

Integration with Vuture

Vuture will allow you to display the following fields on a form:

Contact fields to update or create a contact record

- Salutation (e.g. Mr, Mrs, Dr)
- First name
- Last name
- Email
- Company
- Title (i.e. Job title)
- City
- Country

Note: When a blank form is completed, if the company name entered matches an existing company within OnePlace the contact will be connected to the company. If more than one match is found or no match is found, a new company will be created.

Preference Management

- **Communication preferences** - e.g. No Newsletters, No Event Invitations, No Holiday Cards – your Vuture form can display the pick list values available in OnePlace.
- **Unsubscribe all Communications.**
- **Areas of Interest** – your Vuture form can display the Areas of Interest specified in OnePlace.
- **Anti-lists** – allowing a contact to unsubscribe from a specific mailing by adding them to the ‘anti-list’ used for that mailing.
- **Express Consent** – to record explicit consent from your contacts for GDPR purposes.
- **Express Consent Date**

Note: Forms including Communication preferences, Unsubscribe and Areas of Interest should can only be updated by Vuture directly. If you add or delete values to your communication preferences pick list or your Areas of Interest in OnePlace, Vuture will need to update the forms on your behalf. For any new Areas of Interest you want to be added to your forms, please provide Vuture with the Area of Interest code.

Newsletter Data

OnePlace will display the number of times a newsletter has been clicked on each contact record.

Event Management

When running an event contacts are stored within a list in OnePlace. This list will be linked to a function.

The response from your event form in Vuture will populate the **RSVP** field on the Function in OnePlace.

The Vuture Event App allows you to register event attendees, walk-ins and no shows on a tablet or phone with all data automatically writing back into the **Attendance** field on the Function in OnePlace. Attendees can be marked off as they arrive at the event. Walk-ins will be added to the list and function and the attendance field updated to Walk-in. At the end of the event no shows attendance field will be updated to no show.

If you print the badges with Vuture you can use a QR scanner to scan the badges and automatically mark them as attended in OnePlace.

Activities

A series of Activities are also recorded automatically as contacts are sent and engage with Vuture mailings:

Within OnePlace, the **VX Activities** section will automatically display the following activity types on a contact record:

- Mail Sent
- Mail Opened
- Mail Forwarded
- Link Clicked

The **VX Form Submissions** section will the following activity types on a contact record:

- Preference change – changes made to the Communication Preferences field on a contact
- Subscriptions - changes made to the Areas of Interest on a contact
- Unsubscribes – changes made to the **Unsubscribe all communications** field

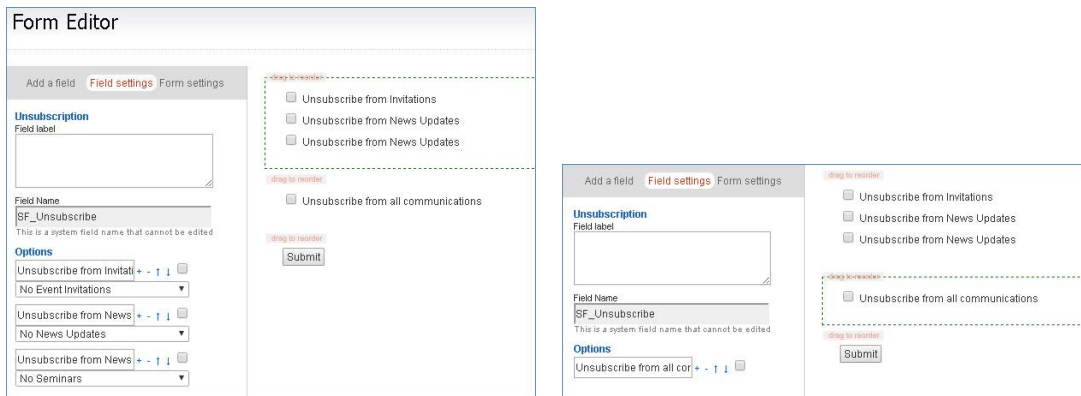
Fields/items which do not integrate

- Phone number
- Preferences managed via static lists. i.e. you cannot use Vuture to add contacts directly to a OnePlace list. Areas of Interest should be used to manage contact preferences.

Tips

Please be aware of the following:

- You cannot display contact preferences/unsubscribe options AND areas of interest options on one form – they must be on separate forms.
- If a contact has previously unsubscribed from receiving a type of communication (e.g. selected No Newsletters) and then changes their mind and unticks the ‘No Newsletters’ option, they remain unsubscribed within OnePlace. Vuture has confirmed this is intentional and that the contact should email the firm to ask to be re-subscribed to this type of communication.
- On unsubscribe forms you cannot see which OnePlace field is being updated – all are referred to as **SF_Unsubscribe**. Which could refer to the **Unsubscribe all communications** or any value available in the **Communication Preferences** field within OnePlace.



The image shows two screenshots of the 'Form Editor' interface, illustrating different configurations for an 'Unsubscription' form.

Left Screenshot: Shows the 'Form Editor' with the 'Unsubscription' field selected. The 'Field Name' is 'SF_Unsubscribe'. The 'Options' section includes:

- Unsubscribe from Invitations: No Event Invitations
- Unsubscribe from News: No News Updates
- Unsubscribe from News: No News Updates
- Unsubscribe from News: No News Updates
- Unsubscribe from News: No News Updates
- Unsubscribe from News: No News Updates

 The 'Field settings' tab shows a list of checkboxes:

- Unsubscribe from Invitations
- Unsubscribe from News Updates
- Unsubscribe from News Updates
- Unsubscribe from all communications

Right Screenshot: Shows the 'Form Editor' with the 'Unsubscription' field selected. The 'Field Name' is 'SF_Unsubscribe'. The 'Options' section includes:

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