

Add marketing consent tracking to a registration form

You can collect marketing consent from event and portal registrants and provide links to privacy policies, terms of service, and more on the registration form. Event and portal reports let you easily identify those who provided consent and ensure you communicate only with those who opted in.

If a registrant does not select the marketing consent check box on the registration page they will not receive webcast [registration confirmation](#), [reminder](#) or [follow-up emails](#) for the webcast. Registrants can also unsubscribe from emails at any time by clicking **Unsubscribe** at the bottom of the emails.

To allow attendees to opt in to emails:

1. Sign in to the Webcast Admin portal and edit the Live event or portal.
2. On the left panel, click the **Registration** tab.
3. Under Standard Registration Questions, select **[INSERT COMPANY NAME HERE] may contact me....**

Standard Registration Questions			
Order	Show	Require	Type
			Question
17	<input checked="" type="checkbox"/>		<div>[INSERT COMPANY NAME HERE] may contact me about other events, solutions, products or services that may be of interest to me. I can opt out at any time by clicking 'Unsubscribe' in event emails and more information can be found in the privacy policy below.</div> <div>[INSERT COMPANY NAME HERE] may contact me about</div>

4. In the Question field, delete [INSERT COMPANY NAME HERE], enter the name of your company or organization, and edit the text as needed.
5. Click **Save and Continue**.

The following example includes the marketing consent option and additional links.

Complete this form to enter the webcast.
(* indicates required field)

First Name:

Louisa

Last Name:

Young

Company:

Email*:

louisa.young@email.com

☒ I agree that Alltrek may contact me by email about related events, solutions, or services.
I understand that I can opt out at any time by clicking Unsubscribe in event emails.

[Privacy Policy](#) | [Terms of Service](#) | [Contact Us](#)

Submit

To find registrants who opted in to email communications:

Use the Audience Details report to retrieve a current list of people who opted in to receive email communications. You can run the report for a single event or for multiple events.

1. At the top of the Webcast Admin portal, click **Reports**.
2. On the Report tab, under Selected Events, click **Add Events/Folders**.
3. Select the event or portal and then click **Select Events and Folders**.
4. On the Reports tab, under Report Type, select **Audience Details**, click **Select Columns**, and then select **Registration Data**. Choose the data to include in the report.

Report Type ?

Report Templates ?

☒ Audience Details

▼ Select Columns

- ☒ Registration Data
- ☐ Q&A Question
- ☐ Survey Data/CE Results
- ☐ Usage

5. Expand the Filter Results By section and select **Exclude Unsubscribed Users**.

▼ Filter Results By ?

☐ Domain or Email

☐ Exclude Domains/Emails

☐ Include Only Domains/Emails

☐ Attendance

☐ No Shows

☐ Attendees

☐ Live

☐ OD

☐ SimLive

Viewer Data

☐ with Q&A Data

☐ with Survey Data

☐ Audience

☐ ...

☐ ...

☒ Exclude Unsubscribed Users

6. Click **Run My Report**.

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