

Welcome to GatedContent.com

Platform Overview

What is GatedContent.com



- Cloud-Based Web Form Management Platform
- Create, Configure, Manage & Deploy Content Gates and Web Forms
- Fast Deployment
- Case by Case Customisation
- No Web Team or Marketing Automation Developers Required

Your instance of GatedContent.com has been configured for your company as part of the deployment process. It has been integrated into various parts of your marketing technology stack in order to maximize the amount of information captured and the consistency of measurement whilst delivering a great user experience for the end-user.

Training Program Overview



Fundamentals

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The Anatomy of a Gate

Understanding Gates & Forms

What is a gate?

A gate is designed to convert a user to known in an optimal way in exchange for content or service.

A gate is an imaginary device that a user must pass through to access further information from a company. The gate utilizes a web form as the means to restrict access. Users must provide information in that form to “open” the gate and proceed to the restricted information. Information is most commonly high value content but could equally be a sign-up to an event or the means to request contact with a sales person.

What is a gate? Continued...

A gate is considered a combination of the following information:

1. The content item e.g. document, video, webinar, contact request etc.
2. The messaging e.g. content promotion message, thank you message etc.
3. The form being used e.g. a high gate with a lot of fields or a low with less
4. The behavior of the gate e.g. should the gate stay open when a user comes back a week later?
5. The language of the gate i.e. what language should the form display in?
6. The measurement required i.e. what information should the gate send to the tech stack for optimal reporting
7. Other metadata i.e. what other parameters should be sent with the form to assist reporting or other automated features within the marketing tech stack

Open & Closed Gates



Closed Gates

Gates are considered “closed” when a form is displayed and must be completed to access content.

Open Gates

Gates are considered “open” when a user does not have to complete a form to access content.

This could be for various reasons including:

- The user already filled out the form previously
- The user completed a similar form previously
- The user is already known to a sufficient level in the marketing tech stack
- The content is deemed as lower value and we don't wish to deploy a full gate, but still wish to capture a form submission in the background (also known as a “blind submit”)

Blind Submits

A blind submit is a form submission that occurs on the page without being viewed. The user is not aware the submission is occurring. Typically, the submission data uses pre-populated or previously submitted information

Anatomy of a Gate

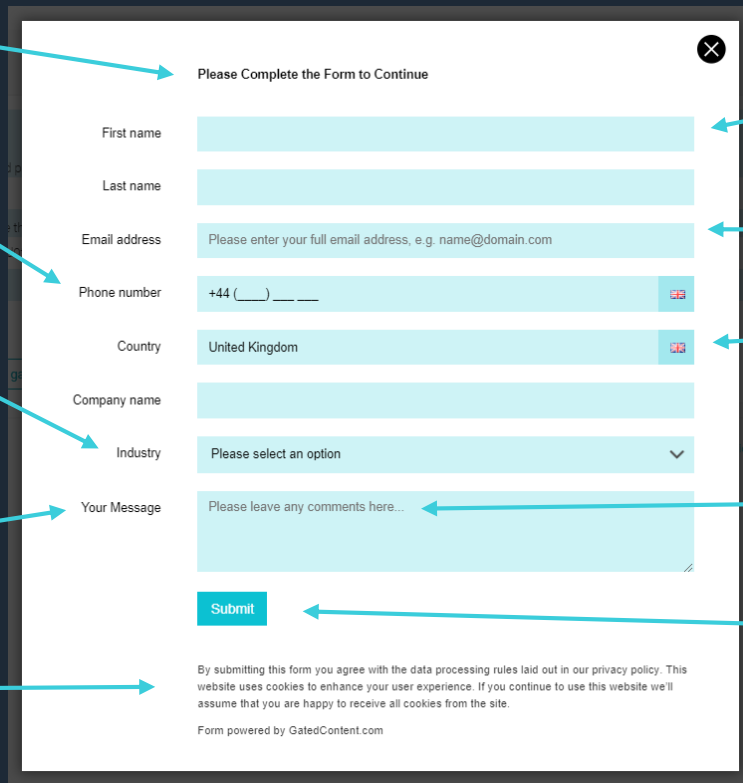
Introduction Text

Phone Field

Picklist

Large Text Field

Privacy Notice



Please Complete the Form to Continue

First name

Last name

Email address

Please enter your full email address, e.g. name@domain.com

Phone number

+44 () _ _

Country

United Kingdom

Company name

Industry

Please select an option

Your Message

Please leave any comments here...

Submit

By submitting this form you agree with the data processing rules laid out in our privacy policy. This website uses cookies to enhance your user experience. If you continue to use this website we'll assume that you are happy to receive all cookies from the site.

Form powered by GatedContent.com

Text Field

email Field

Country Selector

Placeholder Text

Submit Button

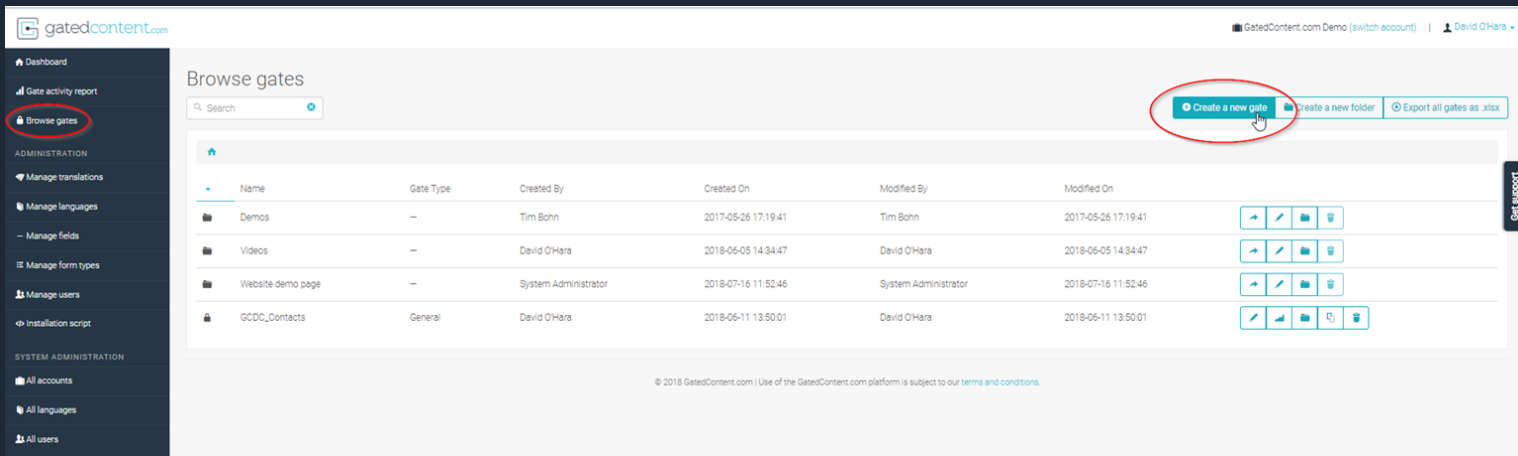
Creating a Gate

Getting to Know the Gate Editor

Creating a Gate

- To get started, navigate to Browse Gates and open the Gate Editor by clicking the **Create a new gate** button.
- The editor is split into 3 tabbed sections: Gating, Messaging and Extras.

Note: Each instance of GatedContent.com has a slightly different editor. This is because each instance of GatedContent.com is customized to the integration and feature requirements of the appropriate company.

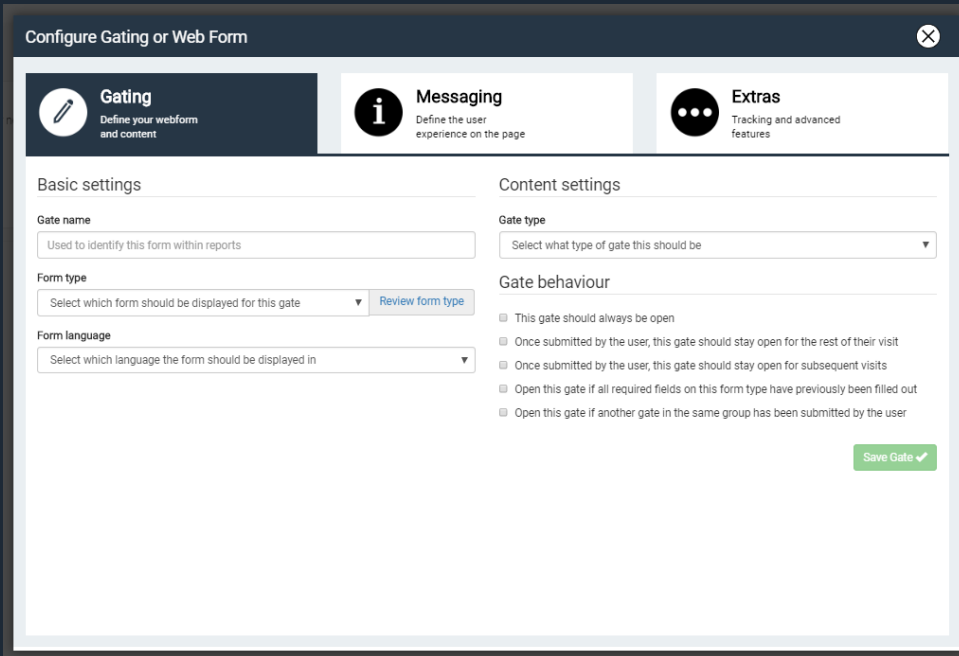


The screenshot shows the GatedContent.com interface. On the left, a sidebar contains navigation links: Dashboard, Gate activity report, Browse gates (circled in red), and various administration options. The main area is titled 'Browse gates' and features a search bar and three buttons: 'Create a new gate' (circled in red), 'Create a new folder', and 'Export all gates as .xlsx'. Below these is a table with columns for Name, Gate Type, Created By, Created On, Modified By, and Modified On. The table lists four gates: Demos, Videos, Website demo page, and GDC_Contacts. Each gate has a set of action icons (edit, delete, etc.) to its right. A 'Get support' button is located on the far right edge of the interface.

Name	Gate Type	Created By	Created On	Modified By	Modified On
Demos	--	Tim Bohn	2017-05-26 17:19:41	Tim Bohn	2017-05-26 17:19:41
Videos	--	David O'Hara	2018-06-05 14:34:47	David O'Hara	2018-06-05 14:34:47
Website demo page	--	System Administrator	2018-07-16 11:52:46	System Administrator	2018-07-16 11:52:46
GDC_Contacts	General	David O'Hara	2018-06-11 13:50:01	David O'Hara	2018-06-11 13:50:01

Basic Settings

In this section you define the core information for the gate i.e. what are you gating, what form to use, and how the gate looks and behaves.



Configure Gating or Web Form

Gating
Define your webform and content

Messaging
Define the user experience on the page

Extras
Tracking and advanced features

Basic settings

Gate name
Used to identify this form within reports

Form type
Select which form should be displayed for this gate [Review form type](#)

Form language
Select which language the form should be displayed in

Content settings

Gate type
Select what type of gate this should be

Gate behaviour

- ☐ This gate should always be open
- ☐ Once submitted by the user, this gate should stay open for the rest of their visit
- ☐ Once submitted by the user, this gate should stay open for subsequent visits
- ☐ Open this gate if all required fields on this form type have previously been filled out
- ☐ Open this gate if another gate in the same group has been submitted by the user

[Save Gate](#) ✓

Gate Name - Identifies the form in report and can be pushed as a hidden value in submissions.

Form Type - Determines which fields are shown and captured when the form appears as well as determining how the form looks and behaves. Form types are configured by your account administrator

Form Language - Determines which language the form should be displayed.

Form language determines the language the form should display in.

Most of the language in the gate is pre-translated for you.

This includes field labels, validation messaging, drop down values, opt-ins, disclaimers etc. Some text values are determined on a gate by gate basis i.e. messaging specific to the content item itself.

Remember the **Form Language** is a function of the **gate** and is set by the gate editor, **not** by the customer filling in the form.

Review Form Type

Form type

Contact form [Review form type](#)

Field	Display	Type	Mandatory	Progressive
Country (country)	<input checked="" type="checkbox"/>	Country	<input checked="" type="checkbox"/>	
First name (firstName)	<input checked="" type="checkbox"/>	Text	<input checked="" type="checkbox"/>	
Last name (lastName)	<input checked="" type="checkbox"/>	Text	<input checked="" type="checkbox"/>	
Email address (emailAddress)	<input checked="" type="checkbox"/>	Email	<input checked="" type="checkbox"/>	
Phone number (phone)	<input checked="" type="checkbox"/>	Phone	<input checked="" type="checkbox"/>	
Industry (industry)	<input type="checkbox"/>	Picklist		
Your message (message)	<input checked="" type="checkbox"/>	Textbox	<input checked="" type="checkbox"/>	Has additional rules
Custom fields	<input checked="" type="checkbox"/>	CustomFields		
I would like to receive regul... (optin)	<input checked="" type="checkbox"/>	Checkbox		Has additional rules
<p>Your data will be stored... (privacyNotice)	<input checked="" type="checkbox"/>	CustomContent		Has additional rules

By clicking Review Form Type you can manage individual fields

Switchable fields - can be displayed or hidden by checking/unchecking the corresponding box

Mandatory Status - Determines whether or not the user **must** complete this field to submit the form.

The options displayed here are set by the form type which is configured by your account administrator

Content Settings: Gate Types

Gate Type - Determines the type of content being gated. The options in here will be dependent on the types of content being delivered and the platforms used to deliver that content.

Typical options include:

- General (the gate is just used as an intake or contact form)
- Download (a PDF or other document)
- Video (displays video from your chosen video platform)
- Webinar (sign-up integrated to your chosen webinar provider)
- Event (sign-up integrated to your chosen event management provider)
- Page-Gate (allows gating of an entire web page by adding a modal form in-front of the content)

The option chosen will determine other options then available below.

Content Settings & Gate Behaviour



Gate Behaviour - primarily focused on configuring how a gate opens and closes i.e. when the form is shown and when it isn't. Understanding these gate behaviour options and using them effectively can have a positive impact on UX.

Typical options Include:

- This gate should always be open
- Once submitted by the user, this gate should stay open for the rest of their visit
- Once submitted by the user, this gate should stay open for subsequent visits
- Open this gate if all required fields on this form type have previously been filled out
- Open this gate if another gate in the same group has been submitted by the user

Download URL/text - shown for Download gate types. The URL to the document and the text shown on the button to start the download. Some configurations will also have auto-download enabled as well as a download button.

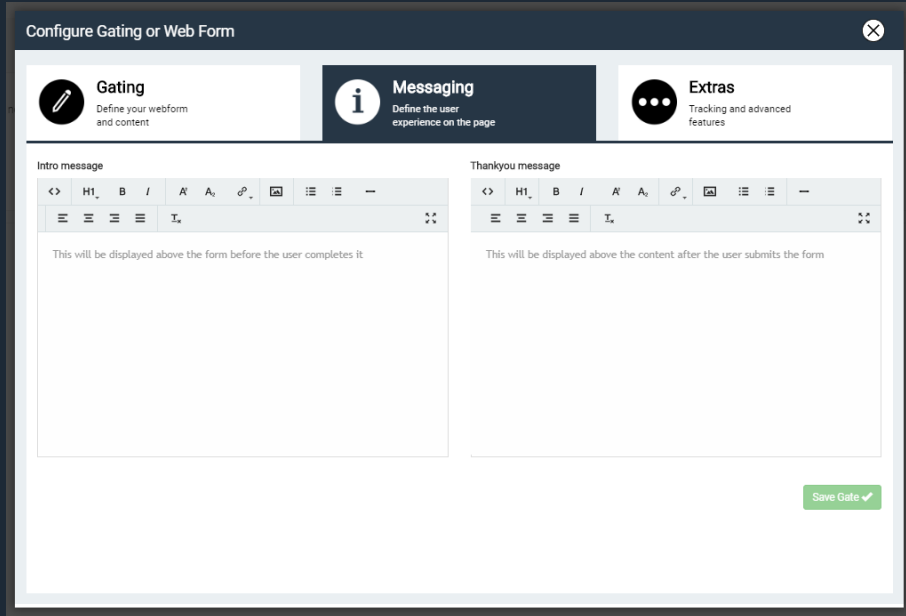
Video ID - shown for Video gate types. The ID of the video stored in your chosen video platform

Webinar ID - shown for Webinar gate types. The ID of the webinar created in your chosen Webinar platform.

Event ID - shown for Event sign-up gate types. The ID of the event created in your chosen Event management platform.

Messaging

In this section you define the messaging specific to the gate that the user will read or view



The screenshot shows a web application window titled "Configure Gating or Web Form". It has three tabs: "Gating" (pencil icon), "Messaging" (info icon), and "Extras" (three dots icon). The "Messaging" tab is active, showing two sections: "Intro message" and "Thankyou message". Each section has a rich text editor with a toolbar containing icons for undo, redo, bold, italic, underline, link, unlink, bulleted list, numbered list, indent, outdent, and text color. Below the editors, there are placeholder texts: "This will be displayed above the form before the user completes it" for the intro message and "This will be displayed above the content after the user submits the form" for the thankyou message. A green "Save Gate" button with a checkmark is at the bottom right.

Intro message - The HTML content displayed when a user first encounters the gate and the gate is closed. Usually displayed at the top above the form. A rich text editor is provided to manage the content.

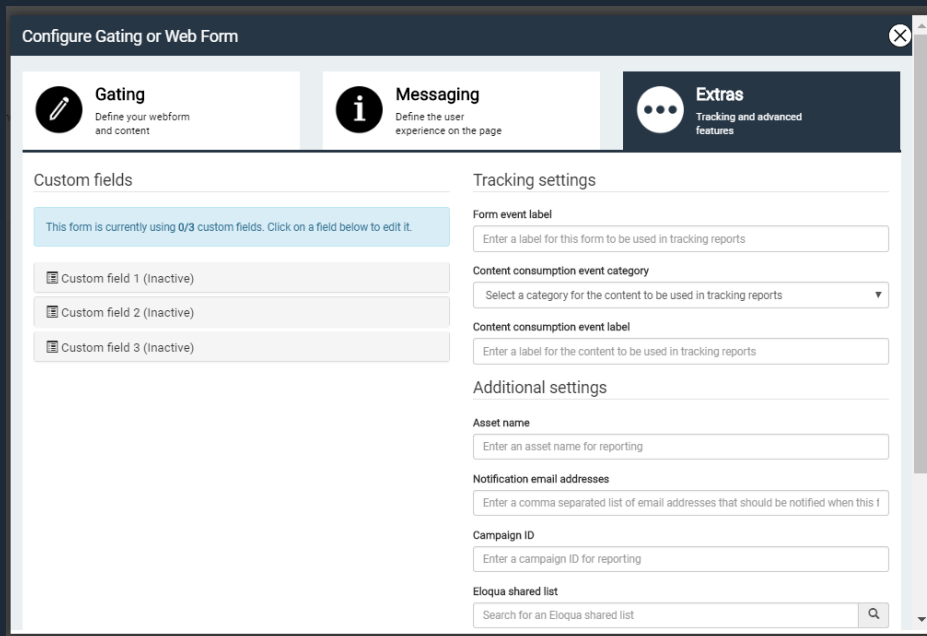
Thank you message - The HTML content displayed immediately after a form has been completed. Typically accompanied with the delivery of the content itself e.g. the embedded video or download button. A rich text editor is provided to manage the content.

Gate open message - The HTML content displayed on a returning visit to the page if a gate is configured to stay open. Typically accompanied with the delivery of the content itself e.g. the embedded video or download button. A rich text editor is provided to manage the content.

Note: in some situations, this text may not be shown. For example, a download gate deployed as a modal will not show this message. The user will click the link to the gate and the download will trigger straight away without showing the modal or a message.

Extras & Custom Fields

Custom fields typically send submission data across into generic containing fields. There are 2 fields per questions. One field contains the question text, the other is for the responses from users.



The screenshot shows the 'Configure Gating or Web Form' interface. The 'Extras' tab is selected, which is for 'Tracking and advanced features'. The interface is divided into two main sections: 'Custom fields' on the left and 'Tracking settings' on the right. The 'Custom fields' section shows a list of three custom fields, all of which are 'Inactive'. A message above the list states: 'This form is currently using 0/3 custom fields. Click on a field below to edit it.' The 'Tracking settings' section includes several input fields and a dropdown menu. It starts with 'Form event label' (a text input), followed by 'Content consumption event category' (a dropdown menu), and 'Content consumption event label' (a text input). Below these are 'Additional settings' which include 'Asset name' (text input), 'Notification email addresses' (text input with a note to enter a comma-separated list), 'Campaign ID' (text input), and 'Eloqua shared list' (a search input with a magnifying glass icon).

Custom fields - Some instances will have the ability to add additional fields to a form on a gate by gate basis. Extra fields are usually added at the bottom of the form. Click on the wording “Custom field” to open the rolldown, then the follow options are available:

Field type - the type of form input (Text, Long Text, Dropdown, Checkbox, Hidden field)

Question text - the label or wording associated to the field input

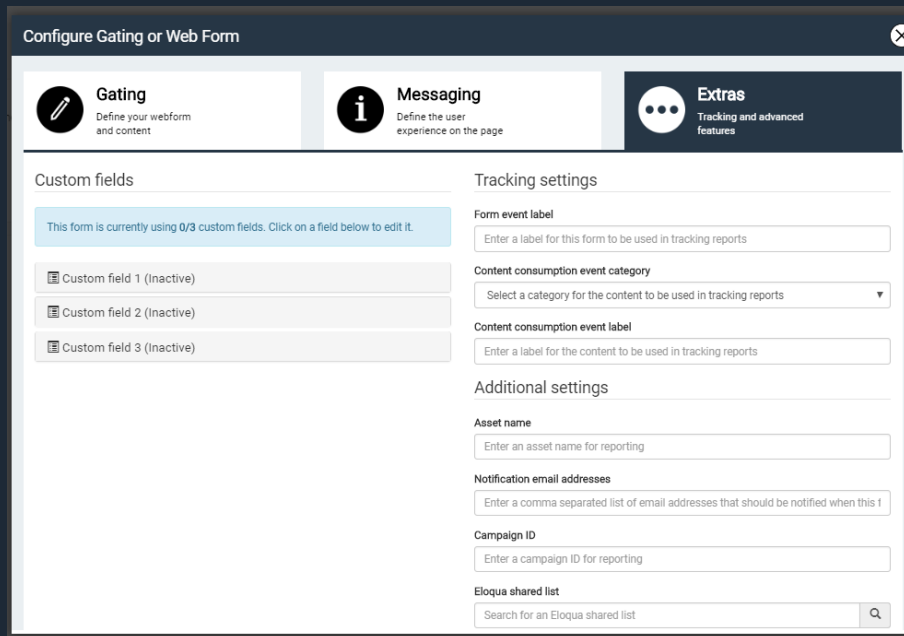
Field options - the available options and values in a dropdown fields. Each option is entered on a new line. If you wish to provide display text and values for dropdown options separate values from text using a pipe separator e.g. value|displaytext.

Field value - the value sent across in a hidden field

This field is required - Determines if the field is mandatory

Tracking Settings

In this section you define any additional features and metadata used for data and measurement which are specific to your account



The screenshot shows the 'Configure Gating or Web Form' interface. It has three tabs: 'Gating' (Define your webform and content), 'Messaging' (Define the user experience on the page), and 'Extras' (Tracking and advanced features). The 'Extras' tab is selected. Under 'Custom fields', there are three inactive fields: 'Custom field 1 (Inactive)', 'Custom field 2 (Inactive)', and 'Custom field 3 (Inactive)'. A blue banner states: 'This form is currently using 0/3 custom fields. Click on a field below to edit it.' The 'Tracking settings' section includes: 'Form event label' (text input), 'Content consumption event category' (dropdown menu), 'Content consumption event label' (text input), 'Additional settings' section with 'Asset name' (text input), 'Notification email addresses' (text input with a note 'Enter a comma separated list of email addresses that should be notified when this form is submitted'), 'Campaign ID' (text input), and 'Eloqua shared list' (text input with a search icon).

Asset name/ID - A value representing an ID or Name identifying the asset piece or marketing interaction associated with the gate. Used in reporting or analytics and to identify the gated content piece in the submission data.

Campaign name/ID - A value passed across in the submission data. Often used to identify the form or gate for processing in Marketing Automation.

Notification email - Passes one or multiple email address into the receiving Marketing Automation platform as part of the form submission. If supported by the Marketing Automation platform an email can be configured to be sent to those email addresses as a way of notifying administrators that the form has been completed.

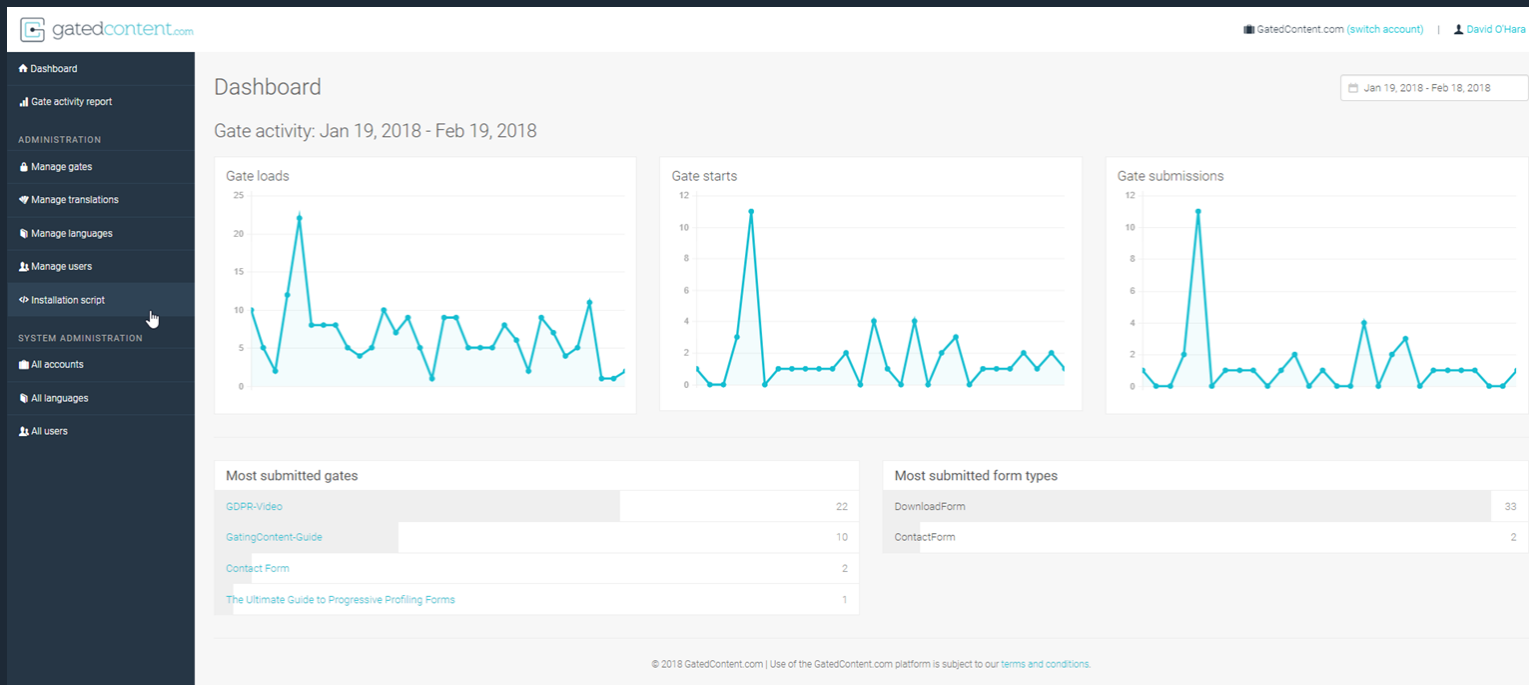
Repost to Eloqua Form - If supported by the Marketing Automation platform a form submission can be re-posted on to the URL provided. This option is used where a secondary form may be required to process or trigger data as part of a campaign or program.

Installing the GatedContent.com Script

Enable GatedContent.com on your webpages

Find the Installation Script

Using the navigation menu on the left-hand side of the page select **Installation Script**



The screenshot shows the GatedContent dashboard interface. On the left is a dark navigation menu with the following items: Dashboard, Gate activity report, ADMINISTRATION (Manage gates, Manage translations, Manage languages, Manage users, **Installation script** - highlighted with a mouse cursor), SYSTEM ADMINISTRATION (All accounts, All languages, All users). The main content area is titled 'Dashboard' and shows 'Gate activity: Jan 19, 2018 - Feb 19, 2018'. It contains three line charts: 'Gate loads' (peaking at ~22), 'Gate starts' (peaking at ~11), and 'Gate submissions' (peaking at ~11). Below the charts are two tables: 'Most submitted gates' and 'Most submitted form types'.

Most submitted gates

Gate	Count
GDPR-Video	22
GatingContent-Guide	10
Contact Form	2
The Ultimate Guide to Progressive Profiling Forms	1

Most submitted form types

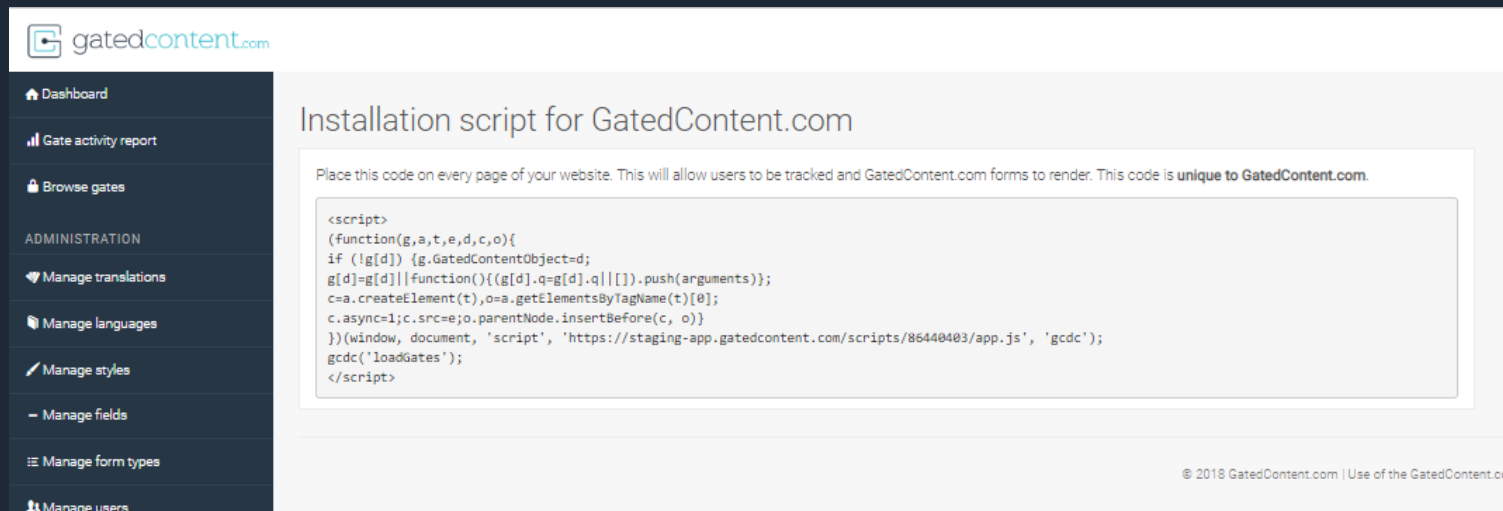
Form Type	Count
DownloadForm	33
ContactForm	2

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Copy the Installation Script

Highlight and Copy the Installation Script

By placing this code on every page of your website you will be deploying gates to it will allow users to be tracked and GatedContent.com forms to render.



The screenshot shows the GatedContent.com dashboard. On the left is a dark sidebar with navigation links: Dashboard, Gate activity report, Browse gates, ADMINISTRATION, Manage translations, Manage languages, Manage styles, Manage fields, Manage form types, and Manage users. The main content area is titled "Installation script for GatedContent.com" and contains a text box with the following JavaScript code:

```
<script>
(function(g,a,t,e,d,c,o){
  if (!g[d]) {g.GatedContentObject=d;
    g[d]=g[d]||function(){(g[d].q=g[d].q||[]).push(arguments)};
    c=a.createElement(t),o=a.getElementsByTagName(t)[0];
    c.async=1;c.src=e;o.parentNode.insertBefore(c, o)}
  })(window, document, 'script', 'https://staging-app.gatedcontent.com/scripts/86440403/app.js', 'gcdc');
gcdc('loadGates');
</script>
```

Below the code box, there is a copyright notice: © 2018 GatedContent.com | Use of the GatedContent.com

Installing the Script



If you are using a tag management system, such as Google Tag Manager, Adobe DTM or Tealium, simply inject the GatedContent.com Script.

Alternatively, you can paste the script just before the closing body tag in your web template.

Ensure you have added this script to every web page that you will be deploying gates to.

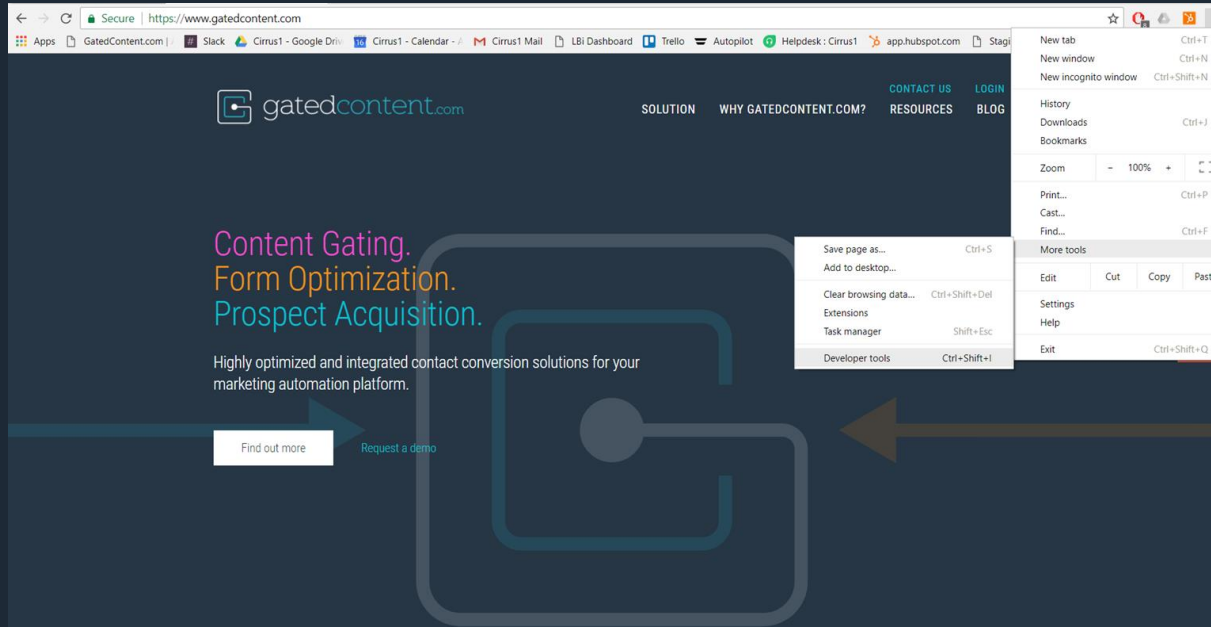
A screenshot of the GatedContent.com web interface. The browser tab is titled 'GatedContent.com'. The page shows a 'Tag Configuration' section with 'Tag type' set to 'Custom HTML'. Below this, the 'HTML' field contains a JavaScript script. The script is as follows:

```
1 <script>
2 (function(g,a,t,e,d,c,o){g.GatedContentObject=d;
3 g[d]=g[d]||function(){(g[d].q=g[d].q||[]).push(arguments)};
4 c=a.createElement(t),o=a.getElementsByTagName(t)[0];
5 c.async=1;c.src=e;o.parentNode.insertBefore(c, o);
6 })(window, document, 'script', 'https://app.gatedcontent.com/scripts/86440403/app.js', 'gcdc');
7 gcdc('loadGates');
8 </script>
```

Checking Successful Installation

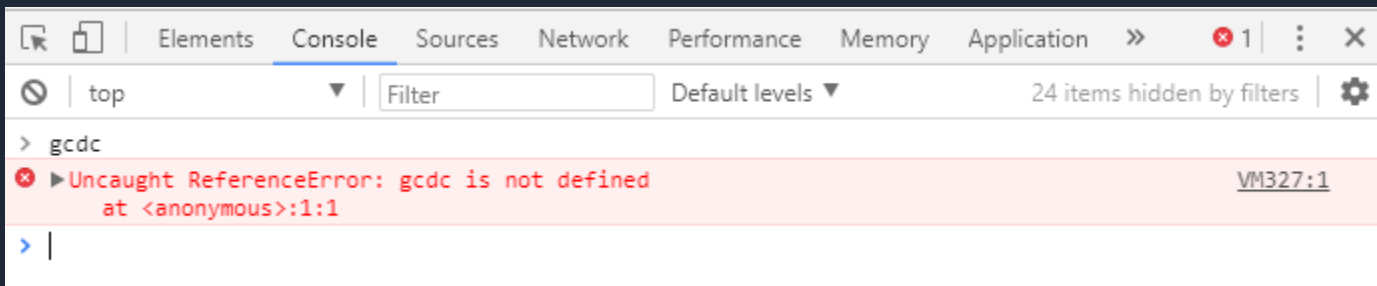


To check if the script is loading properly, open a website page where you have installed the script and open the console. In Chrome, you can find the developer tools in the menu under, More Tools > Developer Tools or you can use the shortcut Cntrl+Shift+I.



Checking Successful Installation

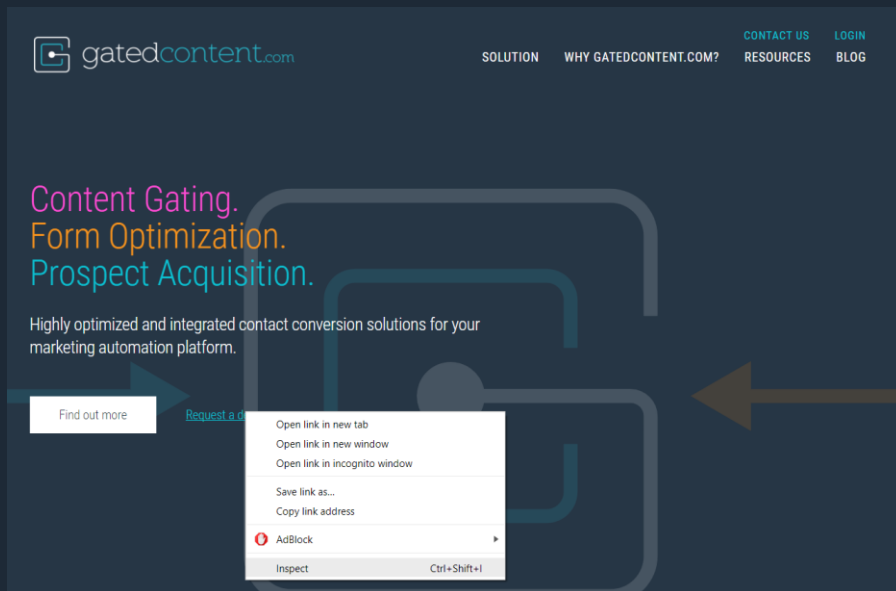
Once the console has loaded type GCDC into the input line and press enter. If the GCDC script is failing to load you will see an error message like this:



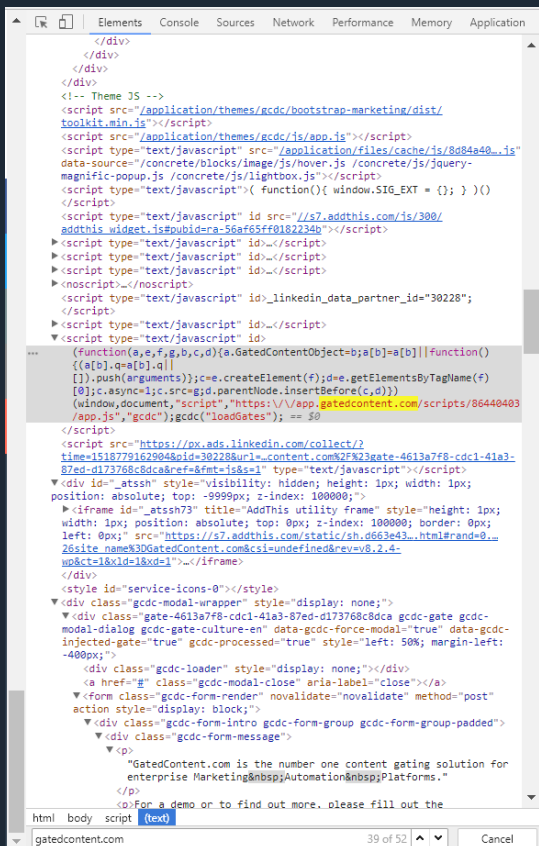
Double Install

It is very important that the GatedContent.com script only appears once in any given page. Having more than one can affect gate rendering and functionality.

To check this, again you will want to open the console (Ctrl+Shift+I) and inspect elements.



Double Install



```
</div>
</div>
</div>
</div>
<!-- Theme JS -->
<script src="/application/themes/gcdc/bootstrap-marketing/gist/
toolkit.min.js"></script>
<script src="/application/themes/gcdc/js/app.js"></script>
<script type="text/javascript" src="/application/files/cache/js/8d84e40...js"
data-source="/concrete/blocks/image/js/hover.js /concrete/js/jquery-
magnific-popup.js /concrete/js/lightbox.js"></script>
<script type="text/javascript">( function() { window.SIG_EXT = {}; } )()
</script>
<script type="text/javascript" id src="//s7.addthis.com/js/300/
addthis_widget.js?pubid=a56a65ff818223b"></script>
<script type="text/javascript" id=</script>
<script type="text/javascript" id=</script>
<script type="text/javascript" id=</script>
<noscript></noscript>
<script type="text/javascript" id="linked_in_data_partner_id="30228";
</script>
<script type="text/javascript" id=</script>
<script type="text/javascript" id=
(function(a,e,f,g,b,c,d){a.GatedContentObject=b;a[b]=a[b]||function()
{[a[b].q=a[b].q||
[]].push(arguments)};c=e.createElement(f);d=e.getElementsByTagName(f)
[0];c.async=1;c.src=g;d.parentNode.insertBefore(c,d)}
(window,document,"script","https://u/app.gatedcontent.com/scripts/86440403
/app.js","gcdc"));gcdc("loadGates"); // => 10
</script>
<script src="https://px.ads.linkedin.com/collect/?
time=1518779162904&id=30228&url=content.com%2Fgate-4613a7f8-cdc1-41a3-
87ed-d173768cd8ca&ref=iframe&site=1&id=18x0d1" type="text/javascript"></script>
<div id="atssh" style="visibility: hidden; height: 1px; width: 1px;
position: absolute; top: -9999px; z-index: 100000;">
<iframe id="atssh73" title="AddThis utility frame" style="height: 1px;
width: 1px; position: absolute; top: 0px; z-index: 100000; border: 0px;
left: 0px;" src="https://s7.addthis.com/static/sh_d63ed3...html#rand=0...
26site_name=30GatedContent.com&csi=undefined&rev=v8.2.4...
m&ct=1&id=18x0d1"></iframe>
</div>
<style id="service-icons-0"></style>
<div class="gcdc-modal-wrapper" style="display: none;">
<div class="gate-4613a7f8-cdc1-41a3-87ed-d173768cd8ca gcdc-gate gcdc-
modal-dialog gcdc-gate-culture-en" data-gcdc-force-modal="true" data-gcdc-
injected-gate="true" gcdc-processed="true" style="left: 50%; margin-left:
-400px;">
<div class="gcdc-loader" style="display: none;"></div>
<a href="#" class="gcdc-modal-close" aria-label="close"></a>
<form class="gcdc-form-render" novalidate="novalidate" method="post"
action style="display: block;">
<div class="gcdc-form-intro gcdc-form-group gcdc-form-group-padded">
<div class="gcdc-form-message">
<p>
"GatedContent.com is the number one content gating solution for
enterprise Marketing&nbsp;&nbsp;&nbsp;Automation&nbsp;&nbsp;&nbsp;Platforms."
</p>
</div>
<p>For a demo or to find out more, please fill out the
html body script (text)
gatedcontent.com
39 of 52
Cancel
```

In the elements tab search (Cntrl F) type gatedcontent.com and see if the script appears. Please note, if you are using a tag manager you cannot use view page source to check presence of the gated content script, it must be done in the elements tab.

Now check that the installation script only appears once in the elements tab.

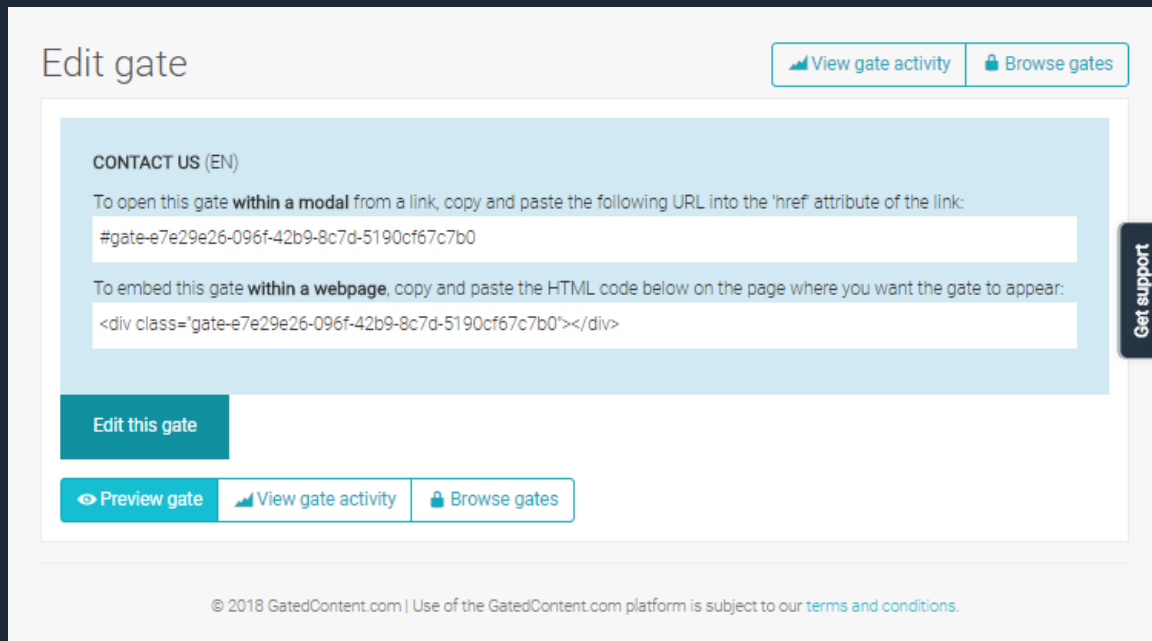
Deploying a Gate

Adding Modals & Embedded Gates to your Website

Gate Embed Codes

Once you have created a gate you will be shown the embed codes for using a gate in a page. You should also see a button to immediately show a preview of the form.

When deploying a gate, you can use one of two embed methods. Each method has its own embed code for each gate.



Edit gate

[View gate activity](#) [Browse gates](#)

CONTACT US (EN)

To open this gate **within a modal** from a link, copy and paste the following URL into the 'href' attribute of the link:

```
#gate-e7e29e26-096f-42b9-8c7d-5190cf67c7b0
```

To embed this gate **within a webpage**, copy and paste the HTML code below on the page where you want the gate to appear:

```
<div class="gate-e7e29e26-096f-42b9-8c7d-5190cf67c7b0"></div>
```

[Edit this gate](#)

[Preview gate](#) [View gate activity](#) [Browse gates](#)

[Get support](#)

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Modal Deployment



A Modal Gate - Appears over the page as an overlay. It is triggered from a link on the page. To deploy a gate like this you simply use the embed code provided as the HREF of the link you want to use. The A tag used can be around a piece of text or an image.

A screenshot of a GatedContent modal form. The modal is white with a dark border and a close button (X) in the top right corner. It contains the following text: "GatedContent.com is the number one content gating solution for enterprise Marketing Automation Platforms." followed by "For a demo or to find out more, please fill out the form below." The form has several input fields: "First name *", "Last name *", "Email address *", "Company name *", "Country *" (with a dropdown menu showing "United Kingdom"), and "Phone number *" (with a dropdown menu showing "+44"). There is a "Submit" button at the bottom of the form. Below the form, there is a small disclaimer: "By submitting this form you agree with the data processing rules laid out in our privacy policy. This website uses cookies to enhance your user experience. If you continue to use this website we'll assume that you are happy to receive all cookies from the site." and a GatedContent logo. At the bottom left, it says "Form powered by GatedContent.com". The background of the slide shows a blurred website with text like "Content Form Prospe", "Highly opti", "marketing a", and "Find out".

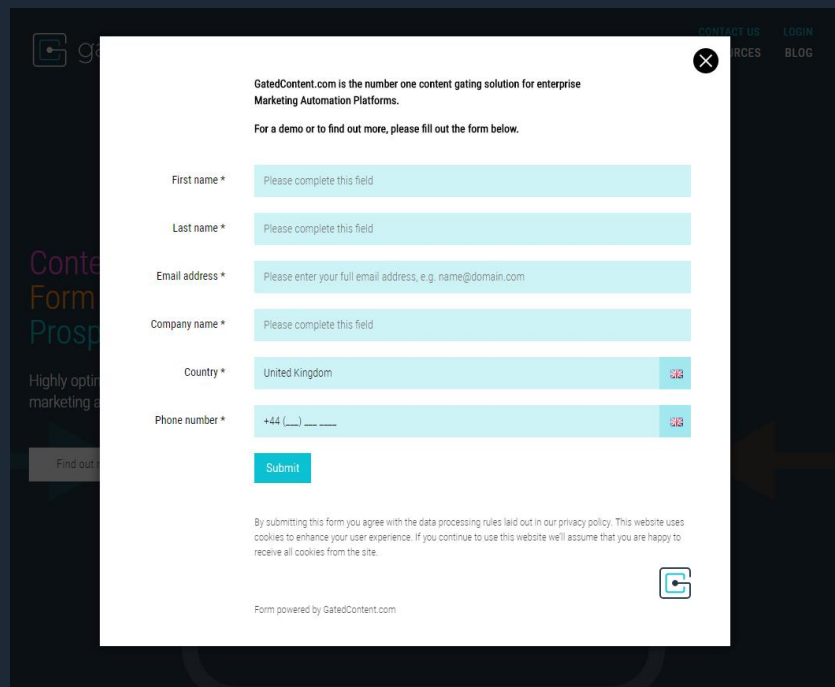
Here is an example embed code for modal gates: `#gate-98ea71d5-b820-49dc-acdb-167575509999`

An example link using the embed code would look like this:

```
<a href="#gate-98ea71d5-b820-49dc-acdb-167575509999">  
Download our latest guide</a>
```

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A Modal Gate - Appears over the page as an overlay. It is triggered from a link on the page. To deploy a gate like this you simply use the embed code provided as the HREF of the link you want to use. The A tag used can be around a piece of text or an image.



GatedContent.com is the number one content gating solution for enterprise Marketing Automation Platforms.

For a demo or to find out more, please fill out the form below.

First name *

Last name *

Email address *

Company name *

Country *

Phone number *

By submitting this form you agree with the data processing rules laid out in our privacy policy. This website uses cookies to enhance your user experience. If you continue to use this website we'll assume that you are happy to receive all cookies from the site.

Form powered by GatedContent.com

It is very important that you do not use your own modal solution when deploying gates of this type. This will result in a modal inside a modal scenario and can cause a variety of issues. GatedContent.com have made the process of deploying modal simple, all you have to do is use the modal embed code as the HREF of the link you want to use.

Inline Deployment



Inline gates - display within the page itself. Where you place in the embed code in the page is where the gate will render. Typically, forms are built responsively so will expand to fill the containing element on the page in which you place the embed code.

Case Study

[View all resources](#)

Discover how a world-leading industrial automation and information company deployed GatedContent.com to reduce development cost by 80% and net a 700% increase in contact conversions by downloading this case study.

Please complete the form below to access the Case Study

First name *

Last name *

Email address *

Company name *

Phone number *

By submitting this form you agree with the data processing rules laid out in our privacy policy. This website uses cookies to enhance your user experience. If you continue to use this website we'll assume that you are happy to receive all cookies from the site.

Form powered by GatedContent.com

Here is an example embed code for inline gates:

```
<div class="gate-98ea71d5-b820-49dc-acdb-167575509999"></div>
```

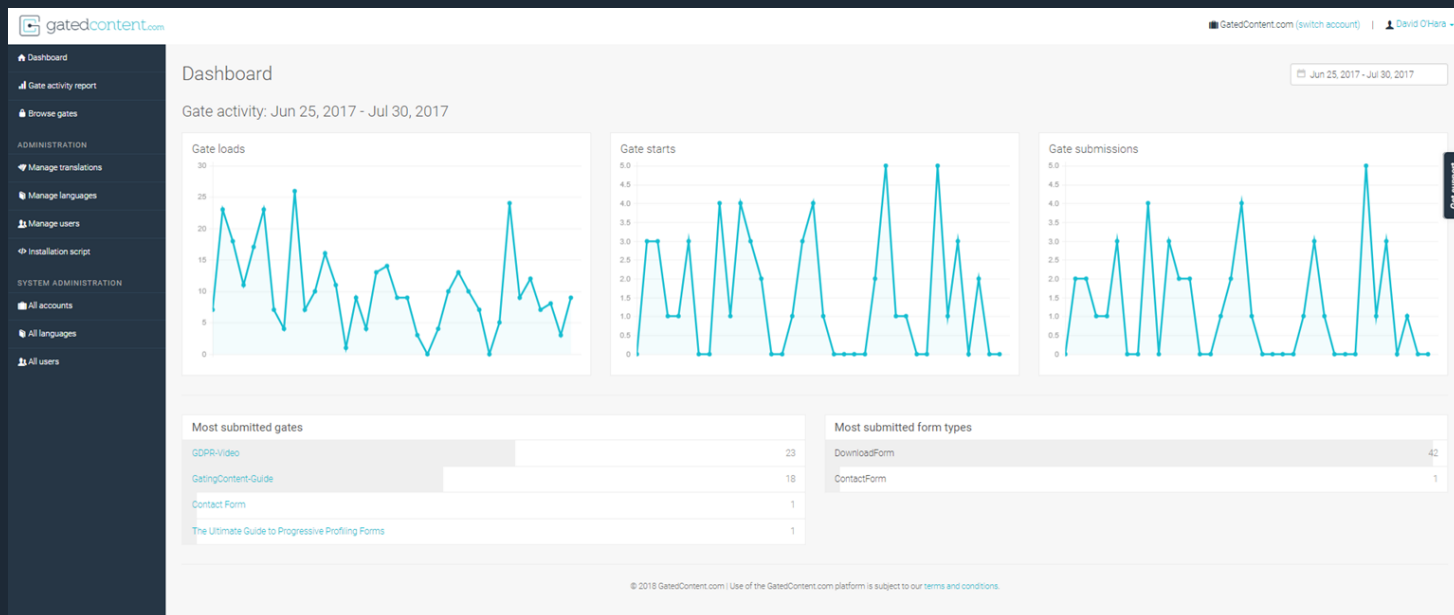
Analytics & Reporting

Understanding Gate Activity Reports

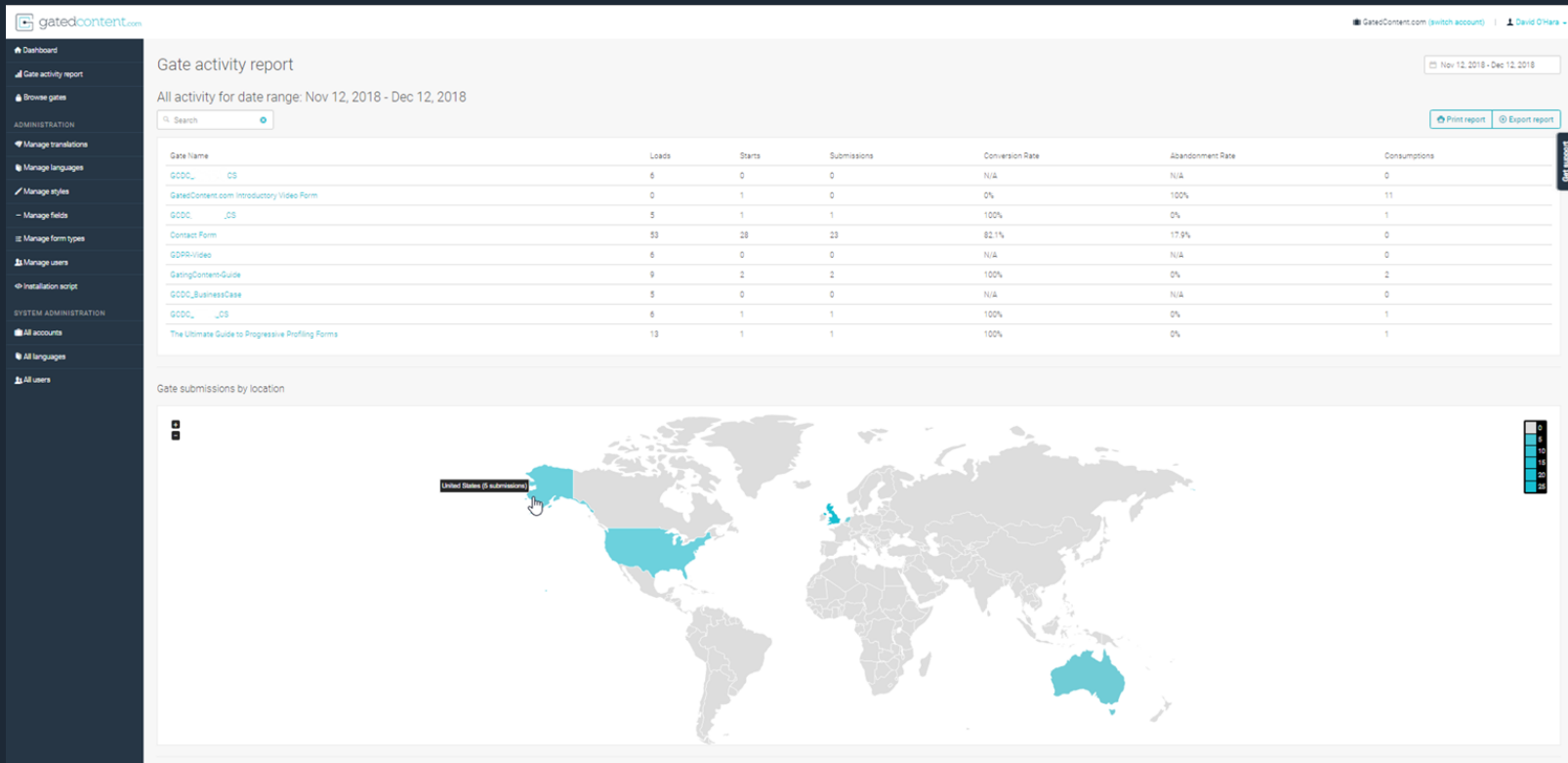
Dashboard

To alter the period of time shown there is a date range selector to the top right.

Standard charts in the dashboard show total figures for gate activity, most active gates and other global analytics.



Gate Activity Report



Gate Activity Report



When looking at gate activity, the following terms are useful to understand:

Gate Load: An event recorded when a gate is viewable in a web page. When a gate is embedded inline in a page, occurs when the page is loaded. When a gate is displayed in a modal (or overlay panel), the gate load occurs when the modal is displayed.

Gate Start: An event recorded when a user actually starts the process of completing the form i.e. starts typing or selecting fields.

Gate Submission: An event recorded when a user completes and hits the submission button to send the form.

Abandonment Rate: The ratio of form starts to submissions. Gives an indication of the proportion of people that fail to complete a form after starting it. Can help with optimizing conversion rates.

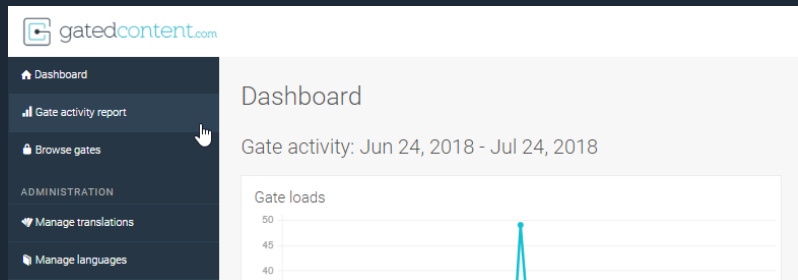
Consumption event: Essentially any time a user interacts with a piece of content e.g. document downloads, video views, page views (if using a page gate).

Open gates can produce a consumption without a submission.

General gates do not have content so can have a submission without a consumption.

Exporting Gate Activity

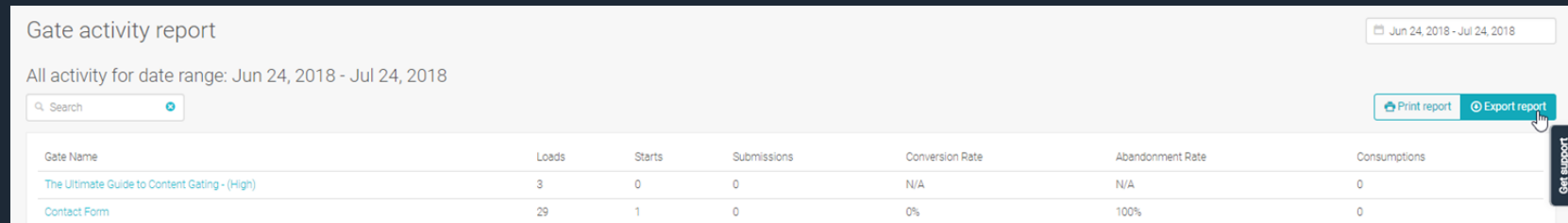
First of all you will need to navigate to the gate activity report using the menu on the left hand side



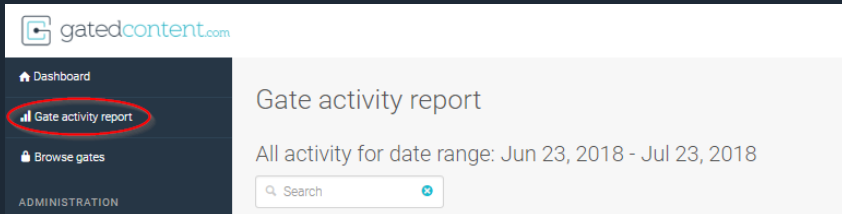
The .xls download contains:

- Gate Names
- Loads
- Starts
- Submissions
- Conversion Rate
- Abandonment Rate
- Consumptions

Then click the export button on the right hand side



Where are my Gates Deployed



gatedcontent.com

Dashboard

Gate activity report

Browse gates

ADMINISTRATION

Gate activity report

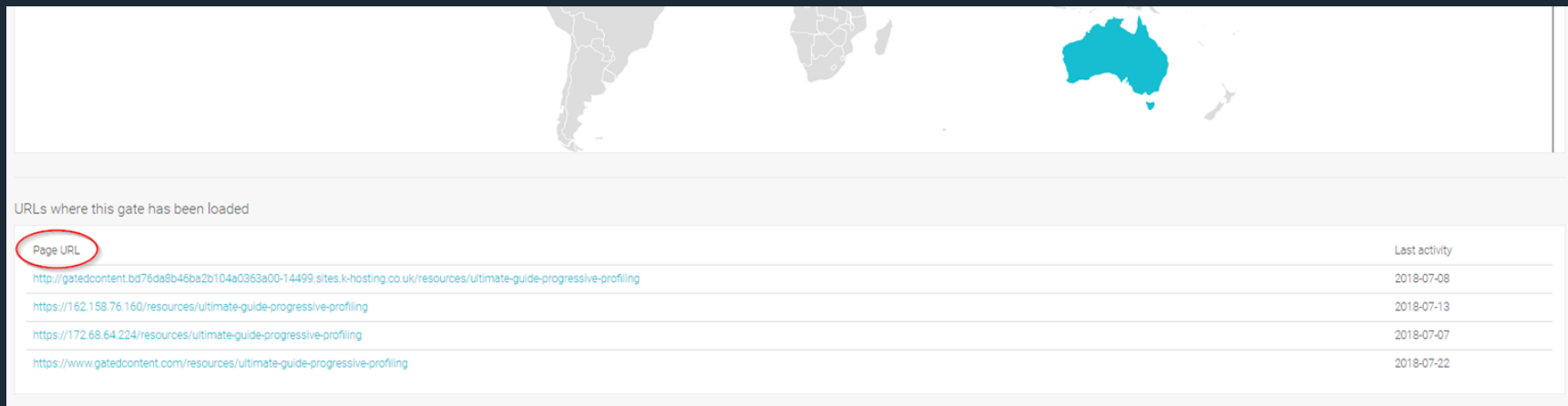
All activity for date range: Jun 23, 2018 - Jul 23, 2018

Search

First you will need to go to the gate activity report found on the left hand side menu.

Then search and select the gate in question.

Scroll on down past the reporting and at the bottom of the page under the world map, you will find a list of URLs where this gate has been loaded.



URLs where this gate has been loaded

Page URL	Last activity
http://gatedcontent.bd76da8b46ba2b104a0363a00-14499.sites.k-hosting.co.uk/resources/ultimate-guide-progressive-profiling	2018-07-08
https://162.158.76.160/resources/ultimate-guide-progressive-profiling	2018-07-13
https://172.68.64.224/resources/ultimate-guide-progressive-profiling	2018-07-07
https://www.gatedcontent.com/resources/ultimate-guide-progressive-profiling	2018-07-22

Exporting Gate Deployment Locations



gatedcontent.com

GatedContent.com Demo (switch account) | David O'Hara

Dashboard

Gate activity report

Browse gates

ADMINISTRATION

Manage translations

Manage languages

Manage fields

Manage form types

Manage users

Installation script

SYSTEM ADMINISTRATION

All accounts

All languages

All users

Browse gates

Search

Create a new gate Create a new folder Export

Export all gate configurations as .xlsx

Export gates by URL report (last 30 days) as .xlsx

Name	Gate Type	Created By	Created On	Modified By	Modified On
Demos	—	Tim Bohn	2017-05-26 17:19:41	Tim Bohn	2017-05-26 17:19:41
Videos	—	David O'Hara	2018-06-05 14:34:47	David O'Hara	2018-06-05 14:34:47
Website demo page	—	System Administrator	2018-07-16 11:52:46	System Administrator	2018-07-16 11:52:46
GCDC_Contacts	General	David O'Hara	2018-06-11 13:50:01	David O'Hara	2018-06-11 13:50:01
Test gate	General	System Administrator	2018-07-20 13:49:30	System Administrator	2018-07-20 13:49:30

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	A	B	C	J	K	L	M
1	Gate ID	Gate Name	Form Type	Last Mod	URL	Date last active	
2	07bbd37f-ea5d-41c	Persona Worksheet Download	ProgressiveGatingForm	2018-07-16	http://gatedcontent.com/demo	2018-09-13	
3	48d10f14-e4fa-495	GCDC_Contacts	ContactForm	2018-06-11	http://gatedcontent.com/demo	2018-08-28	
4	6dcb6cdd-1154-46	Buyer Journey Infographic Dow	ProgressiveGatingForm	2018-07-16	http://gatedcontent.com/demo	2018-09-13	
5	98ea71d5-b820-49	Contact Form	ContactForm	2018-07-16	http://gatedcontent.com/demo	2018-09-13	
6	a10bab97-c67f-40c	GCDC_Contacts	ContactForm	2018-06-11	http://gatedcontent.com/demo	2018-08-28	
7	a338f7ce-0a71-474	Introductory guide	ProgressiveGatingForm	2018-07-16	http://gatedcontent.com/demo	2018-08-28	
8	a44fc774-e0a8-44c	Content Marketing Guide Downl	ProgressiveGatingForm	2018-08-28	http://gatedcontent.com/demo	2018-09-13	
9	e73f4527-ebb1-40c	Marketing Video	EmailOnlyGatingForm	2018-07-16	http://gatedcontent.com/demo	2018-08-28	
10							

Identifying a gate on a webpage



To find a gate ID right click the submit button and click inspect to open the console.

Please complete the form below to access the Case Study

First name *

Last name *

Email address *

Company name *

Phone number *

Submit

Back Alt+Left Arrow
Forward Alt+Right Arrow
Reload Ctrl+R
Save as... Ctrl+S
Print... Ctrl+P
Cast...
Translate to English
View page source Ctrl+U
Inspect Ctrl+Shift+I

By submitting this form, you agree to our privacy policy. This website uses cookies to enhance your browsing experience. We assume that you are happy to receive all cookies.

Form page 1 of 1

Discover how a world-leading industrial automation and information company deployed GatedContent.com to reduce development cost by 80% and net a 700% increase in contact conversions by downloading this case study.

div_gate-039241b3-043d-4bda-a45a-6d590bc0ddc8.gdc-gate.gdc-gate-culture-en | 860 x 589

Please complete the form below to access the Case Study

First name *

Last name *

Email address *

Company name *

Phone number *

```
</div>
</nav>
<div class="block block-secondary m-t-lg">
  <div class="container">
    <div class="article-header">
      <p>Please complete the form below to access the Case Study</p>
    </div>
    <div class="gdc-loader" style="display: none;">
      <div class="gdc-form-render gdc-form-render-downloadform novalidate" method="post" action="display: block;">
        <div class="gdc-form-group gdc-form-group-padded">
          <div class="gdc-form-group gdc-form-group-firstname">
            <div class="gdc-form-group gdc-form-group-lastname">
              <div class="gdc-form-group gdc-form-group-emailAddress">
                <div class="gdc-form-group gdc-form-group-company">
                  <div class="gdc-form-group gdc-form-group-phone">
                    <input type="hidden" name="utm_medium" id="039241b3-043d-4bda-a45a-6d590bc0ddc8utm_medium" value="" />
                    <input type="hidden" name="utm_campaign" id="039241b3-043d-4bda-a45a-6d590bc0ddc8utm_campaign" value="" />
                    <input type="hidden" name="utm_source" id="039241b3-043d-4bda-a45a-6d590bc0ddc8utm_source" value="" />
                    <input type="hidden" name="utm_content" id="039241b3-043d-4bda-a45a-6d590bc0ddc8utm_content" value="" />
                  </div>
                </div>
              </div>
            </div>
          </div>
        </div>
      </div>
    </div>
  </div>
</div>
```