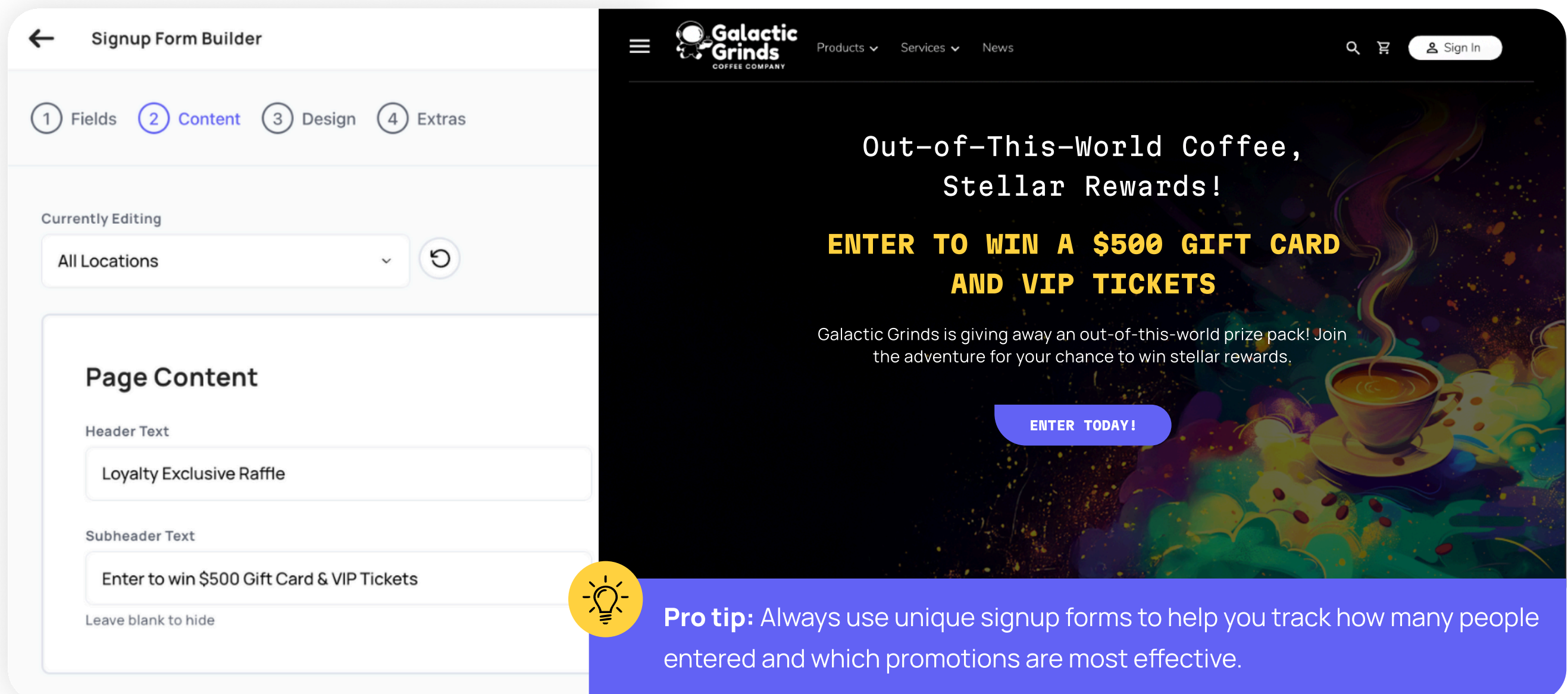


4 Contests and Raffles: Drive signups with incentive

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.



The image shows a 'Signup Form Builder' interface on the left and a mobile preview of a contest entry form on the right. The builder interface includes tabs for 'Fields', 'Content', 'Design', and 'Extras'. The 'Content' tab is active, showing a 'Currently Editing' dropdown set to 'All Locations' and a 'Page Content' section with fields for 'Header Text' (containing 'Loyalty Exclusive Raffle') and 'Subheader Text' (containing 'Enter to win \$500 Gift Card & VIP Tickets'). A 'Pro tip' icon (a lightbulb) is positioned between the builder and the preview. The mobile preview shows the contest entry form for 'Galactic Grinds COFFEE COMPANY' with the headline 'Out-of-This-World Coffee, Stellar Rewards!' and the main offer 'ENTER TO WIN A \$500 GIFT CARD AND VIP TICKETS'. A blue 'ENTER TODAY!' button is visible at the bottom of the form.

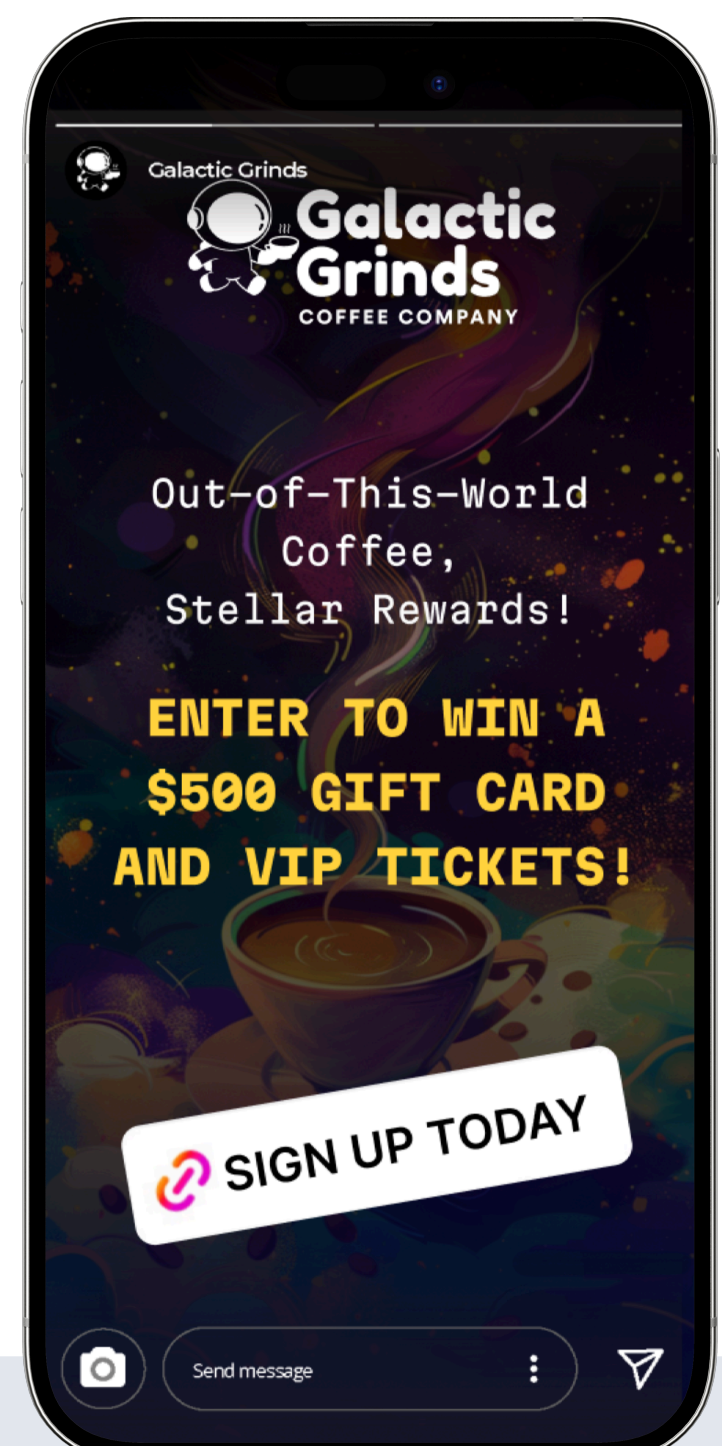
Pro tip: Always use unique signup forms to help you track how many people entered and which promotions are most effective.

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.



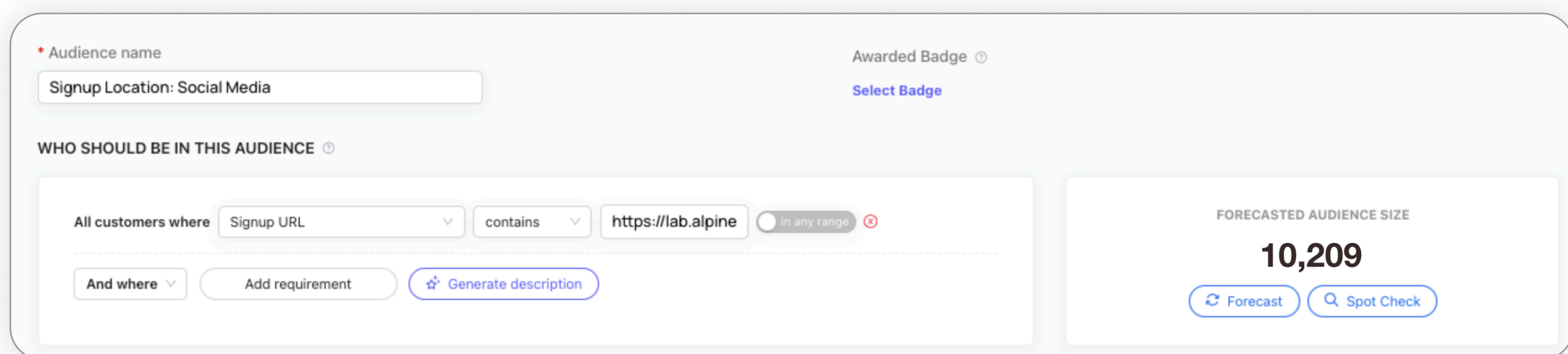
5 Steps for optimized performance tracking to drive strategy

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



The screenshot shows the AIQ Audience Builder interface. At the top, there is a field for "Audience name" with the value "Signup Location: Social Media" and an "Awarded Badge" section with a "Select Badge" link. Below this is the "WHO SHOULD BE IN THIS AUDIENCE" section. It features a logic builder with the following configuration: "All customers where" followed by a dropdown menu set to "Signup URL", a "contains" operator, and the URL "https://lab.alpine". There is also a toggle for "in any range" which is currently off. Below the logic builder are buttons for "And where", "Add requirement", and "Generate description". On the right side of the interface, there is a "FORECASTED AUDIENCE SIZE" section displaying the number "10,209" and two buttons: "Forecast" and "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.

2 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.

The screenshot shows the Audience Builder interface. At the top, it says "AUDIENCE BUILDER Create extremely granular, useful customer segments." with a "Save Audience" button. Below this, there's a field for "Audience name" containing "Signup Location: Social Media, Loyalty Pts +100" and an "Awarded Badge" section with a "Select Badge" button. The main section is titled "WHO SHOULD BE IN THIS AUDIENCE" and contains two filter rows. The first row is "All customers where" with a dropdown for "Signup URL", a "contains" operator, and the value "https://lab.alpine". The second row is "And where" with a dropdown for "Total loyalty points", a "more than" operator, and the value "100". There are also buttons for "Add requirement" and "Generate description". On the right side, a box displays "FORECASTED AUDIENCE SIZE" as "3,457" with "Forecast" and "Spot Check" buttons.

Opt-in status:

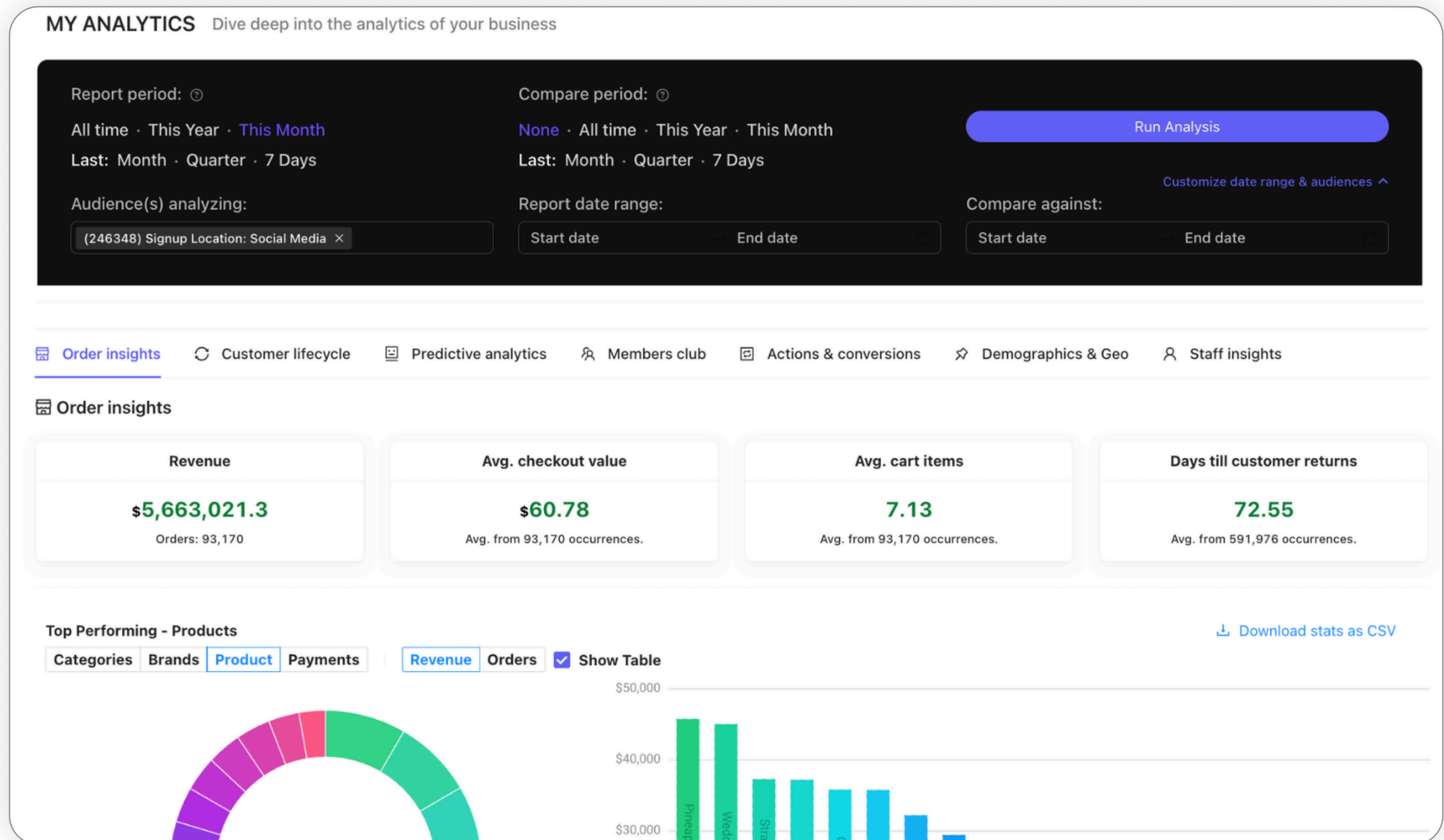
- Example: “AND opt-in status → true”
- Track which customers opted into your marketing channels, after signing up.

The screenshot shows the Audience Builder interface. At the top, it says "AUDIENCE BUILDER Create extremely granular, useful customer segments." with a "Create Audience" button. Below this, there's a field for "Audience name" containing "Signup Location: Social Media AND Opted-In, Text" and an "Awarded Badge" section with a "Select Badge" button. The main section is titled "WHO SHOULD BE IN THIS AUDIENCE" and contains two filter rows. The first row is "All customers where" with a dropdown for "Signup URL", a "contains" operator, and the value "https://lab.alpine". The second row is "And where" with a dropdown for "Text Opt-in status", an "is true" operator, and a red error icon. There are also buttons for "Add requirement" and "Generate description". On the right side, a box displays "FORECASTED AUDIENCE SIZE" as "1,568" with "Forecast" and "Spot Check" buttons.

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.

The screenshot shows the 'AUDIENCE BUILDER' interface. At the top, it says 'Create extremely granular, useful customer segments.' and has a 'Save Audience' button. Below this, there's a form with the following elements:

- Audience name:** A text input field containing 'Signup Location: Social Media'.
- Awarded Badge:** A section with a checked checkbox and the text 'Update Badge'.
- WHO SHOULD BE IN THIS AUDIENCE:** A section with a dropdown menu set to 'Signup URL', a 'contains' operator, and the value 'https://lab.alpine'. There is also a toggle for 'In any range'.
- And where:** A dropdown menu.
- Add requirement:** A button.
- Generate description:** A button with a star icon.
- FORECASTED AUDIENCE SIZE:** A large number '6' with 'Forecast' and 'Spot Check' buttons below it.

4

Step 5: Gamify the signup experience with unique audience badges

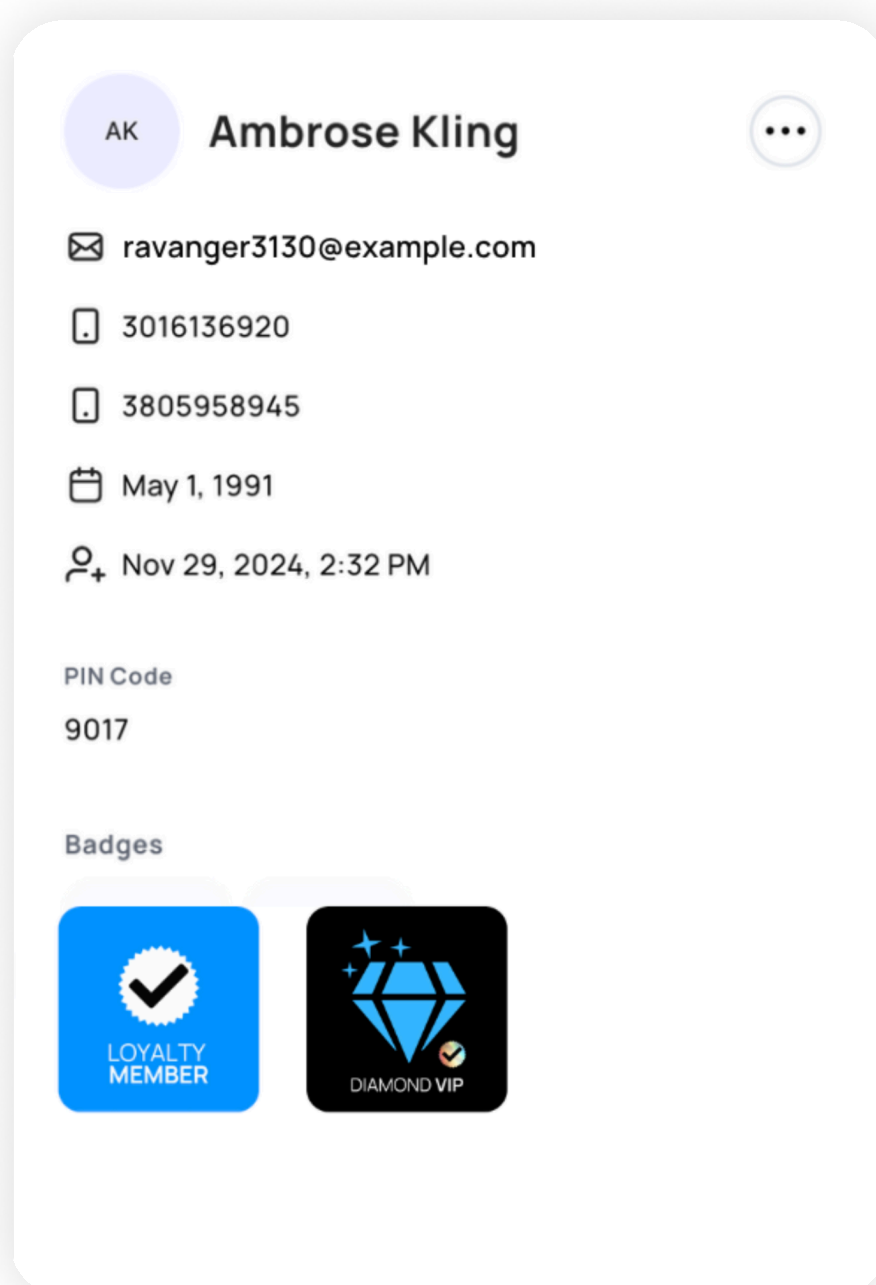
Bonus Tip

To make things more engaging—and provide visual identifiers for your team—apply unique badges to each signup form audience.

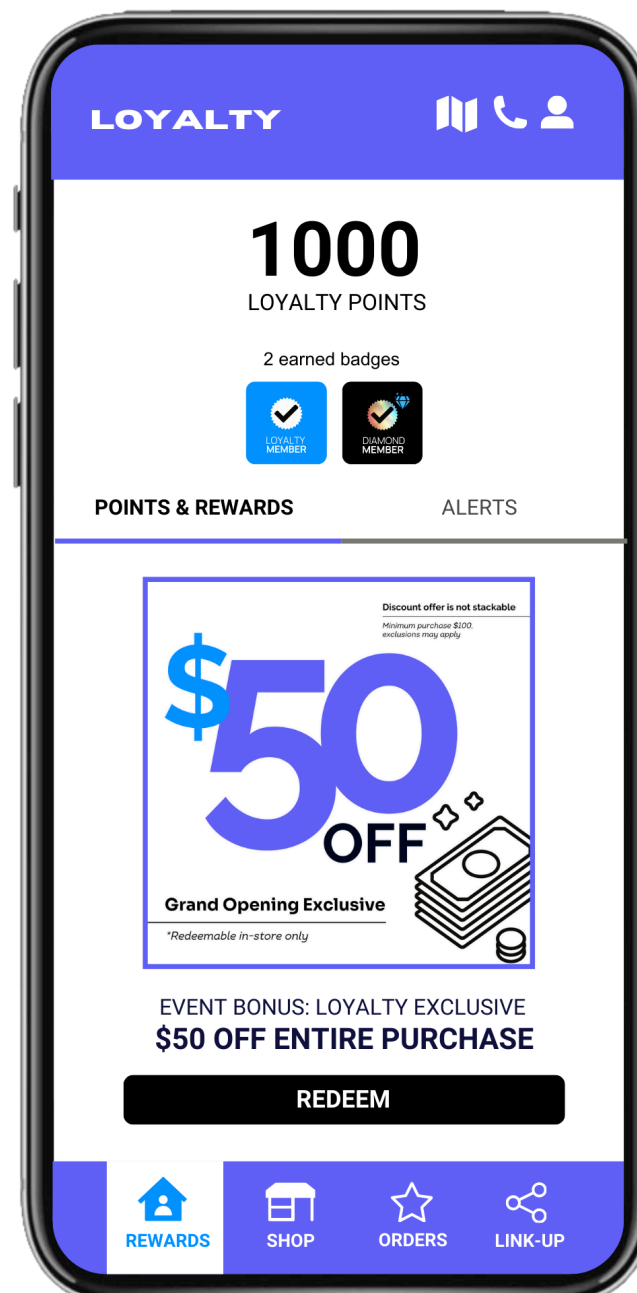
These badges will:

- Show up in AIQ Personas, making it easy for your team, in-store staff, and anyone with access to identify where a customer signed up.
- Appear in the customer's digital wallet, adding a fun, gamified element to the signup experience.

Persona view



Wallet view



Your business is always moving forward, your tech should too.

AIQ is designed to support your current needs while evolving to fuel the next stage of your growth. With cutting-edge features and a forward-thinking approach, AIQ helps your brand reach new heights.

Join the 4200+ locations already growing with AIQ.

Find Out Now