



Marketing: Questionnaire

ADITO Software GmbH
As of version 2026.4.2 | July 2026





Screenshots

The UX design of ADITO is continuously optimized for you. There may therefore be deviations in the screenshots.



Version table



Updates starting from 2024.x.x, 2025.x.x und 2026.x.x

Version	Topic
2026.4.0	A more detailed description of duplicate checking 🔗
2026.4.0	A more detailed description of the topic "Variables for use in workflows" 🔗
2025.9.0	Attributes in the questionnaire 🔗
2024.2.2	Structure of the questionnaire URL depending on the "Anonymous" indicator 🔗
2024.1.3	Create individual placeholder for "Dropdown" answer type 🔗
2024.1.0	File upload as answer type 🔗
2024.0.1	Business card scan as answer type 🔗
2024.0.2	New Context "Web File" for saving HTML, CSS, etc. as questionnaire template 🔗
2024.0.2	Action "Copy code for TYPO3" 🔗
2024.0.3	Calculated values 🔗



Version table

Updates starting from 2023.x.x

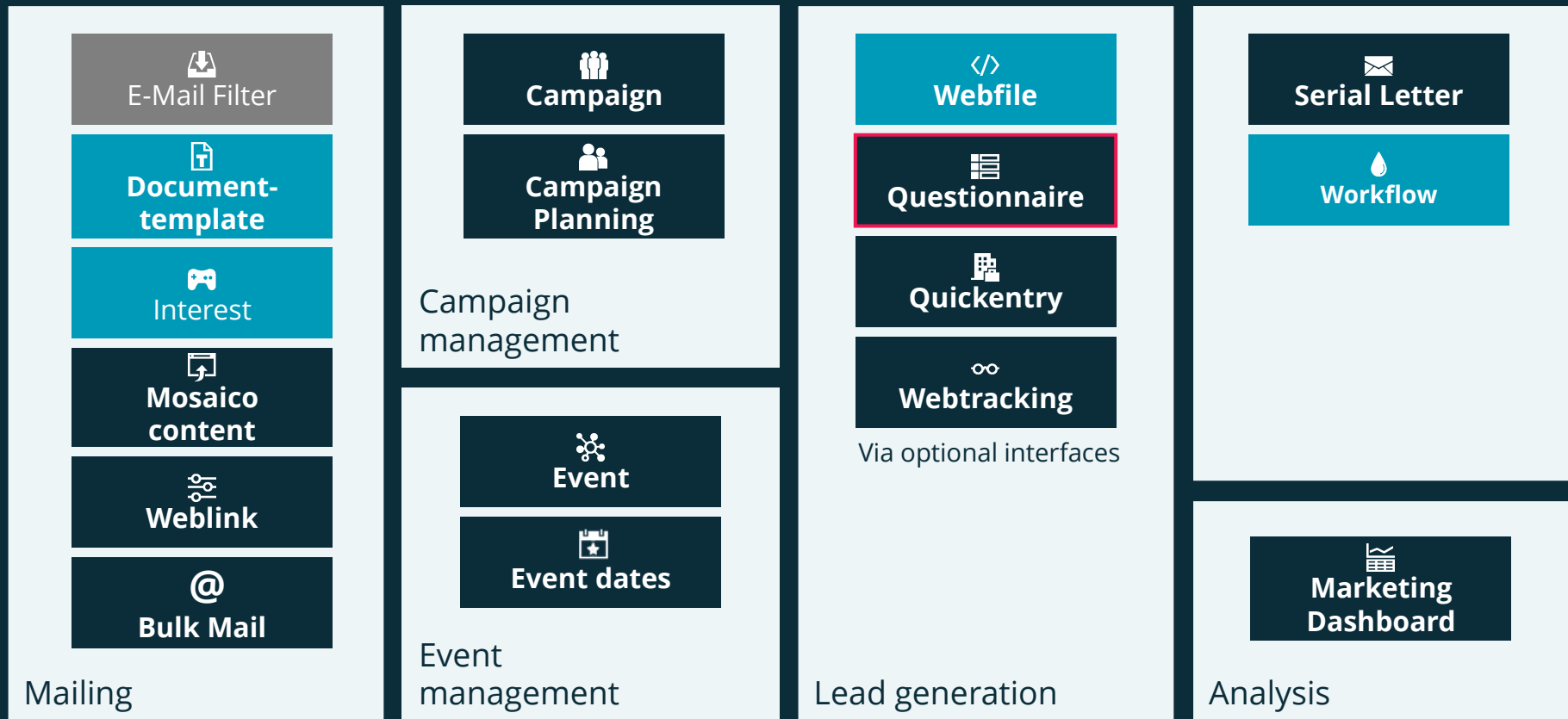
Version	Topic
2023.1.3	Sorting of questions link
2023.2.1	HTML component as answer type link
2023.2.1	1. page in questionnaire is automatically created link
2023.2.1	Additional display options "Fit to Container" link
2023.2.1	Replacing "Panel" by "Group" link
2023.2.1	Spam/bot protection link
2023.2.1	Flexibly adjust title in browser tab link
2023.2.1	Questionnaire answering process can be interrupted link
2023.2.2	Individual texts for buttons, information, etc. link
2023.2.2	Translation of default texts for buttons etc.
2023.2.2	URL does not contain any parameters anymore for templates link
2023.2.3	Configuration of workflow parameters in the question definition link
2023.2.3	Forwarding to either a URL or to the final page link

Agenda



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 - [Dashlet "Marketing Webservice Log"](#)
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- [Questionnaire templates \(Web Files\)](#)





■ To be defined in advance (infrequent adjustment)

■ Occasional addition/adjustment

■ By user "daily" in use

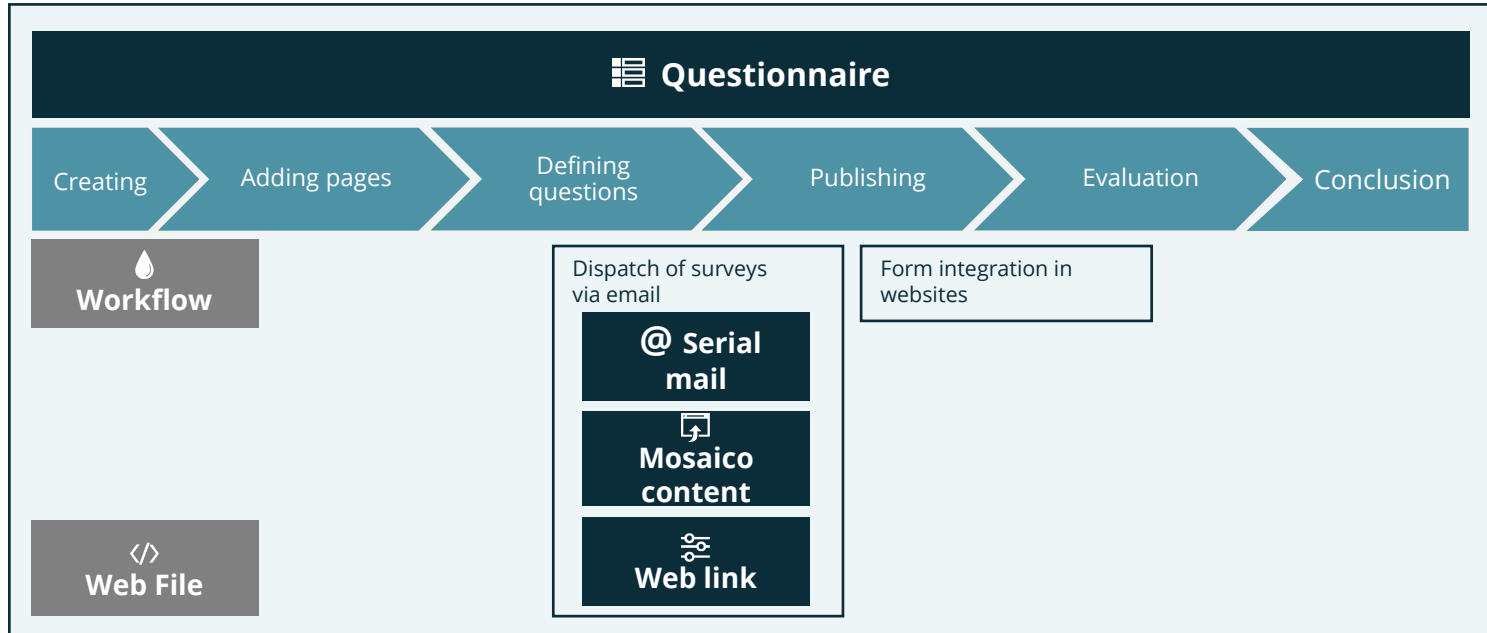
Questionnaire

Overview

- You can use a questionnaire to implement the following use cases, for example:
 - Subscription/registration form for newsletters, events
 - Master data query
 - Service form (Customer satisfaction surveys after finishing the ticket)
 - Preference centre for newsletter subscribers
 - Quick Polls in emails
 - (Multipage) surveys
 - (One-sided) trade fair questionnaires
- Create a survey or a form in ADITO for your marketing process, which you may, if necessary, support via Workflows.
- Use surveys with personalized or anonymized links. Integrate forms into your website.
- The receipt of feedback from the surveys/forms can be monitored and checked using dashlets, and the answers are stored in the questionnaire.
- Via Webfile, you can use questionnaire templates for depicting styles in ADITO.

Questionnaire

Procedure

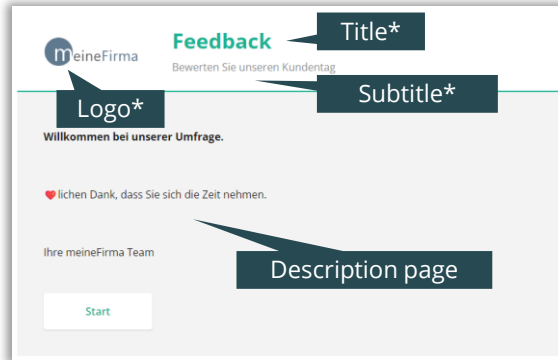


Creating questionnaire



Questionnaire

Elements of a questionnaire using the example of a multi-page survey



meineFirma Feedback
Bewerten Sie unseren Kundentag

Title*

Subtitle*

Logo*

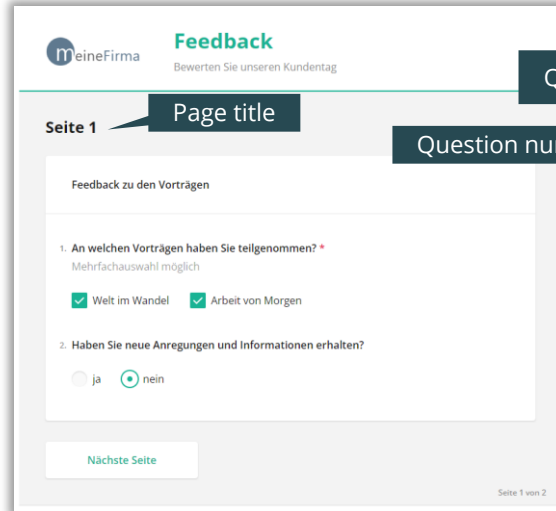
Willkommen bei unserer Umfrage.

♥ lichen Dank, dass Sie sich die Zeit nehmen.

Ihre meineFirma Team

Description page

Start



meineFirma Feedback
Bewerten Sie unseren Kundentag

Seite 1

Page title

Feedback zu den Vorträgen

1. An welchen Vorträgen haben Sie teilgenommen? *

Mehrfachauswahl möglich

☒ Welt im Wandel ☒ Arbeit von Morgen

2. Haben Sie neue Anregungen und Informationen erhalten?

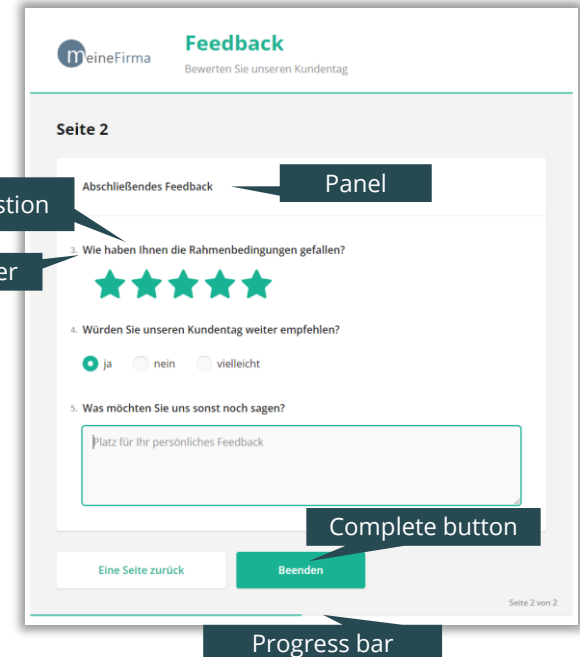
☐ ja ☒ nein

Question

Question number

Nächste Seite

Seite 1 von 2



meineFirma Feedback
Bewerten Sie unseren Kundentag

Seite 2

Abschließendes Feedback

Panel

3. Wie haben Ihnen die Rahmenbedingungen gefallen?

★★★★★

4. Würden Sie unseren Kundentag weiter empfehlen?

☒ ja ☐ nein ☐ vielleicht

5. Was möchten Sie uns sonst noch sagen?

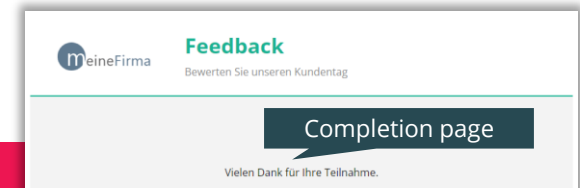
Platz für Ihr persönliches Feedback

Complete button

Eine Seite zurück Beenden

Progress bar

Seite 2 von 2



meineFirma Feedback
Bewerten Sie unseren Kundentag

Completion page

Vielen Dank für Ihre Teilnahme.

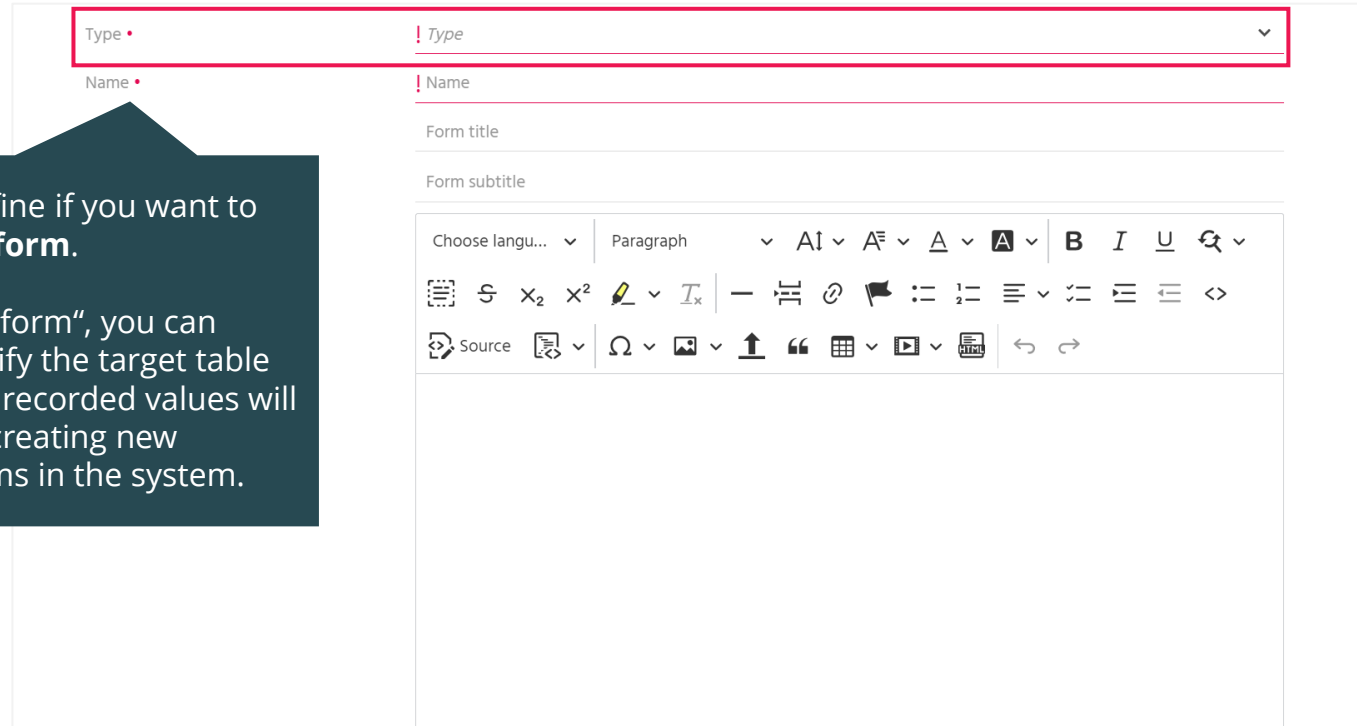
* Is displayed on every page

Questionnaire

New creation – type: Survey or web form

In the field "Type", you define if you want to create a **survey** or a **web form**.

If you have selected "Web form", you can create questions and specify the target table and target field where the recorded values will be written, such as when creating new contacts from contact forms in the system.



The screenshot shows the ADITO questionnaire creation interface. At the top, there are two dropdown menus: "Type" and "Name". The "Type" dropdown is highlighted with a red border. Below these are fields for "Form title" and "Form subtitle". A rich text editor is visible, featuring a toolbar with various icons for text formatting (bold, italic, underline, link, unlink, list, indent, outdent, undo, redo), alignment (left, center, right, justified), and other functions (source, link, unlink, link icon, unlink icon, link icon, unlink icon, link icon, unlink icon, link icon, unlink icon). The editor area is currently empty.

Questionnaire

New creation – status & validity time frame

Status •	Draft	▼
Valid from	Valid from	📅
Valid to	Valid to	📅
Navigate to URL after completion	Navigate to URL after completion	▼
Logo URL	Logo URL	
Logo file	Upload file 📁 Drop file here	
Workflow	Workflow	▼
Width mode •	auto	▼

The questionnaire can be accessed, and responses can be recorded during this period. If the validity period is exceeded, you will see the message, "This survey has already been completed," when you try to access the questionnaire.

Use the status to map your work process and grant access to the questionnaire accordingly.

- **Draft:** when the URL of a questionnaire is accessed, you receive a [message](#).
- **Active:** the questionnaire can be accessed and the answers can be entered.
- **Completed:** when the URL of a questionnaire is accessed, you receive a message.

Questionnaire

New creation – default language & questionnaire template

Valid from	Valid from
Valid to	Valid to
Default language •	German
Questionnaire template •	! Choose from web files
Show progress bar	☒
Show question numbers	☒
Navigate to Url after completion	Navigate to Url after completion
Logo URL	Logo URL
Logo file	Upload file Drop file here
Workflow	Workflow
Width mode •	auto
Fit to container	

Here, select the language, in which the content of the questionnaire is recorded.

Here, select a webfile which controls the layout in which the questionnaire is displayed.
More information can be found in the [chapter "Web File"](#).

Questionnaire

New creation – elements: title, subtitle, description page

Type •
Name •

Form title
Form subtitle
Form description page

Type
Name
Form title
Form subtitle
Choose langu...
Paragraph
Aⁱ
A²
A₂
A_x
B
I
U
A
Source
Ω
↑
↶
↷

Enter a description to **display** the **description page**. Use the formatting tools in this editor to format the description.

If you do not enter a description, the **description page will not be displayed**.

Verbraucher Umfrage
Wie nutzen Sie unsere Produkte

Herzlich Willkommen bei unserer Umfrage.

Vielen Dank, dass Sie sich die Zeit nehmen unsere Produkte zu bewerten.
Sie erhalten als kleines Dankeschön einen Monat lang unseren Newsletter **gratis**.

Start

Title
Subtitle
Description page

Questionnaire

New creation – elements: progress bar & question numbers

Status •	Draft	▼
Valid from	Valid from	📅
Valid to	Valid	📅
Default language •	Germ	▼
Questionnaire template •	! Choose from	▼
Show progress bar	☒	
Show question numbers	☒	
Navigate to Url after completion	Navigate to Url after completion	

For a multiple-page questionnaire, you can display a progress bar.

You can determine whether the questions should be numbered.

Verbraucher Umfrage
Wie nutzen Sie unsere Produkte

Seite 2

Panel

Question numbers

1. Warum gefällt Ihnen dieses Produkt besonders?

Select...

2. Sonstiges:

Erfassen Sie hier Ihren Grund, warum Ihnen das Produkt gefällt.

Progress bar

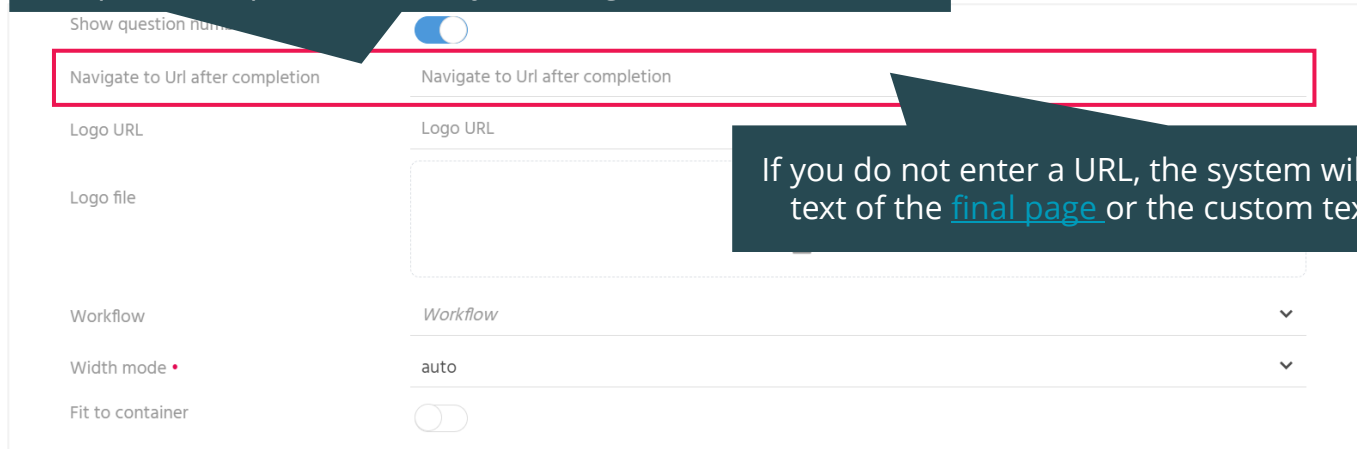
Previous Vielen Dank

Page 2 of 2

Questionnaire

New creation – elements to finishing a questionnaire

You can direct participants to a specific page after they complete the questionnaire by entering the URL in this field.

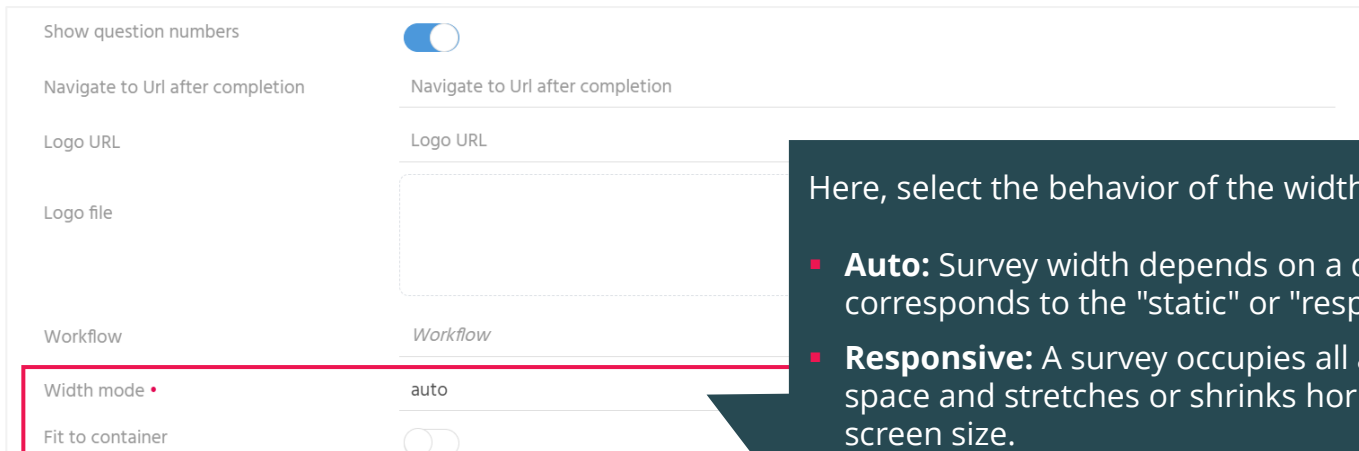


The screenshot shows a configuration interface for a questionnaire. A red rectangular box highlights the 'Navigate to Url after completion' field, which is currently empty. A dark blue callout bubble points to this field with the text: 'You can direct participants to a specific page after they complete the questionnaire by entering the URL in this field.' Another dark blue callout bubble points to the 'Logo file' field with the text: 'If you do not enter a URL, the system will either display the default text of the [final page](#) or the custom text that you have defined.'

Show question number	☒
Navigate to Url after completion	Navigate to Url after completion
Logo URL	Logo URL
Logo file	
Workflow	Workflow ▼
Width mode •	auto ▼
Fit to container	☐

Questionnaire

New creation – width mode



Settings for questionnaire creation:

- Show question numbers: ☒
- Navigate to Url after completion: ☐
- Logo URL:
- Logo file:
- Workflow:
- Width mode: **auto** (highlighted with a red box)
- Fit to container: ☐

Here, select the behavior of the width mode:

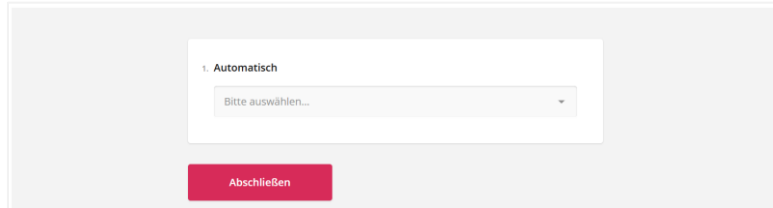
- **Auto:** Survey width depends on a question type and corresponds to the "static" or "responsive" mode.
- **Responsive:** A survey occupies all available horizontal space and stretches or shrinks horizontally to fit in the screen size.
- **Static:** A survey has a fixed width. Enter the width value with or without the "px" unit.



To embed the form on a website, we recommend using the "Responsive" setting.

Questionnaire

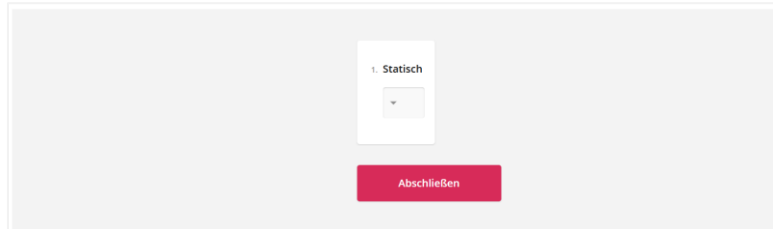
New creation – width mode



1. Automatisch

Bitte auswählen...

Abschließen



1. Statisch

Bitte auswählen...

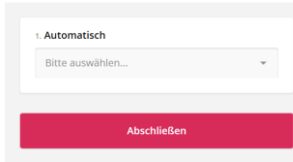
Abschließen



1. Responsiv

Bitte auswählen...

Abschließen



1. Automatisch

Bitte auswählen...

Abschließen

Automatic design: The question block has a specific width and adapts to the narrower width when the window is narrow.

Static design: The question block has a fixed width.

Responsive design: The question block takes up all the available horizontal space.

Questionnaire

New creation – elements: entering a logo

- You can enter the logo by entering the **image URL**. The logo will not be used as a link in the questionnaire, ensuring that you will not be redirected away from it. You can typically access the image's URL from your website by right-clicking on the image and selecting "Copy image address" from the context menu.
- Or upload the **logo as a file**. (Use the standard image formats such as JPG or PNG)
- The image URL must be hosted anywhere.
- The image URL may be a maximum of 255 characters long.

Show question numbers	☒
Navigate to Url after completion	Navigate to Url after completion
Logo URL	Logo URL
Logo file	Upload file Drop file here
Workflow	Workflow

Verbraucher Umfrage

Wie nutzen Sie unsere Produkte

Logo

Herzlich Willkommen bei unserer Umfrage.

Vielen Dank, dass Sie sich die Zeit nehmen unsere Produkte zu bewerten.

Sie erhalten als kleines Dankeschön einen Monat lang unseren Newsletter *gratis*.

[Start](#)

Questionnaire

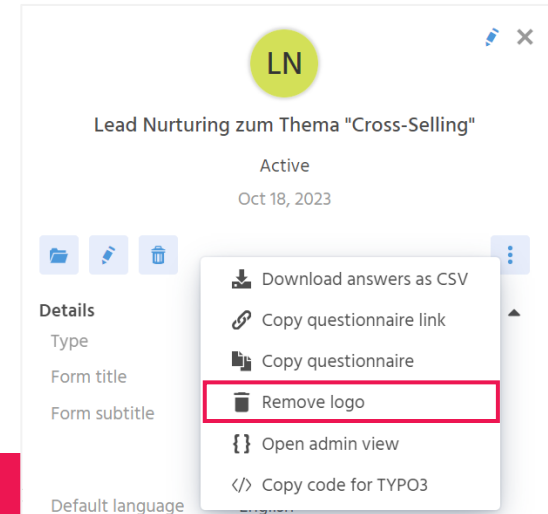
Excource – switch or delete a logo

Switching a logo

- If you have entered the logo with URL, you can change the URL to use a different logo.
- To switch a logo file (for example, if the logo is pixalted), upload a new file in the EditView in the field "Logo file".

Deleting a logo

- When entering the logo with a URL, open the EditView and delete the URL in the field "Logo URL".
- To **delete a logo file** (as it is not needed for the display of the questionnaire), open the Preview and execute the **Action "Remove logo"**. When the logo file is removed, the action is no longer displayed.



Questionnaire

New creation – Workflow

Workflow

Workflow

▼

Width mode •

auto

▼

Fit to container

☐

Privacy

Anonym

☒

Allow multiple submissions

☒

Calculated Values

QuestionnaireLookup

+

Description

Description

Description

Save

▼

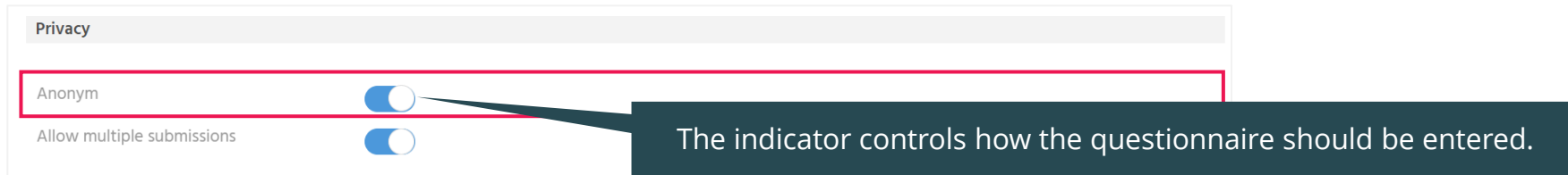
Cancel

Required value is missing

Here, you can add a workflow that gets executed as soon as a questionnaire (form or survey) is completed and, for example, when a contact is added to a campaign.

Questionnaire

New creation – data protection: anonym



Privacy

Anonym ☒

Allow multiple submissions ☒

The indicator controls how the questionnaire should be entered.

Keep in mind with this indicator if the questionnaire is displaying a survey or a form.

- You can choose **whether or not** to conduct **surveys anonymously**, as name fields are typically not included in the survey. If the survey is not sent anonymously, the Contact ID will be displayed in the URL.
- Use **anonymously for forms** (indicator active), as the interested party is not known in the system and is now recorded with the name fields in the form.

Questionnaire

New creation – data protection: multiple submissions

Privacy

Anonym ☒

Allow multiple submissions ☒

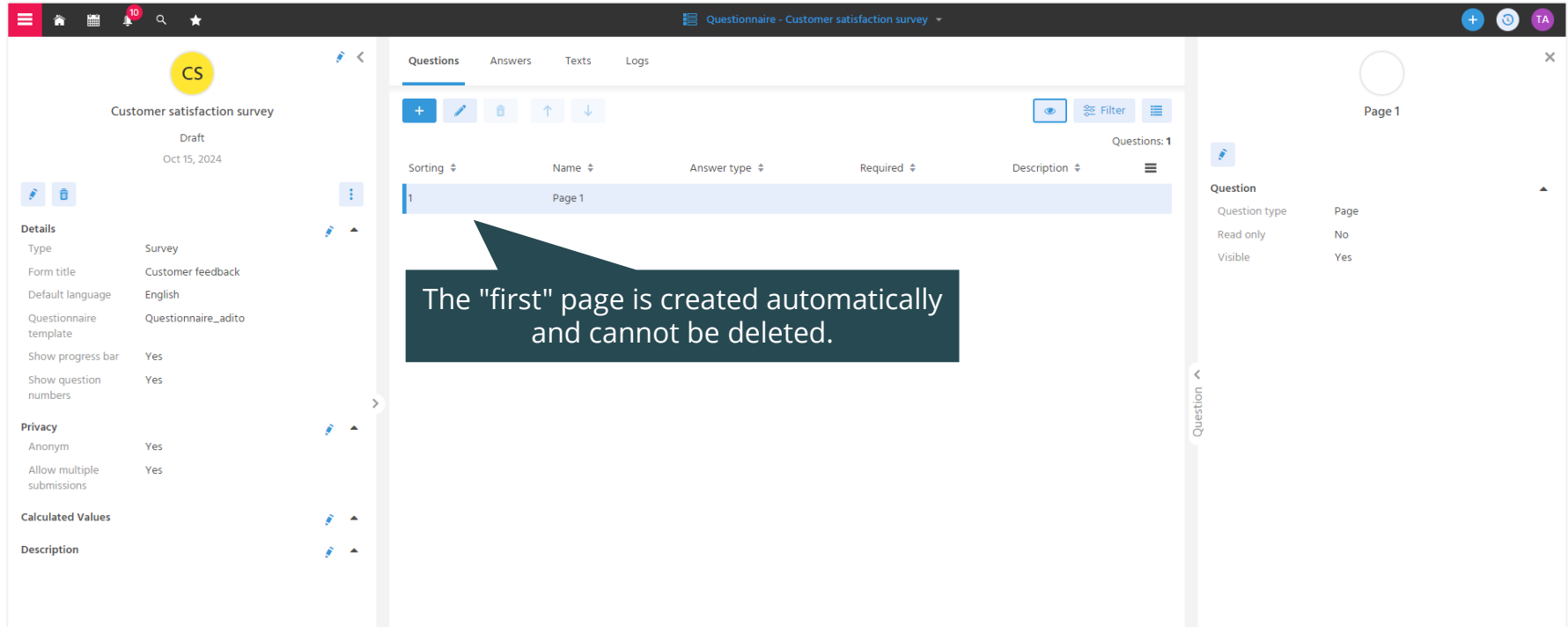
The indicator controls if a questionnaire can be filled out and submitted multiple times.

Adding pages



Form

"First" page

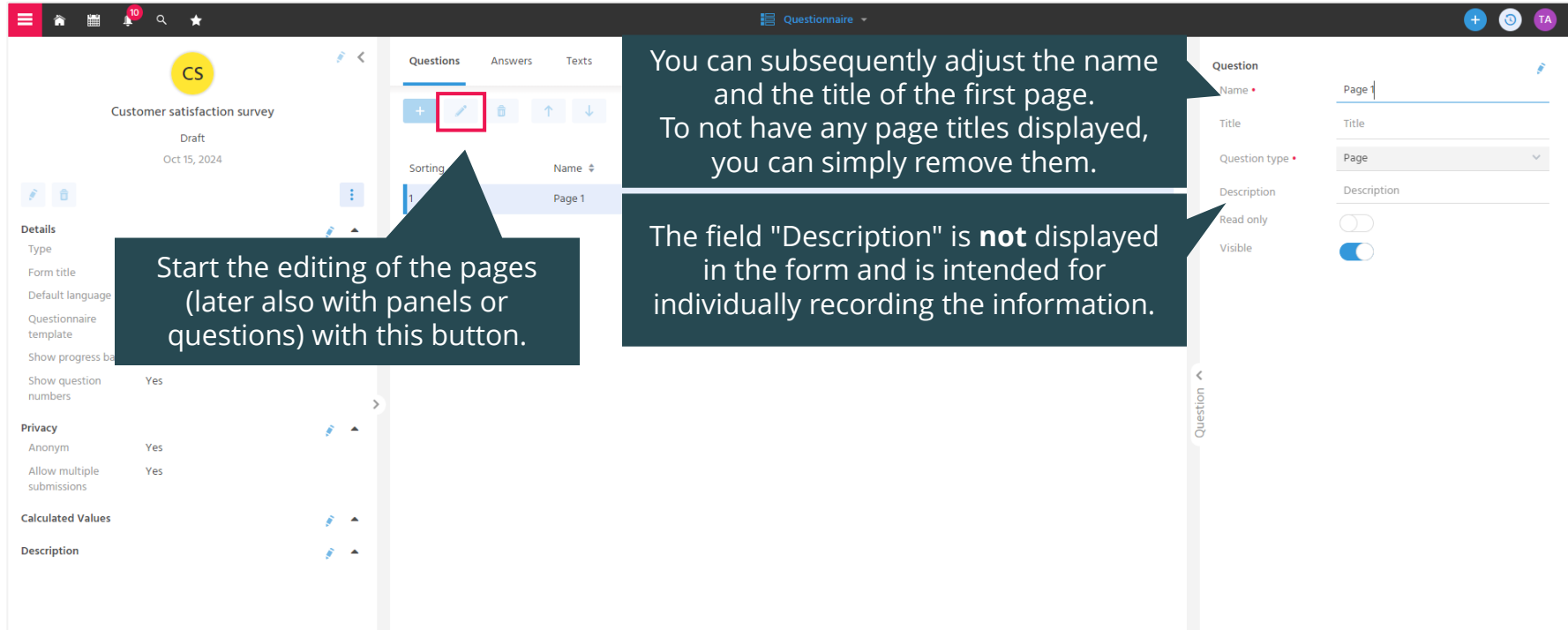


The screenshot displays the ADITO questionnaire editor interface. The top navigation bar includes a menu icon, home, calendar, notifications (10), search, and star icons. The main header shows the title 'Questionnaire - Customer satisfaction survey' and user avatars. The left sidebar contains a yellow circle with 'CS' and the title 'Customer satisfaction survey' with a 'Draft' status and date 'Oct 15, 2024'. Below this are sections for 'Details' (Type: Survey, Form title: Customer feedback, Default language: English, Questionnaire template: Questionnaire_adito, Show progress bar: Yes, Show question numbers: Yes) and 'Privacy' (Anonym: Yes, Allow multiple submissions: Yes). The main area shows a table with columns: Sorting, Name, Answer type, Required, and Description. A single row is visible with '1' in the Sorting column and 'Page 1' in the Name column. A dark blue callout box points to this row with the text: 'The "first" page is created automatically and cannot be deleted.' The right sidebar shows a circular icon and the text 'Page 1'.

Sorting	Name	Answer type	Required	Description
1	Page 1			

Form

"First" page – subsequent editing



Callout 1: You can subsequently adjust the name and the title of the first page. To not have any page titles displayed, you can simply remove them.

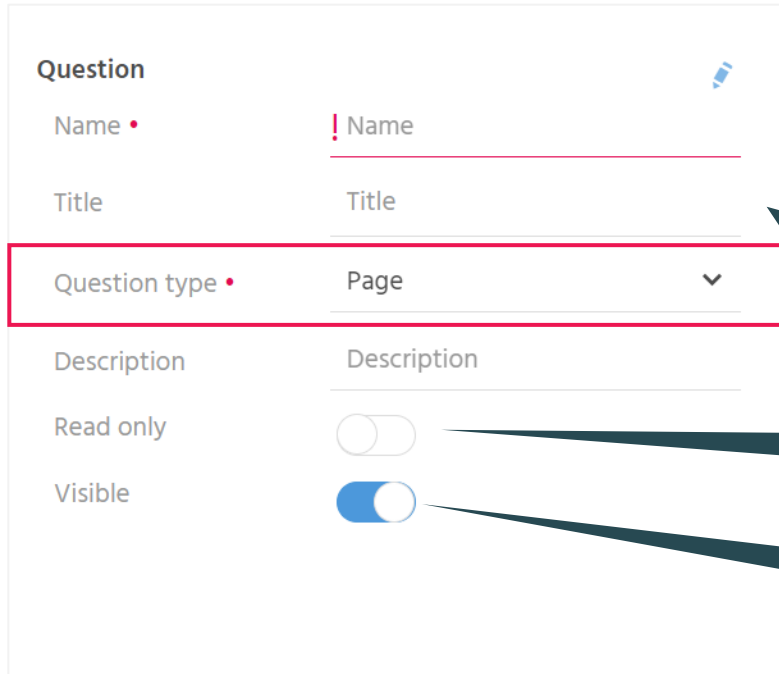
Callout 2: Start the editing of the pages (later also with panels or questions) with this button.

Callout 3: The field "Description" is **not** displayed in the form and is intended for individually recording the information.

The interface shows a questionnaire titled "Customer satisfaction survey" (Draft, Oct 15, 2024). The "Questions" tab is active, displaying a list of pages. The first page, "Page 1", is selected. The right sidebar shows the "Question" configuration for the selected page, including fields for Name, Title, Question type, Description, Read only, and Visible.

Questionnaire

Adding further pages



Question

Name •

Title

Question type •

Description

Read only ☐

Visible ☒

Further pages can be added. Here, select the question type "Page". Therefore, specific fields for question types „Panel" or "Question" disappear.

The title in the field "Name" is automatically taken over and displayed in the questionnaire. If you want to show a different page title or no title at all, you can easily change it or delete it.

If the content of a page should only be displayed, activate here "Read only".

If you want to hide a page, turn off the "Visible" option.

Adding panels

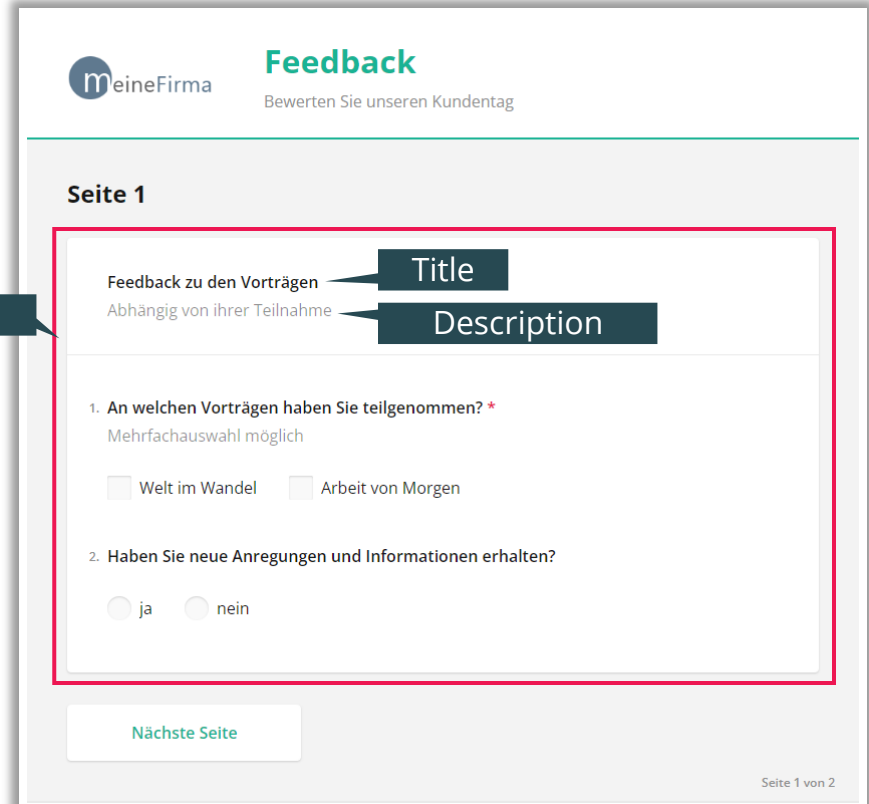


Questionnaire

Creating panels

To group questions in an area, you can place them in a "Panel", which was previously added.

Panel



meineFirma **Feedback**
Bewerten Sie unseren Kundentag

Seite 1

Feedback zu den Vorträgen
Abhängig von ihrer Teilnahme

1. An welchen Vorträgen haben Sie teilgenommen? *
Mehrfachauswahl möglich

☐ Welt im Wandel ☐ Arbeit von Morgen

2. Haben Sie neue Anregungen und Informationen erhalten?

☐ ja ☐ nein

[Nächste Seite](#)

Seite 1 von 2

Questionnaire

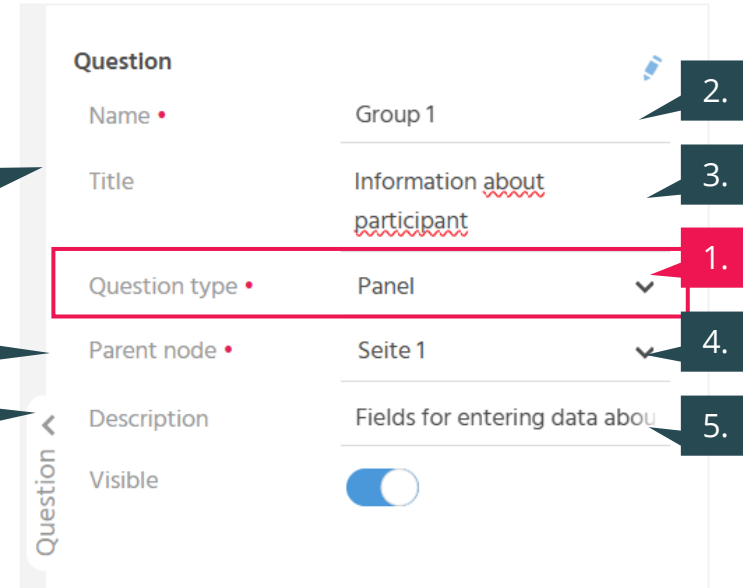
Creating panels

Panels can be added by selecting the **question type „Panel“**. This hides the specific fields for the question types "Page" or "Question".

The title is automatically taken over from the field "Name" and displayed in the questionnaire. To display a different title or none at all, you can simply edit or remove the existing title.

To control the structure, select the page on which the panel should be added.

The field "Description" is displayed in the questionnaire and is used to provide explanations, among other things.



The screenshot shows the 'Question' form in the ADITO interface. The form has a sidebar on the left with a 'Question' label and a back arrow. The main form fields are as follows:

Question	
Name •	Group 1
Title	Information about participant
Question type •	Panel
Parent node •	Seite 1
Description	Fields for entering data about
Visible	☒

Numbered callouts point to specific elements:

1. Points to the 'Question type' dropdown menu.
2. Points to the edit icon (pencil) in the top right corner.
3. Points to the 'Title' field.
4. Points to the 'Parent node' dropdown menu.
5. Points to the 'Description' field.

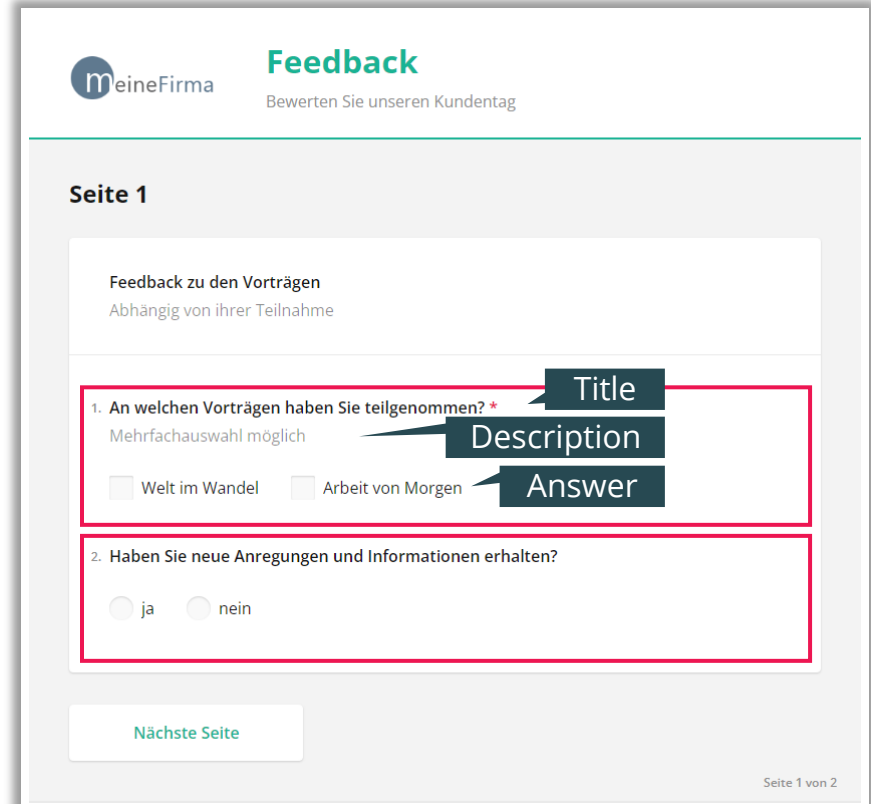
Creating questions



Questionnaire

Creation of questions

Enter questions with various answer options (Checkbox, Text, Rating, Radiogroup, etc.) on the respective pages, grouped by panels if necessary.



meineFirma **Feedback**
Bewerten Sie unseren Kundentag

Seite 1

Feedback zu den Vorträgen
Abhängig von ihrer Teilnahme

1. An welchen Vorträgen haben Sie teilgenommen? *
Mehrfachauswahl möglich

☐ Welt im Wandel ☐ Arbeit von Morgen

2. Haben Sie neue Anregungen und Informationen erhalten?

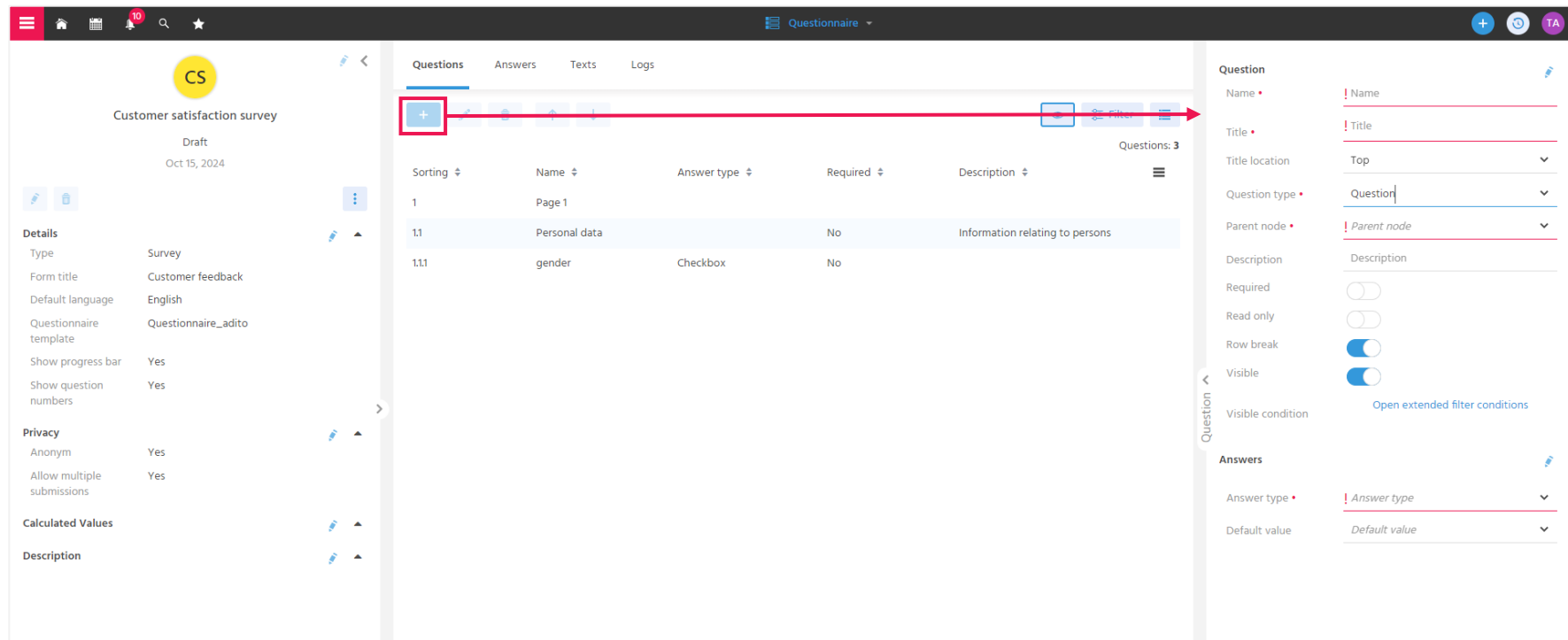
☐ ja ☐ nein

Nächste Seite

Seite 1 von 2

Questionnaire

Creation of questions in the tab "Questions"



The screenshot displays the ADITO Questionnaire interface. The top navigation bar includes a menu icon, home, calendar, notifications (10), search, and star icons. The 'Questionnaire' dropdown menu is visible. The left sidebar shows the 'Customer satisfaction survey' details, including the draft status, date (Oct 15, 2024), and various settings like Type (Survey), Form title (Customer feedback), Default language (English), and Questionnaire template (Questionnaire_adito). The main area is divided into tabs: Questions, Answers, Texts, and Logs. The 'Questions' tab is active, showing a table with columns: Sorting, Name, Answer type, Required, and Description. A red box highlights the '+' button in the top toolbar, and a red arrow points from it to the 'Add Filter' button. The table lists three questions: 'Page 1', 'Personal data', and 'gender'. The right sidebar shows the configuration options for the selected question, including Name, Title, Title location, Question type (set to Question), Parent node, Description, Required, Read only, Row break, Visible, and Visible condition. The 'Answers' section shows Answer type and Default value.

Sorting	Name	Answer type	Required	Description
1	Page 1			
1.1	Personal data	No	No	Information relating to persons
1.1.1	gender	Checkbox	No	

Questionnaire

Creation of questions – display, structure and row breaks

2.

3.

4.

1.

5.

6.

Question

Name • What were your thoughts on it?

Title • What were your thoughts on it?

Title location Top ▾

Question type • Question ▾

Parent node • Page 1 ▾

Description Share your thoughts about this ...

Required ☒

Read only ☐

Row break ☒

Visible ☒

Visible condition [Open extended filter conditions](#)

The title is automatically derived from the "Name" field and displayed in the questionnaire. To show a different title, you can easily edit it.

Controls if or where the title should be displayed:
Top, Bottom, Left, Hidden

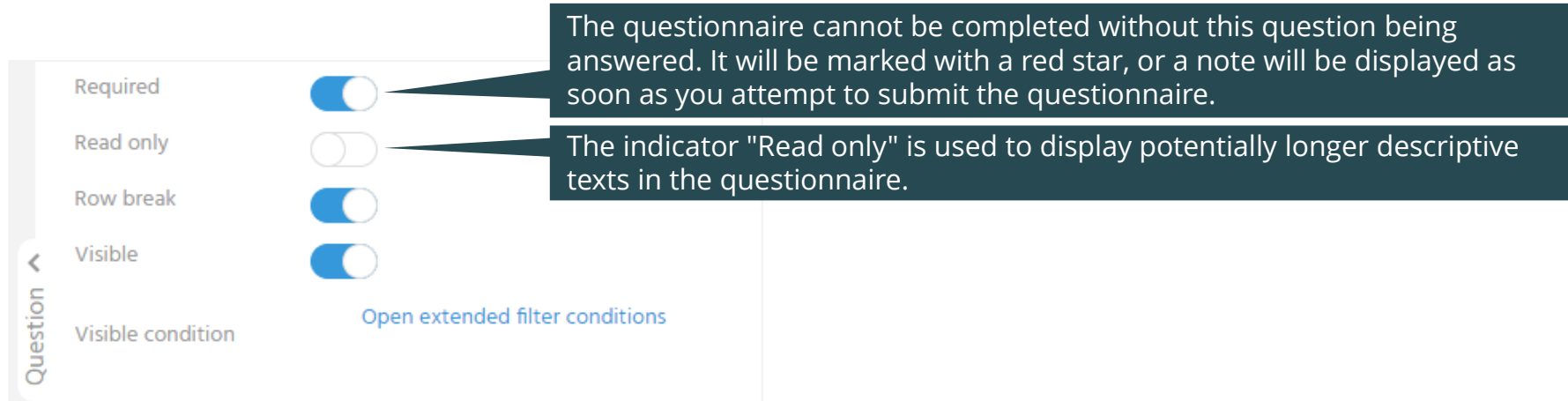
This illustrates the assignment or the structure of pages, panels, and questions.

The "Description" field is displayed in the questionnaire and is intended for entering explanations, among other things.

To add a row break before a question; otherwise, the questions are placed next to each other.

Questionnaire

Creation of questions – required fields & "Read only" display

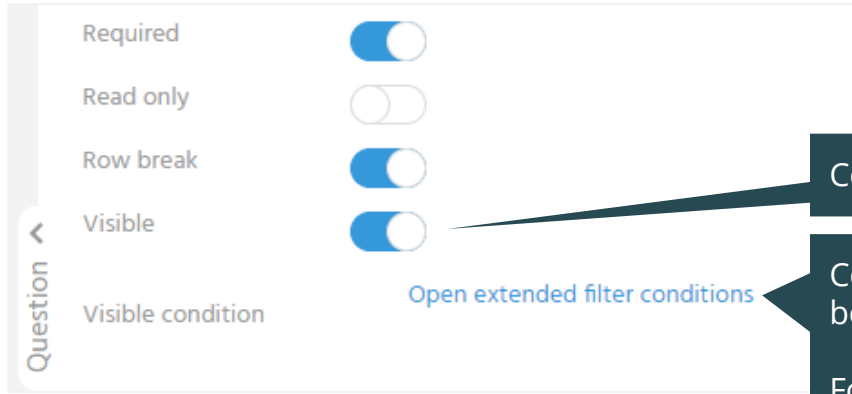


The screenshot shows a configuration panel for a questionnaire question. On the left, a vertical tab labeled "Question" with a back arrow is visible. The panel contains five settings, each with a toggle switch:

- Required:** The toggle is turned on (blue). A callout box explains: "The questionnaire cannot be completed without this question being answered. It will be marked with a red star, or a note will be displayed as soon as you attempt to submit the questionnaire."
- Read only:** The toggle is turned off (grey). A callout box explains: "The indicator 'Read only' is used to display potentially longer descriptive texts in the questionnaire."
- Row break:** The toggle is turned on (blue).
- Visible:** The toggle is turned on (blue).
- Visible condition:** Below this label is a link that says "Open extended filter conditions".

Questionnaire

Creation of questions – visibility & conditional visibility



The screenshot shows a settings panel for a question. On the left, a vertical tab labeled 'Question' with a back arrow is visible. The settings list includes: 'Required' (toggle on), 'Read only' (toggle off), 'Row break' (toggle on), 'Visible' (toggle on), and 'Visible condition' (with a link 'Open extended filter conditions'). A dark blue callout box points to the 'Visible' toggle.

Setting	Toggle State
Required	On
Read only	Off
Row break	On
Visible	On
Visible condition	Open extended filter conditions

Controls if the question should be displayed.

Controls conditions that determine when the question should be displayed.

For surveys where a question is only asked based on a specific answer given before, please check the setup on the next slide.

Questionnaire

Creation of questions – configuring conditional visibility (1)

Questions Answers Texts Logs

+ ✎ 🗑️ ⬆️ ⬇️ 👁️ Filter 📄

Questions: 5

Name ↕	Sorting ↕	Answer type ↕	Required ↕	Description ↕
▶ Page 1 (2)	1			
Page 2	2			

Question

Name • Design

Title • Hat Ihnen das Design gefallen?

Title location Top ▼

Question type • Question ▼

Parent node • Page 2 ▼

Description Description

Required ☐

Read only ☐

Row break ☒

Visible ☒

Visible condition [Open extended filter conditions](#)

Answers

Answer type • Radiogroup ▼

Lookup type • Manually ▼

Column count Column count

Default value Default value ▼

Minimum selected choices Minimum selected choices

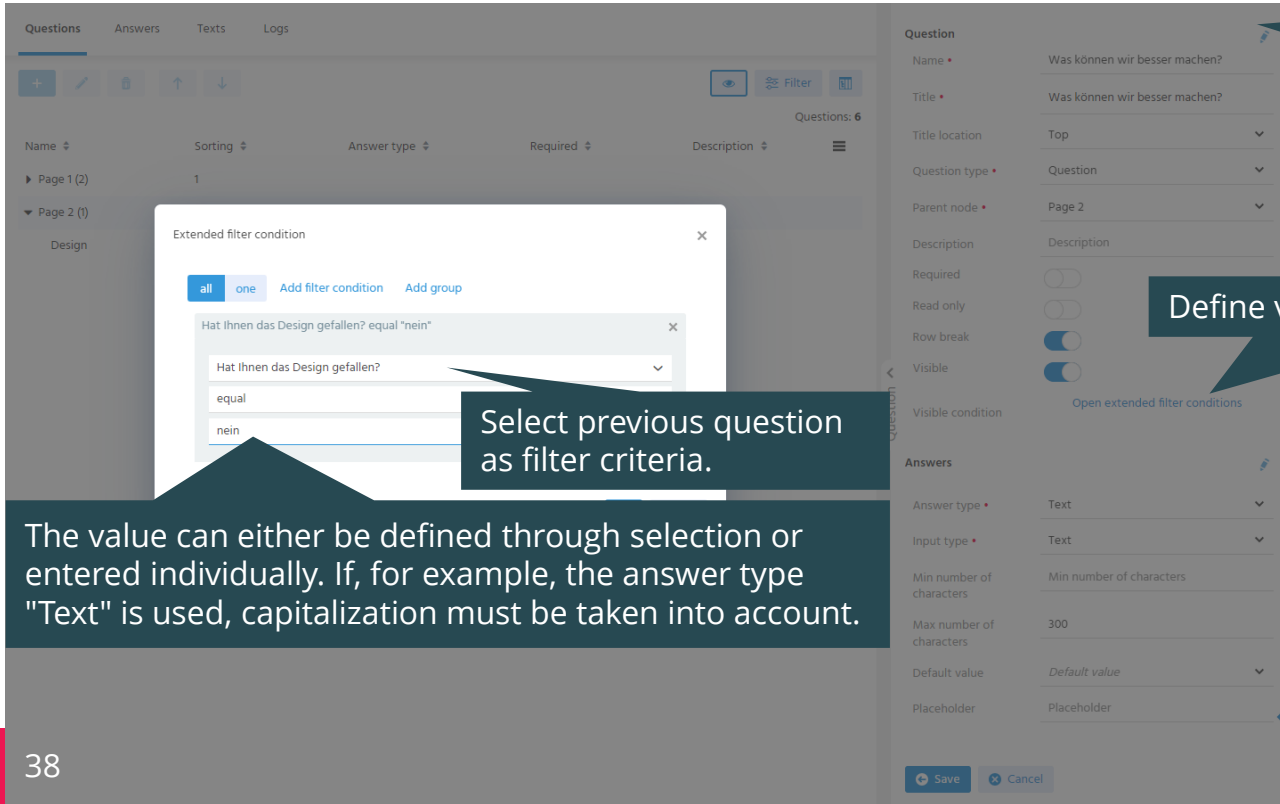
Maximum selected choices Maximum selected choices

Save Cancel

1. Creating previous questions

Questionnaire

Creation of questions – configuring visible condition (2)



The screenshot displays the ADITO questionnaire editor. On the left, a list of questions is visible, with 'Page 2 (1)' selected. A dialog box titled 'Extended filter condition' is open, showing a list of filter conditions. The first condition is 'Hat Ihnen das Design gefallen? equal "nein"'. Below it, a dropdown menu is open, showing the options 'equal' and 'nein'. A callout points to this dropdown with the text 'Select previous question as filter criteria.'.

On the right, the 'Question' configuration panel is visible. The 'Name' field is 'Was können wir besser machen?'. The 'Title location' is 'Top'. The 'Question type' is 'Question'. The 'Parent node' is 'Page 2'. The 'Description' is 'Description'. The 'Required' checkbox is unchecked. The 'Read only' checkbox is unchecked. The 'Row break' checkbox is checked. The 'Visible' checkbox is checked. The 'Visible condition' is 'Open extended filter conditions'. The 'Answers' section shows 'Answer type' as 'Text', 'Input type' as 'Text', 'Min number of characters' as 'Min number of characters', 'Max number of characters' as '300', 'Default value' as 'Default value', and 'Placeholder' as 'Placeholder'. At the bottom, there are 'Save' and 'Cancel' buttons.

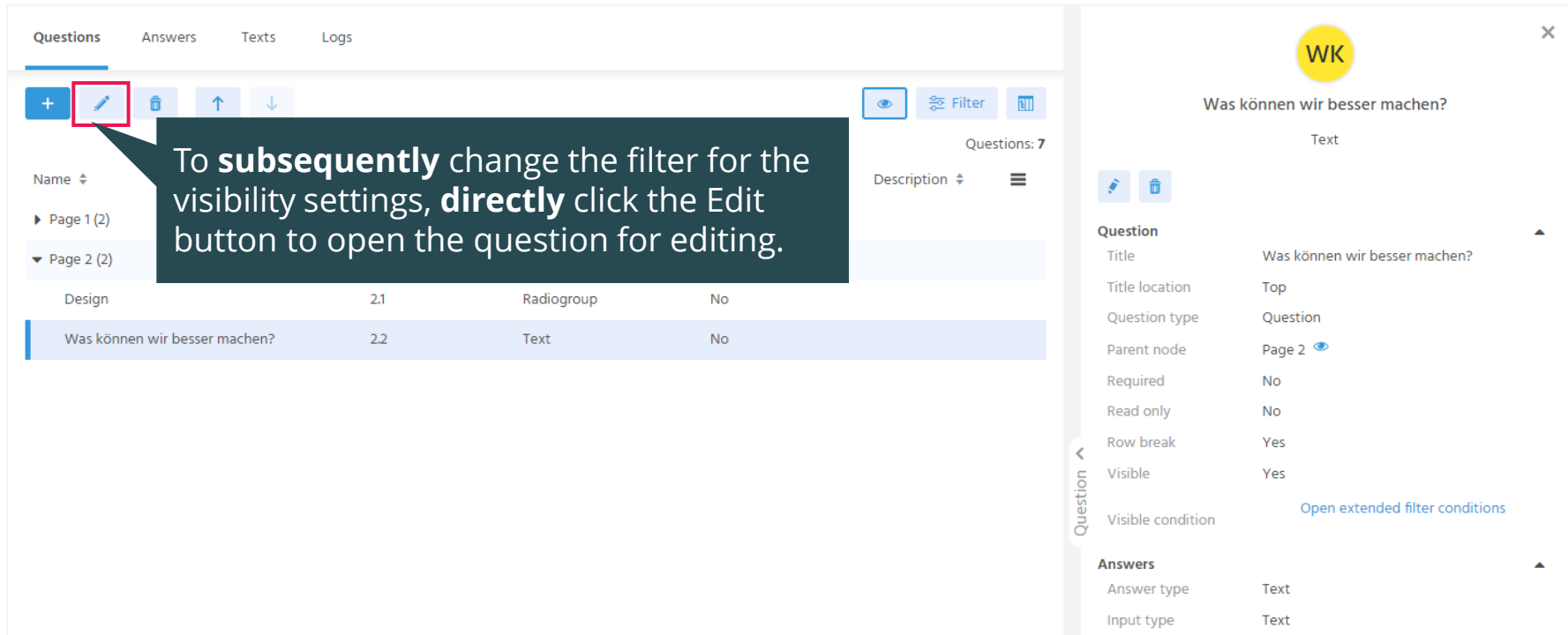
2. Create question with conditional visibility

Define visible condition using the filter

The value can either be defined through selection or entered individually. If, for example, the answer type "Text" is used, capitalization must be taken into account.

Questionnaire

Creation of questions – subsequent editing conditional visibility



The screenshot displays the ADITO questionnaire editor interface. The 'Questions' tab is active, showing a list of questions. A callout box highlights the 'Edit' button (pencil icon) in the toolbar, with the text: "To **subsequently** change the filter for the visibility settings, **directly** click the Edit button to open the question for editing."

The question list shows the following details:

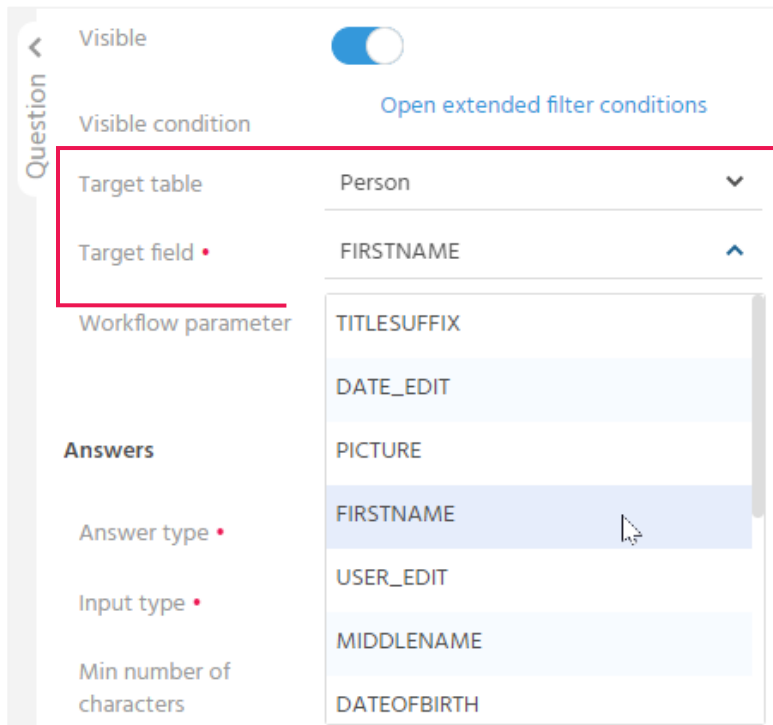
Name	Design	2.1	Radiogroup	No
Page 1 (2)				
Page 2 (2)				
Was können wir besser machen?	2.2	Text	No	

The right sidebar shows the details for the selected question "Was können wir besser machen?". The details include:

- Question**
 - Title: Was können wir besser machen?
 - Title location: Top
 - Question type: Question
 - Parent node: Page 2
 - Required: No
 - Read only: No
 - Row break: Yes
 - Visible: Yes
 - Visible condition: Open extended filter conditions
- Answers**
 - Answer type: Text
 - Input type: Text

Questionnaire

Creation of questions – target table & target field



Questionnaire configuration interface showing the 'Question' settings. The 'Target table' is set to 'Person' and the 'Target field' is set to 'FIRSTNAME'. A red box highlights these two settings. Below them, a list of fields is shown, with 'FIRSTNAME' selected. Other settings include 'Visible' (toggle on), 'Visible condition' (link to 'Open extended filter conditions'), 'Workflow parameter', 'Answers', 'Answer type', 'Input type', and 'Min number of characters'.

Example

Enter a person's title and name using a form: Select the target table "Person". Once the target table has been selected, you can also define a "target field".

Example

Collect telephone/mobile number: Select the target table "Phone" or "Mobile". When using the [business card scan](#), the numbers will be assigned correctly. The mobile phone number is set as the default if both numbers are present or if only the mobile phone number is available. If only a mobile phone number is included on the business card and there is only a question with the target table 'Phone', the mobile phone number is entered in the field with the target table 'Phone'.



Only available if the questionnaire is the type "Web Form".

Questionnaire

Variables for use in workflows

- If you want your questionnaire to be processed via a workflow, you must specify the workflow to be triggered in the details section of the questionnaire.
- If you also want to use response results as variables in this workflow to trigger specific actions, you must define a “Workflow Parameter” for the corresponding question.
- The variables are passed to Flowable and are available there for further use (see the following slides for an example of how to use them).



The “Workflow Parameters” field is only available if the questionnaire is of the “Web Form” type.

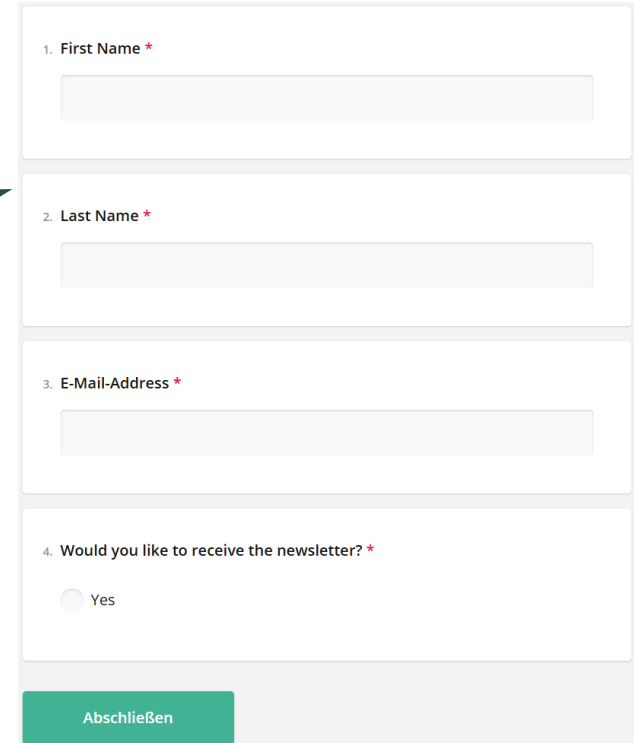
Example of using a workflow parameter

Newsletter Subscription Inquiry

You are creating a form in which respondents must indicate whether they would like to receive the newsletter. Once the form is submitted, the “Newsletter” interest should be added to the contact's profile.



If the E-Mail address provided in the questionnaire is associated with exactly one contact, the interests will be assigned to that contact. If the E-Mail address does not exist in the system or exists multiple times, a new contact will be created with the specified interests.



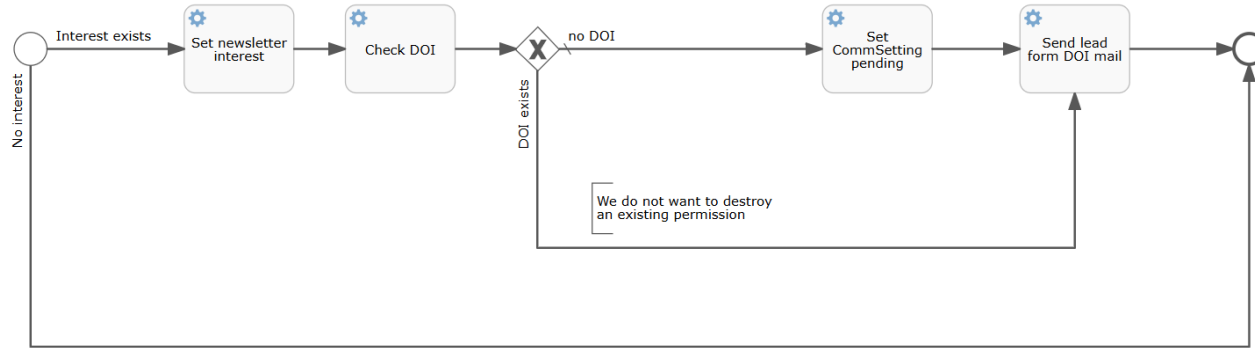
The form consists of four numbered sections, each with a red asterisk indicating a required field:

1. First Name *
2. Last Name *
3. E-Mail-Address *
4. Would you like to receive the newsletter? *
☐ Yes

At the bottom of the form is a green button labeled "Abschließen".

Example of using a workflow parameter

Newsletter Subscription Inquiry

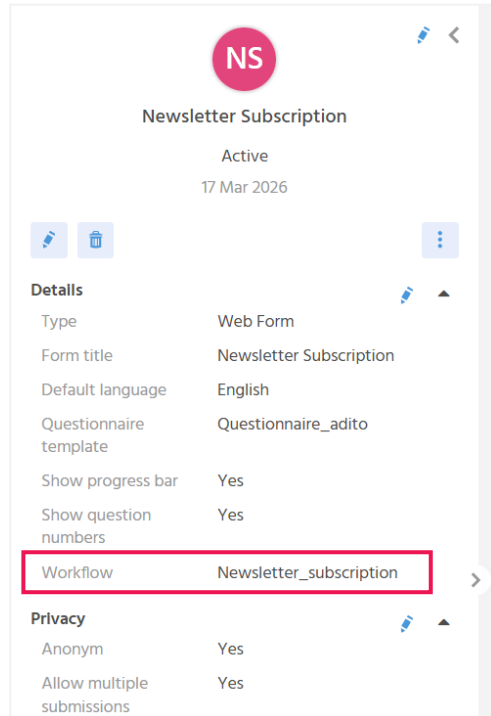


1. Workflow anlegen

▼ Newsletter subscription

Example of using a workflow parameter

Newsletter Subscription Inquiry



NS

Newsletter Subscription

Active

17 Mar 2026

Details

Type	Web Form
Form title	Newsletter Subscription
Default language	English
Questionnaire template	Questionnaire_adito
Show progress bar	Yes
Show question numbers	Yes
Workflow	Newsletter_subscription

Privacy

Anonym	Yes
Allow multiple submissions	Yes

2. Deposit workflow in the questionnaire

Example of using a workflow parameter

Newsletter Subscription Inquiry

WY

Would you like to receive the newsletter?

Radiogroup

Question

TitleWould you like to receive the newsletter?

Title locationTop

Question typeQuestion

Parent nodePage 1

RequiredYes

Read onlyNo

Row breakYes

VisibleYes

Visible conditionOpen extended filter conditions

Workflow parameternewsletter

Answers

Answer typeRadiogroup

Lookup typeManually

Selection values

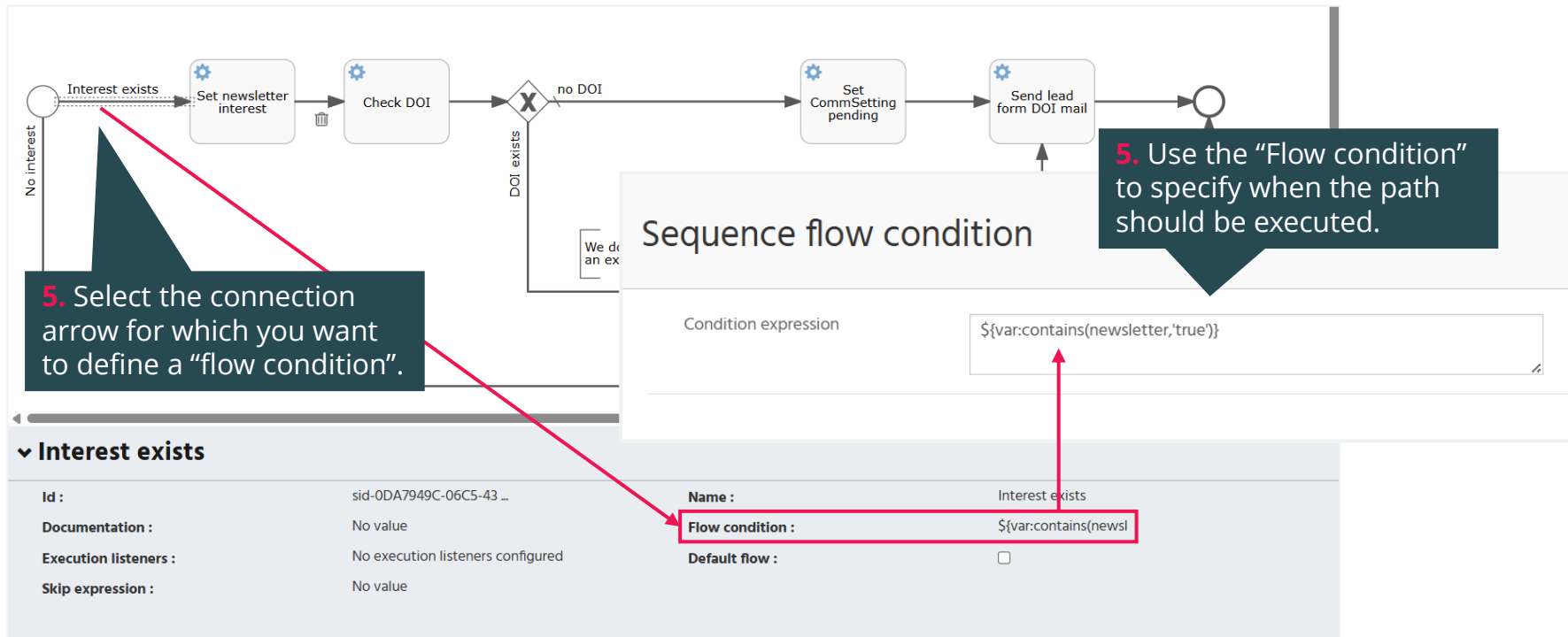
Yestrue

3. Specify a name for the parameter to be passed to the workflow so that you can use it in Flow Conditions.

4. Define the possible answers to the question that should be passed to the workflow so that they can be used in Flow Conditions. In the example, the value is "true".

Example of using a workflow parameter

Newsletter Subscription Inquiry



Workflows

You will find more informations on workflows and variables

- in the „[Flowable Open Source Documentation](#)“
- on the [help.plattform](#)

Questionnaire – creation of questions

Answer types – overview:

Answers

Answer type •

! Answer type

▼

Default value

Default value

▼

Required value is missing

Save

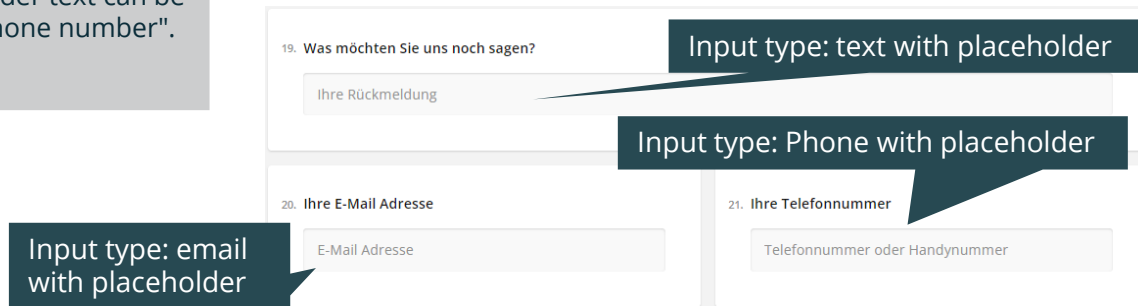
Cancel

- Text
- Dropdown
- Radiogroup
- Rating
- Comment
- Checkbox
- Expression
- HTML
- Business card scan
- File upload

Questionnaire – creation of questions

Answer type: Text

Input type	Default value	Placeholder	Note
Text	Any text can be entered here as the default value.	Here, a placeholder text can be entered.	Here, you can specify the maximum and minimum number of digits you wish to allow in this text field. The user is informed of how many of the maximum digits they have already entered. Additionally, they will receive a prompt when they click on "Continue," indicating whether they have met or exceeded the minimum or maximum requirements.
Email		Here, a placeholder text can be entered, e.g. "email address".	The email address is considered valid if it contains the '@' character and a period.
Phone	A default value can be entered here.	Here, a placeholder text can be entered, e.g. "Phone number".	



19. Was möchten Sie uns noch sagen?

Ihre Rückmeldung

Input type: text with placeholder

20. Ihre E-Mail Adresse

E-Mail Adresse

Input type: email with placeholder

21. Ihre Telefonnummer

Telefonnummer oder Handynummer

Input type: Phone with placeholder

Questionnaire – creation of questions

Answer type: Text

Input type	Default value	Placeholders
Date	Enter a default date in the format YYYY-mm-dd , e.g. 2024-12-24.	Here, you'll see the placeholder dd.mm.yyyy shown automatically. You can use the calendar button to choose the date you need.
Time	Enter a default time in the format hh:mm , e.g. 02:35	The placeholder --:-- is displayed. With the help of the clock button, the specific date can be entered.
Date time	Enter a default date and time in the format YYYY-mm-dd hh:mm e.g. 2024-12-24 06:30	Here, the placeholder dd.mm.yyyy --:-- is displayed automatically. The requested date can be entered with the help of the calendar button.
Month	Enter a default in the format YYYY-mm e.g. 2024-12	Here, the placeholder ----- ---- is automatically displayed. The requested date can be entered with the help of the calendar button.
Week	Enter a default in the format YYYY-Wkw e.g. 2024-W44	Here, the placeholder week -- , ---- is automatically displayed. The requested date can be entered with the help of the calendar button.

Questionnaire – creation of questions

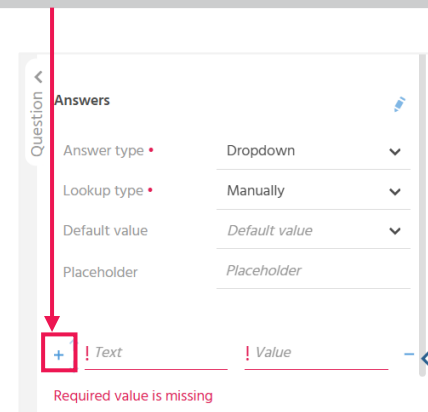
Answer type: Text

Input type	Default value	Placeholder	Min value	Max value
Number	Here, a random value within the min/max limits can be entered as a default.	Here, the placeholder text can be entered, which is shown in the field.	Here, you can enter the maximum and minimum values. The user is presented with a double-arrow button for input support, allowing them to select values within the defined limits. If the input is done manually, they will receive a hint when clicking on "Continue" to indicate whether the minimum or maximum limit has been exceeded.	
Range	Here, a random value within the min/max limits can be entered as a default, which pre-defines the position of the slider.	The input type "Range" does not require a placeholder, since a slider is presented to enter the value.	Here, a maximum or minimum value can be entered, so that within these borders the slider can be adjusted.	

Questionnaire – creation of questions

Answer type: Dropdown, Radiogroup or Checkbox

Lookup type	Default value	Placeholder	Selection value
Manually	Once saved, the entered values will be available for selection in the "Default value" field when you edit the field again.	Placeholder (for the "Dropdown" type) An individual placeholder text can be entered. If no individual value is entered, "Select..." is displayed as a placeholder in the language stored on the questionnaire. Quantity of columns (for the „Radiogroup“ and „Checkbox“ types) You can create the display using a maximum of five columns. If there is no input, all values will be presented in a single row with a dynamic line break.	Add the fields "Text" and "Value" using the plus button for manual entry of entries. The "Text" will be displayed in the questionnaire, while the "Value" is used for saving.
Keyword	One of the keyword entries can be selected.		
Language	The languages stored in the database are listed here in a dropdown menu for selection.		
Country	The countries stored in the database are listed here in a dropdown menu for selection.		



Questionnaire – creation of questions

Answer type: Dropdown, Radiogroup or Checkbox

Lookup type	Default value	Placeholder	Selection value
Attribute	The values for the selected attribute are available for selection.	Placeholder (for the “Dropdown” type) An individual placeholder text can be entered. If no individual value is entered, “Select...” is displayed as a placeholder in the language stored on the questionnaire.	* The following slide provides more detailed information on using the “Attribute” Lookup type, if the attribute is not to be recorded solely as a response.
Event date	There are no default values available.	Quantity of columns (for the „Radiogroup“ and „Checkbox“ types) You can create the display using a maximum of five columns. If there is no input, all values will be presented in a single row with a dynamic line break.	All events created in the system are available for selection.

Presentation in the questionnaire

Answer type: Dropdown, Radiogroup or Checkbox

The "Dropdown" answer type provides a selection field.

Sprache

Französisch



If a **default value** has been entered, you can delete it with a click on the  button.

With the answer type "Radiogroup", exactly one value can be selected.

Sprache

☐ Deutsch

☒ Englisch

☐ Französisch

☐ Spanisch

Sprache

☒ Deutsch

☒ Englisch

☒ Französisch

☐ Spanisch

With the answer type "Checkbox", multiple values can be selected.

Questionnaire – creation of questions

Answer type: Dropdown, Radiogroup or Checkbox – Lookup type: Attribute

Possible use case 1

When entering a contact in the form, attributes should also be recorded.

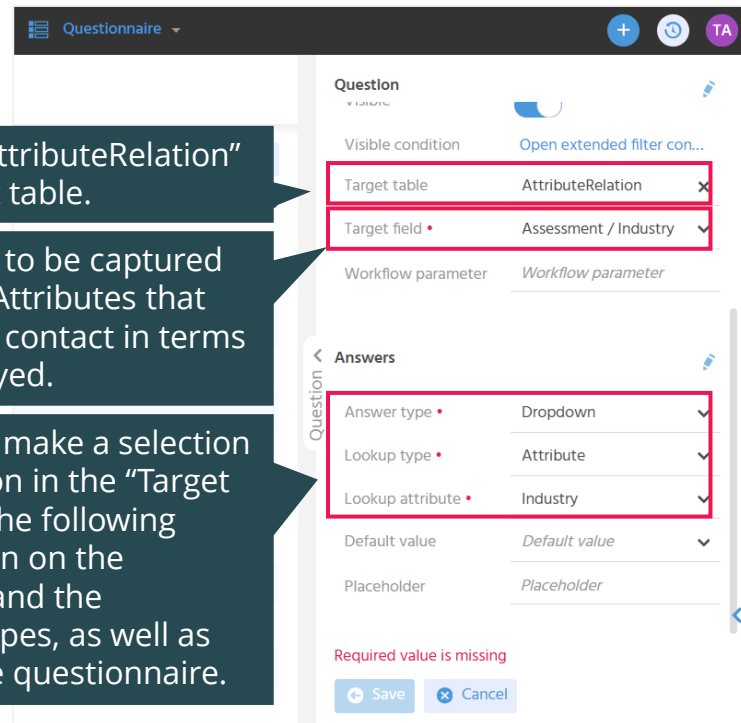


To choose the right lookup type, you need to know which data type is used for the attribute. You can view this in the “Administration” menu group in the “Attribute” context.

Select “AttributeRelation” as target table.

Select the attribute to be captured as the target field. Attributes that are assigned to the contact in terms of usage are displayed.

In the “Answers” section, make a selection that matches the selection in the “Target field” field. To help you, the following slides provide information on the possible attribute types and the corresponding answer types, as well as input/lookup types in the questionnaire.



The screenshot shows the 'Questionnaire' creation interface. The 'Question' section is active, showing a 'Visible condition' and a 'Target table' dropdown set to 'AttributeRelation'. The 'Target field' dropdown is set to 'Assessment / Industry'. Below this, the 'Workflow parameter' section is visible. The 'Answers' section is expanded, showing 'Answer type' set to 'Dropdown', 'Lookup type' set to 'Attribute', and 'Lookup attribute' set to 'Industry'. A red message at the bottom states 'Required value is missing'. At the bottom right, there are 'Save' and 'Cancel' buttons.

Question	Visible condition	Open extended filter con...
Target table	AttributeRelation	
Target field	Assessment / Industry	
Workflow parameter	Workflow parameter	

Answers	
Answer type	Dropdown
Lookup type	Attribute
Lookup attribute	Industry
Default value	Default value
Placeholder	Placeholder

Required value is missing

Save Cancel

Types of "Target Field" Attributes

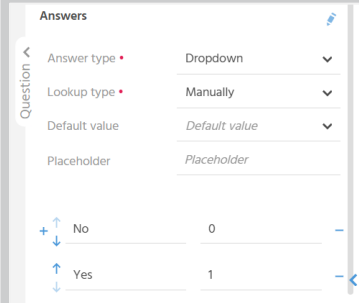
Overview of possible attribute types in the Target Field (1/2)

Here is an overview of the possible attribute types and the corresponding answer types and input/lookup types in the questionnaire.

Target field attribute type	Icon	Answer type	Input type/Lookup type
Text		Text	Text
Memo		Comment	-
Date		Text	Date
Number		Text	Number
Integer		Text	Number

Types of "Target Field" Attributes

Overview of possible attribute types in the Target Field (2/2)

Target field attribute type	Icon	Answer type	Input type/Lookup type
Boolean Value		Dropdown, Radiogroup, Checkbox	Manually with „No = 0“ an „Yes = 1“ 
Selection Selection Value		Dropdown, Radiogroup, Checkbox	Attribute
Keyword		Dropdown, Radiogroup, Checkbox	Keyword
Keyword multi selection		Dropdown, Radiogroup, Checkbox	Keyword

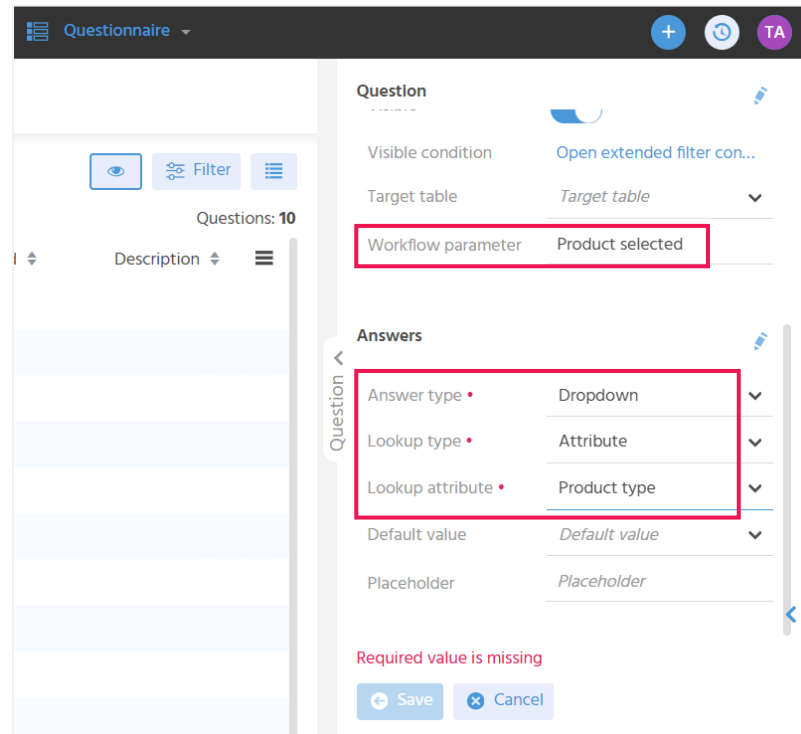
Questionnaire – creation of questions

Answer type: Dropdown – Lookup type: Attribute

Possible use case 2

Use an attribute of the “Selection” type to trigger a workflow based on the user's response, for example.

Example: Query which product the new lead is interested in => Sales is informed, or an opportunity is automatically created.



The screenshot shows the ADITO questionnaire configuration interface. On the left, a list of questions is visible, with the first question selected. The right panel shows the configuration for the selected question. The 'Question' section includes fields for 'Visible condition', 'Target table', and 'Workflow parameter'. The 'Workflow parameter' field is highlighted with a red box and contains the value 'Product selected'. The 'Answers' section includes fields for 'Answer type', 'Lookup type', 'Lookup attribute', 'Default value', and 'Placeholder'. The 'Answer type' field is set to 'Dropdown', 'Lookup type' is set to 'Attribute', and 'Lookup attribute' is set to 'Product type'. These three fields are highlighted with a red box. At the bottom, there is a red message 'Required value is missing' and two buttons: 'Save' and 'Cancel'.

Question	
Visible condition	Open extended filter con...
Target table	Target table
Workflow parameter	Product selected

Answers	
Answer type	Dropdown
Lookup type	Attribute
Lookup attribute	Product type
Default value	Default value
Placeholder	Placeholder

Required value is missing

Save Cancel

Questionnaire – creation of questions

Answer type: Rating

Rating type	Default value	Min value	Max value	Min Description	Max Description
Values	You can enter a default value within the min/max value.	Set limits for the rating. If you do not specify otherwise, the values between 1 and 5 will be used by default.			Provide the description for the minimum and maximum values in the specific language used in the questionnaire.
Stars					
Smileys					

If you do not want to show a description, leave the fields min/max empty.

Bewertung

nicht gut -3 -2 -1 0 1 2 3 sehr gut

Bewertung

★★★★★★☆☆☆☆

Bewertung

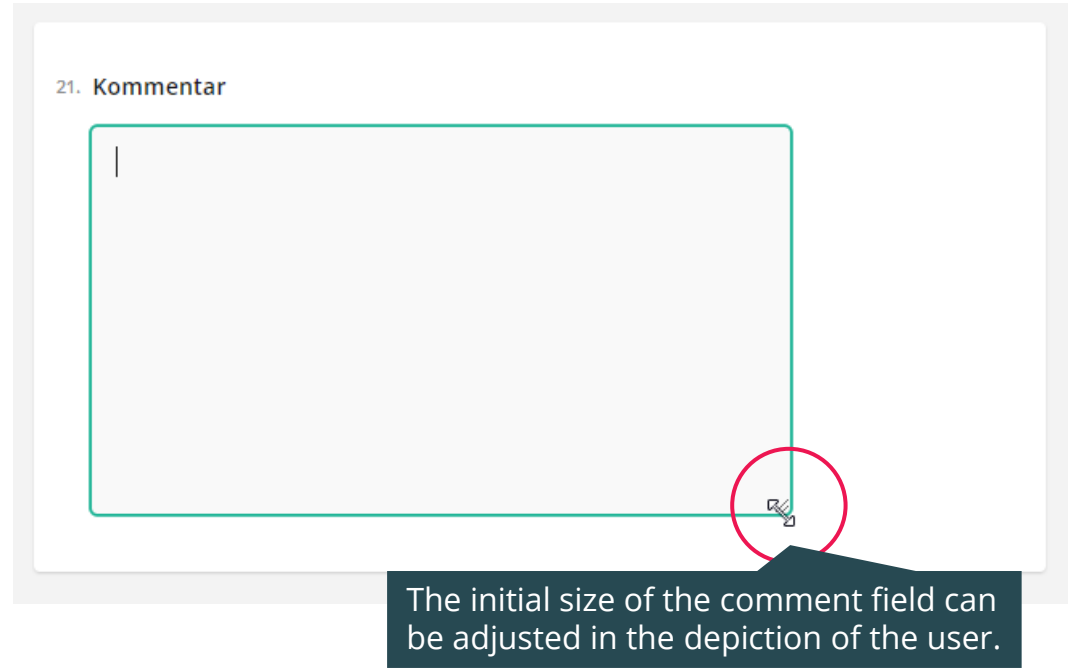
Not Satisfied 😞 😐 😊 😄 😍 Completely satisfied

Questionnaire – creation of questions

Answer types: Comment

The question with the answer type "Comment" allows a comprehensive text input.

This is in comparison to the "Text" response type with the "Text" input type, where you can control the number of characters that may be used.



Questionnaire – creation of questions

Answer type: HTML

Answers

Answer type •

Html

▼

Default value

Default value

▼

Upload File

Upload file

Drop file here

HTML markup •

! HTML markup

Required value is missing

Save

Cancel

With this answer type, you can place photos and descriptions as question in the questionnaire.

A pre-created HTML file is uploaded. Therefore, the field "HTML markup" is automatically filled in. Or the HTML input can be directly done in the field "HTML markup".

For example, for the input "*Required".



Create a HTML file in the ADITO Context "Mosaico".

Vielen Dank für das Interesse an unseren Produkten und Dienstleistungen.

Hier geht's zum Download unseres Whitepapers zum Thema "Mit Cross-Selling zu mehr Umsatz".

Viele Grüße

Ihr meineFirma Team



Questionnaire – creation of questions

Answer type: Business card scan

A question with the answer type "Business card scan" is required to record the data from a business card using the questionnaire.

Additionally, the fields used to provide information to the target table and target fields, such as names, emails, etc.

The photo of the business card is saved in the answer.

Question

Name •

Business card scan

Title •

Business card scan

Title location

Top

Question type •

Question

Parent node •

Gruppe

Description

Description

Row break

☐

Visible

☐

Visible condition

[Open extended filter con...](#)

Answers

Answer type •

Business card scan

Visitenkarte

Ziehen Sie eine Datei per Drag & Drop hierher, um sie hochzuladen oder klicken Sie auf das Foto, um es mit der Kamera aufzunehmen.

+ Kopieren

📁 Datei auswählen

📷 Foto machen

Visitenkarte

S

M

+ 49 152 1346798

+ 49 40 6352-112

📧 kauer@industrial-steel.de

🌐 www.industrial-steel.com

📍 Rathausmarkt 1

20095 Hamburg

62



Questionnaire – creation of questions

Answer type: File upload

In order to record images or other documents in a questionnaire, a question with the answer type "File upload" is required.

The captured files are saved in the answer.

Fotos

Ziehen Sie eine Datei per Drag & Drop oder wählen Sie sie aus, um sie hochzuladen oder ein Foto mit der Kamera aufzunehmen.

 Datei auswählen  Foto machen

Question

Name • Fotos

Title • Fotos

Title location Top

Question type • Question

Parent node • Seite

Description Description

Required ☐

Read only ☐

Row break ☒

Visible ☒

Visible condition [Open extended filter conditions](#)

Target table Target table

Workflow parameter Workflow parameter

Answers

Answer type • File upload

Default value Default value

Save Cancel

Questionnaire – creation of questions

"Expression"

Using Expressions, you can reference fields and perform calculations.

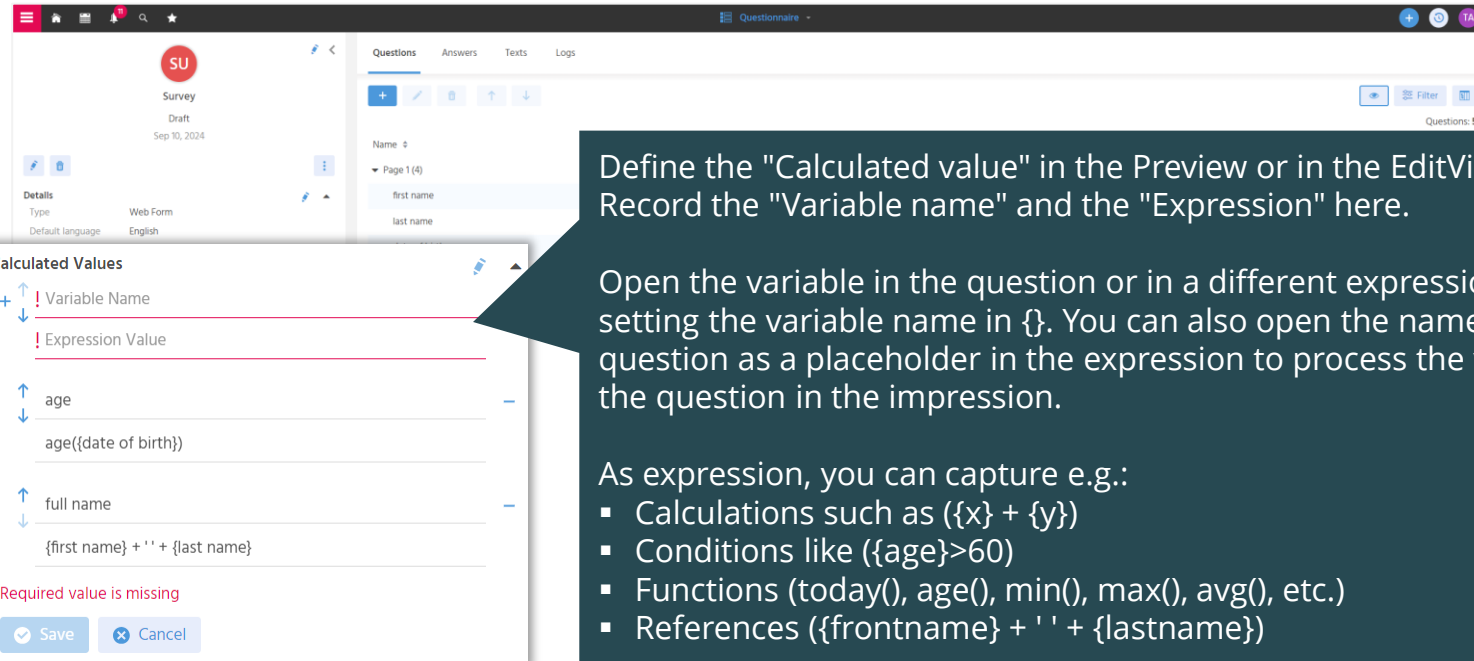
Therefore, the questionnaire dynamically shows the user input in the corresponding position.

For example, request the user's name at the beginning, and then address them by their name in the subsequent questions. Or you could request their birth date and then present their calculated age.

- To use this in the questionnaire, use Expressions. You can find these either in the area "Calculated values" (in the EditView or in the Preview) or as answer type.
- If you have entered "Calculated values" using placeholders and expressions, you can refer to them as often as you like in the questions using the {placeholder}.
- Use the answer type "Expression" if it is only required once and you want to save the value of the expression as the answer to this question.

Questionnaire – creation of questions

"Expression" – calculated values



The screenshot shows the ADITO questionnaire editor interface. On the left, a sidebar displays a 'Survey' titled 'Draft' dated 'Sep 10, 2024'. The main area shows a list of questions under the 'Questions' tab. A 'Calculated Values' dialog box is open in the foreground, allowing users to define calculated values. The dialog has two input fields: 'Variable Name' and 'Expression Value'. Below these fields, there are three examples of calculated values: 'age', 'age({date of birth})', and 'full name' with its corresponding expression '{first name} + '' + {last name}'. At the bottom of the dialog, there is a red error message 'Required value is missing' and two buttons: 'Save' and 'Cancel'.

Define the "Calculated value" in the Preview or in the EditView. Record the "Variable name" and the "Expression" here.

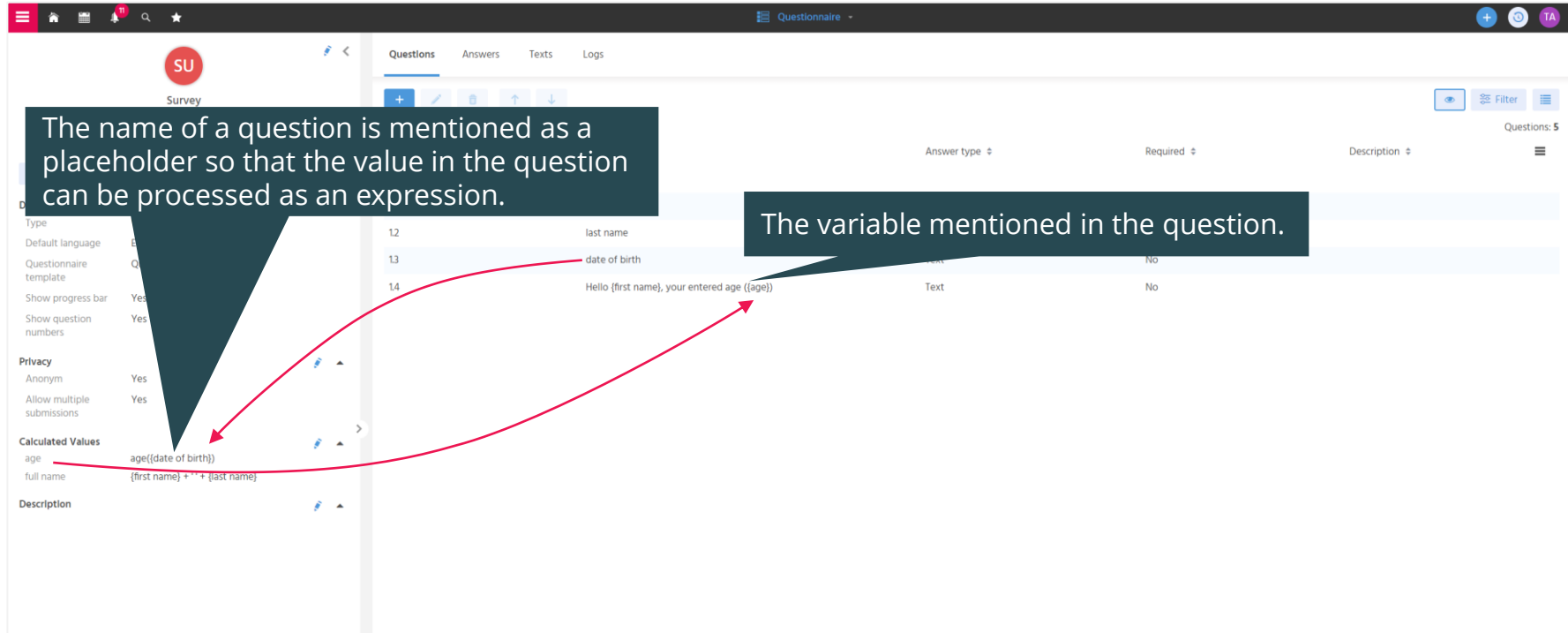
Open the variable in the question or in a different expression by setting the variable name in {}. You can also open the name of a question as a placeholder in the expression to process the value of the question in the impression.

As expression, you can capture e.g.:

- Calculations such as $\{x\} + \{y\}$
- Conditions like $\{age\} > 60$
- Functions (today(), age(), min(), max(), avg(), etc.)
- References $\{frontname\} + ' ' + \{lastname\}$

Questionnaire – creation of questions

"Expression" – calculated values



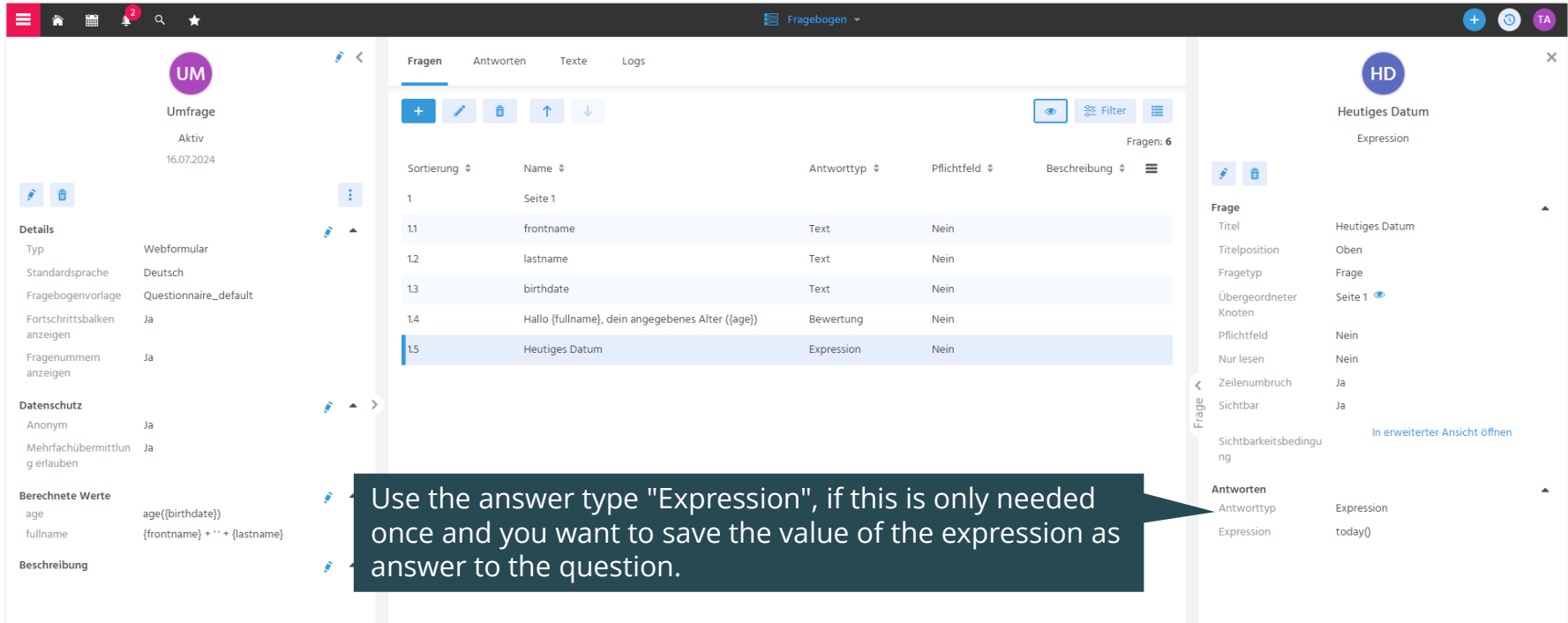
The screenshot shows the ADITO Questionnaire editor. On the left is a sidebar with settings for the survey, including 'Type', 'Default language', 'Questionnaire template', 'Show progress bar', 'Show question numbers', 'Privacy', and 'Calculated Values'. The 'Calculated Values' section lists 'age' with the expression 'age((date of birth))' and 'full name' with the expression '{first name} + " " + {last name}'. The main area displays a list of questions. Question 14 is highlighted: 'Hello {first name}, your entered age ({age})'. Two callout boxes provide context: one points to the placeholder '{age}' in the question text, stating 'The name of a question is mentioned as a placeholder so that the value in the question can be processed as an expression.'; the other points to the 'age' variable in the 'Calculated Values' list, stating 'The variable mentioned in the question.'.

The name of a question is mentioned as a placeholder so that the value in the question can be processed as an expression.

The variable mentioned in the question.

Questionnaire – creation of questions

"Expression" – answer type



The screenshot displays the ADITO questionnaire editor interface. On the left, a sidebar shows details for a questionnaire titled 'Umfrage' (Survey), including its status (Aktiv), creation date (16.07.2024), and various settings like 'Typ' (Webformular) and 'Standardsprache' (Deutsch). The main area shows a list of questions under the 'Fragen' tab. The questions are sorted by 'Name' and include columns for 'Sortierung', 'Name', 'Antworttyp', 'Pflichtfeld', and 'Beschreibung'. Question 1.5, 'Heutiges Datum', is highlighted, showing its answer type as 'Expression'. A callout box points to this question with the text: 'Use the answer type "Expression", if this is only needed once and you want to save the value of the expression as answer to the question.' On the right, a preview of the question 'Heutiges Datum' is shown, indicating it is an 'Expression' type question.

Sortierung	Name	A Antworttyp	P Pflichtfeld	B Beschreibung
1	Seite 1			
1.1	frontname	Text	Nein	
1.2	lastname	Text	Nein	
1.3	birthdate	Text	Nein	
1.4	Hallo {fullname}, dein angegebenes Alter ({age})	Bewertung	Nein	
1.5	Heutiges Datum	Expression	Nein	

Use the answer type "Expression", if this is only needed once and you want to save the value of the expression as answer to the question.

Questionnaire – creation of questions

Information for using the default value

- With the default value, you can take care of the pre-assignment of a field. This means that the user does not have to change this input if they wish to send this value as their response. Select a default value that is technically meaningful and falls within the possible minimum and maximum values. The default value for the radio button, checkbox, or rating response types may be the most appropriate option.
- **Caution: It is recommended not to use a default value for required fields**, so that users do not overlook the input fields, and the required field check can inform them about filling in the fields (for example, fields such as name, email, etc.). Otherwise it could be that the user overlooks that the default value is not their right answer and wrong data is being transmitted.
- If no default value is defined or this one is deleted (if defined), the placeholder is displayed.

Questionnaire – creation of questions

Integration of links:

To incorporate additional links (e.g., to the privacy policy, terms and conditions, or imprint), they can be included using this notation, for example, in the "Text" field of the "Checkbox" answer type or in the "Title" or "Description" field of a question:

[DisplayTextOfLink](URL)

IMPORTANT: No blank space should be added here.

Example to have privacy policy accepted with one checkbox:
Input in the field "Text":

I have read the [privacy policy](https://www.adito.de/datenschutz.html)
and accept it.

Display in the questionnaire:

☐ Ich habe die [Datenschutzrichtlinien](#) gelesen und bin damit einverstanden.

The screenshot shows the configuration interface for a questionnaire question. The left sidebar is labeled 'Question' and the right sidebar is labeled 'Answers'. The 'Question' configuration includes fields for 'Question type' (set to 'Question'), 'Parent node' (set to 'Gruppe'), 'Description', 'Required' (toggle on), 'Read only' (toggle off), 'Row break' (toggle on), 'Visible' (toggle on), 'Visible condition' (with a link to 'Open extended filter conditions'), 'Target table' (set to 'Target table'), and 'Workflow parameter' (set to 'Workflow parameter'). The 'Answers' configuration includes fields for 'Answer type' (set to 'Checkbox'), 'Lookup type' (set to 'Manually'), 'Column count' (set to 'Column count'), 'Default value' (set to 'Default value'), 'Minimum selected choices' (set to 'Minimum selected choices'), and 'Maximum selected choices' (set to 'Maximum selected choices'). At the bottom, there is a preview of the question and answer, showing a checkbox and the text 'Ich habe die [Datenschutzrichtlinien](#) gelesen und bin damit einverstanden.' The answer is 'Die [Datenschutzbedingui] Akzeptiert'. There are 'Save' and 'Cancel' buttons at the bottom.

Questionnaire – creation of questions

Text formatting

Additionally, the text in the field "Text" of the answer type "Checkbox" or in the field "Title" or "Description" can be formatted to a question.

- Bold: This part of the sentence should be **Bold**.
- Italic: *wort*
- Bold & Italic: ***wort***
- Font color:
 - `<a style="color:red">Text is red</a>`
 - `<font color="#e60a3e">*</font>`

The color can also be entered as a color code.



This formatting is implemented using Markdown syntax. Here, we have shown only an excerpt of the syntax options.

Example: the link integration is expanded.

A red asterisk is inserted manually because, in this case, the title of the question is hidden, and therefore, the note regarding the mandatory field is not displayed. And the text will be formatted.

Input in the field "Text":

`<a style="color:red">*</a>` I have read *[the privacy policy](https://www.adito.de/datenschutz.html)* **and accept it**.

Display in the questionnaire:



* Ich habe die [Datenschutzrichtlinien](#) gelesen **und bin damit einverstanden.**

Questionnaire

Sorting of questions

QuestionsAnswersTextsLogs

+

↑

↓

Name	Sortir		
▼ Seite 1 (1)	1		
▶ Gruppe 1 (2)	1.1		No
▼ Seite 2 (1)	2		
▼ Gruppe 2 (3)	2.1		No
Wie haben Ihnen die Rahmenbedingungen gefallen?	2.1.1	Rating	No
Würden Sie unseren Kundentag weiter empfehlen?	2.1.2	Radiogroup	No
Was möchten Sie uns sonst noch sagen?	2.1.3	Comment	No

With the arrow buttons, you can move the questions:

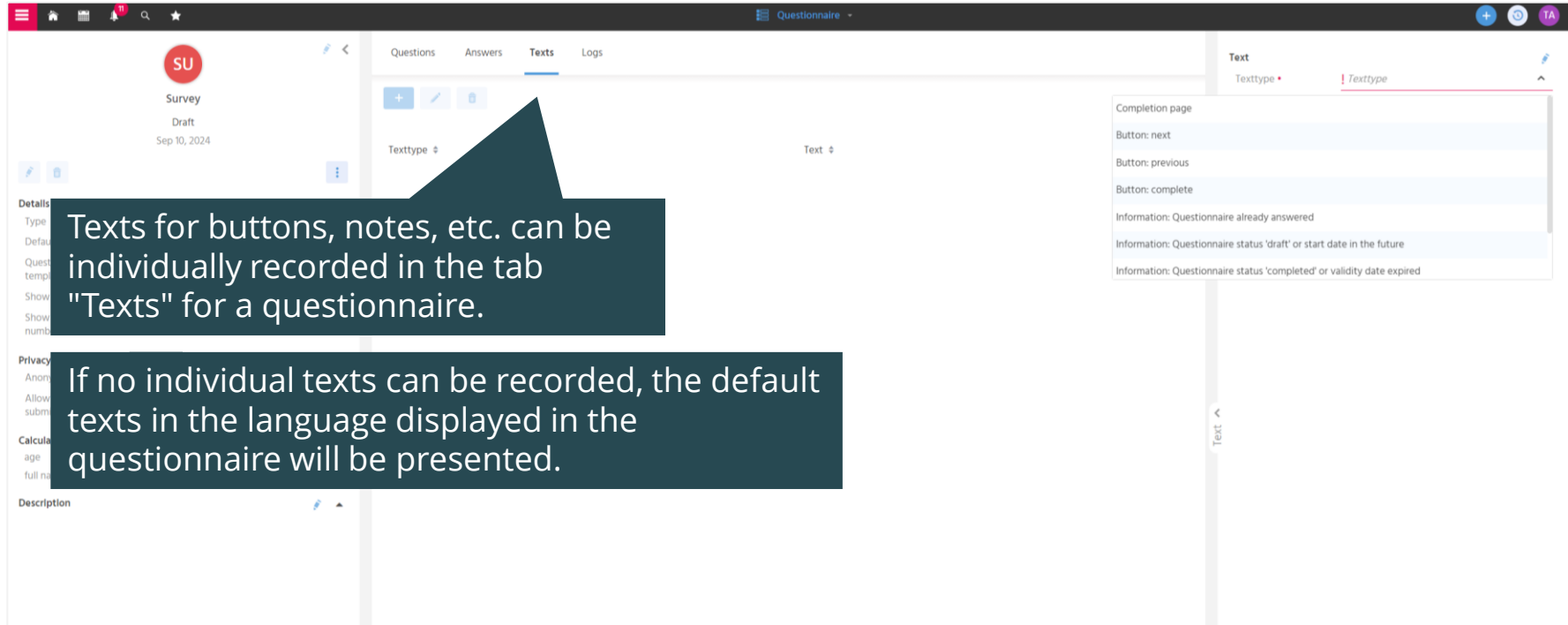
- Within a page/panel
- Over the page/panel to be added to the end of the new page/panel

Adding texts



Questionnaire – Texts

Texts for: Buttons, notes etc.



The screenshot shows the ADITO Questionnaire editor interface. The top navigation bar includes a menu icon, home, calendar, notifications, search, and star icons. The main header displays 'Questionnaire' and user controls. The left sidebar shows a 'Survey' card with 'Draft' status and 'Sep 10, 2024' date. The main content area has tabs for 'Questions', 'Answers', 'Texts', and 'Logs'. The 'Texts' tab is active, showing a 'Texttype' field with a dropdown menu. The dropdown menu lists several options: 'Completion page', 'Button: next', 'Button: previous', 'Button: complete', 'Information: Questionnaire already answered', 'Information: Questionnaire status 'draft' or start date in the future', and 'Information: Questionnaire status 'completed' or validity date expired'. A dark blue callout box points to the 'Texttype' field, and another points to the dropdown menu.

Texts for buttons, notes, etc. can be individually recorded in the tab "Texts" for a questionnaire.

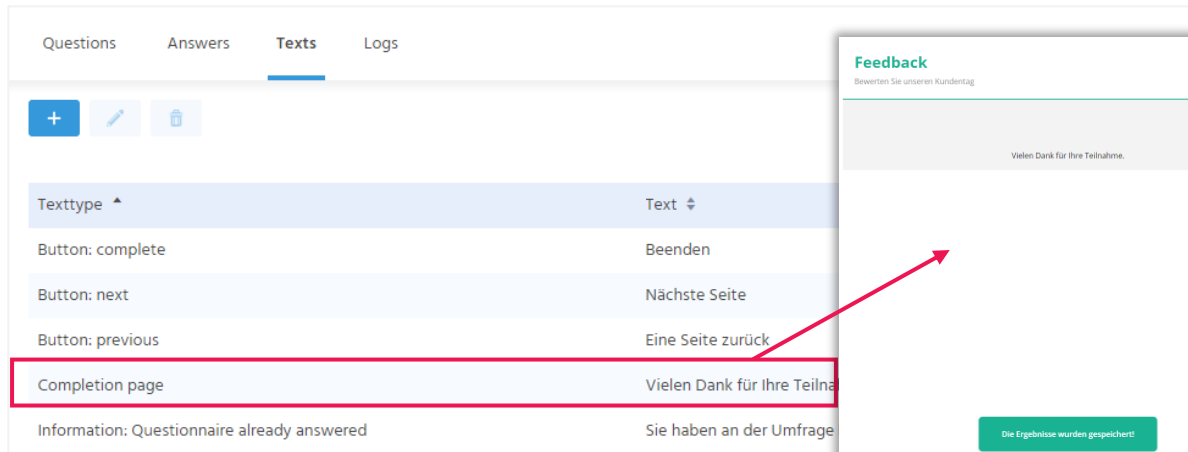
If no individual texts can be recorded, the default texts in the language displayed in the questionnaire will be presented.

Questionnaire – Texts

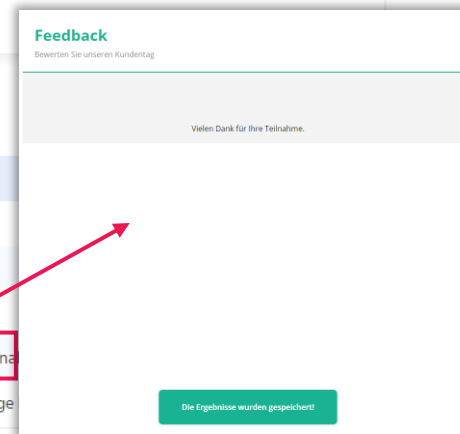
Test for the completion page

Here, please add the text for the completion page of the questionnaire.

This page will be displayed as soon as the questionnaire is completed by clicking the "Complete" button. If a redirect URL has been provided, you will be forwarded to the specified page immediately, and the completion page will not be displayed.



Texttype ^	Text ⇅
Button: complete	Beenden
Button: next	Nächste Seite
Button: previous	Eine Seite zurück
Completion page	Vielen Dank für Ihre Teilnahme
Information: Questionnaire already answered	Sie haben an der Umfrage



Thank you for completing the survey

Default text if no individual indication has been made.

Questionnaire – Texts

Text for the Complete-button

Questions Answers **Texts** Logs

Here, type in the text, which should be presented on the complete-button.

Texttype	Text
Button: complete	Beenden
Button: next	Nächste Seite
Button: previous	Eine Seite zurück
Completion page	Vielen Dank für Ihre Teilnahme.
Information: Questionnaire already answered	Sie haben an der Umfrage bereits
Information: Questionnaire status 'completed' or validity date expired	Die Umfrage steht nicht mehr zur Verfügung.
Information: Questionnaire status 'draft' or start date in the future	Die Umfrage steht in Kürze zur Verfügung.
Inputvalidation: E-mail address	Bitte prüfen Sie die Schreibweise der E-Mail-Adresse.
Inputvalidation: mandatory field	Diese Angabe ist Pflicht, bitte erfassen Sie diese.

Feedback
Bewerten Sie unseren Kundentag

Abschließendes Feedback

1. Wie haben Ihnen die Rahmenbedingungen gefallen?

☆☆☆☆☆

4. Würden Sie unseren Kundentag weiter empfehlen?

☐ ja ☐ nein ☐ vielleicht

5. Was möchten Sie uns sonst noch sagen?

Platz für Ihr persönliches Feedback

Seite 2 von 2

Feedback

Seite 2

Your feedback

Rate the service

☆☆☆☆☆

What did you especially like?

By default, the term "Complete" is used if no individual indication has been made.

Questionnaire – Texts

Text for the buttons "next" and "previous"

QuestionsAnswersTextsLogs

+

Texttype ^

Button: complete

Beenden

Button: next

Nächste Seite

Button: previous

Eine Seite zurück

Completion page

Vielen Dank für Ihre Teilnahme.

Information: Questionnaire already answered

Sie haben an der Umfrage bereits

Information: Questionnaire status 'completed' or validity date expired

Die Umfrage steht nicht mehr zur Verfügung.

Information: Questionnaire status 'draft' or start date in the future

Die Umfrage steht in Kürze zur Verfügung.

Inputvalidation: E-mail address

Bitte prüfen Sie die Schreibweise der E-Mail-Adresse.

Inputvalidation: mandatory field

Diese Angabe ist Pflicht, bitte erfassen Sie diese.

Feedback

Bewerten Sie unseren Kundentag

Abschließendes Feedback

3. Wie haben Ihnen die Rahmenbedingungen gefallen?

☆☆☆☆☆

4. Würden Sie unseren Kundentag weiter empfehlen?

☐ ja ☐ nein ☐ vielleicht

5. Was möchten Sie uns sonst noch sagen?

Platz für Ihr persönliches Feedback

Eine Seite zurück

Beenden

Seite 2 von 2

Umfrage 2024

Bewerten Sie unsere Produkte

Seite 2

3. Wie hat es Ihnen gefallen? *

Geben Sie Ihrer Bewertung die entsprechenden Punkte.

☆☆☆☆☆

Zurück

Abschließen

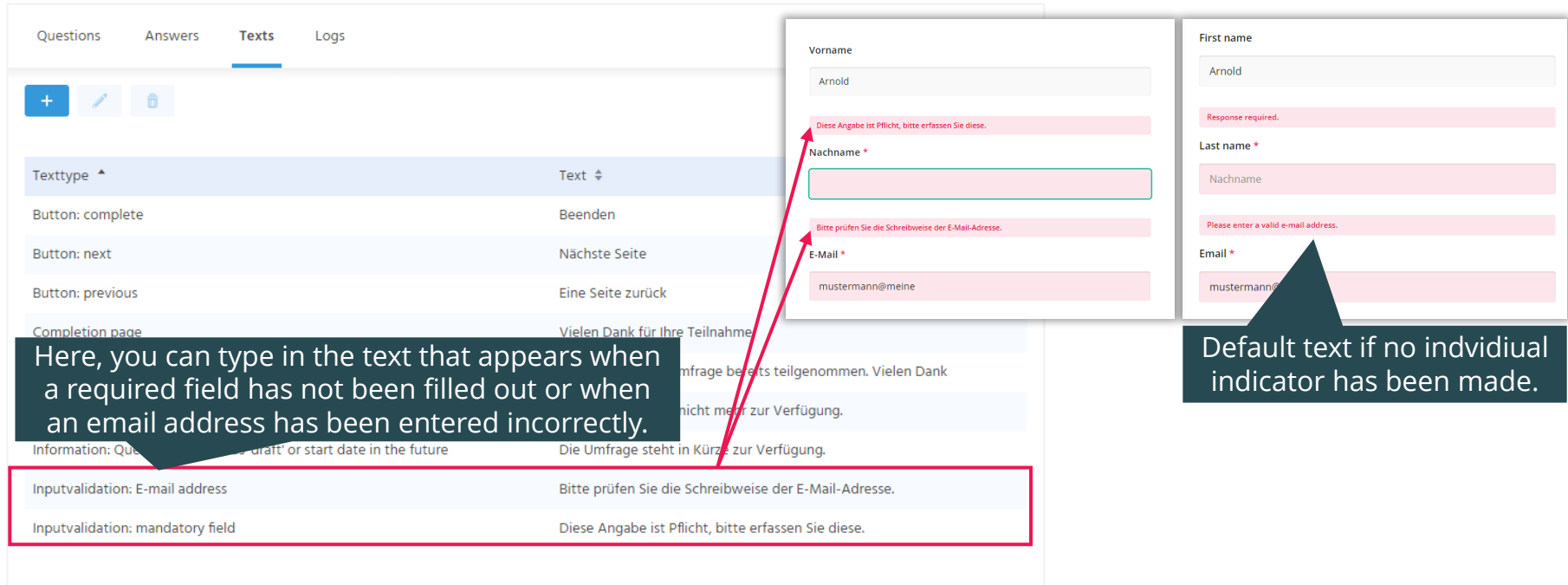
Seite 2 von 2

Here, type in the text, which is displayed on the complete-button.

By default, the terms "Next" or "Previous" are used if no individual specification has been made.

Questionnaire – Texts

Text for the input validation



The screenshot displays the ADITO questionnaire editor interface. At the top, there are tabs for 'Questions', 'Answers', 'Texts', and 'Logs'. Below these, a table lists various text types and their corresponding labels. A red box highlights the 'Inputvalidation: E-mail address' and 'Inputvalidation: mandatory field' rows. To the right, two preview windows show the resulting form fields. The first preview shows a 'Vorname' field with the value 'Arnold' and a 'Nachname' field with a red border and a red error message. The second preview shows a 'First name' field with the value 'Arnold' and a 'Last name' field with a red border and a red error message. A dark blue callout box points to the red error messages in the preview windows, stating: 'Default text if no individual indicator has been made.'

Texttype ^	Text
Button: complete	Beenden
Button: next	Nächste Seite
Button: previous	Eine Seite zurück
Completion page	Vielen Dank für Ihre Teilnahme

Here, you can type in the text that appears when a required field has not been filled out or when an email address has been entered incorrectly.

Inputvalidation: E-mail address	Bitte prüfen Sie die Schreibweise der E-Mail-Adresse.
Inputvalidation: mandatory field	Diese Angabe ist Pflicht, bitte erfassen Sie diese.

Vorname
Arnold

Diese Angabe ist Pflicht, bitte erfassen Sie diese.

Nachname *

Bitte prüfen Sie die Schreibweise der E-Mail-Adresse.

E-Mail *

mustermann@meine

First name
Arnold

Response required.

Last name *

Nachname

Please enter a valid e-mail address.

Email *

mustermann@meine

Default text if no individual indicator has been made.

Questionnaire – Texts

Text for the notes for the information

Questions Answers **Texts** Logs

+ ✎ 🗑️

Texts: 9

Texttype ^	Text v
Button: complete	Beenden
	Nächste Seite
	Eine Seite zurück
	Vielen Dank für Ihre Teilnahme.
Information: Questionnaire already answered	Sie haben an der Umfrage bereits teilgenommen. Vielen Dank
Information: Questionnaire status 'completed' or validity date expired	Die Umfrage steht nicht mehr zur Verfügung.
Information: Questionnaire status 'draft' or start date in the future	Die Umfrage steht in Kürze zur Verfügung.
Inputvalidation: E-mail address	Bitte prüfen Sie die Schreibweise der E-Mail-Adresse.
Inputvalidation: mandatory field	Diese Angabe ist Pflicht, bitte erfassen Sie diese.

Here, enter the text which should be displayed as [information](#).

Sie haben an der Umfrage bereits teilgenommen. Vielen Dank

Default texts:

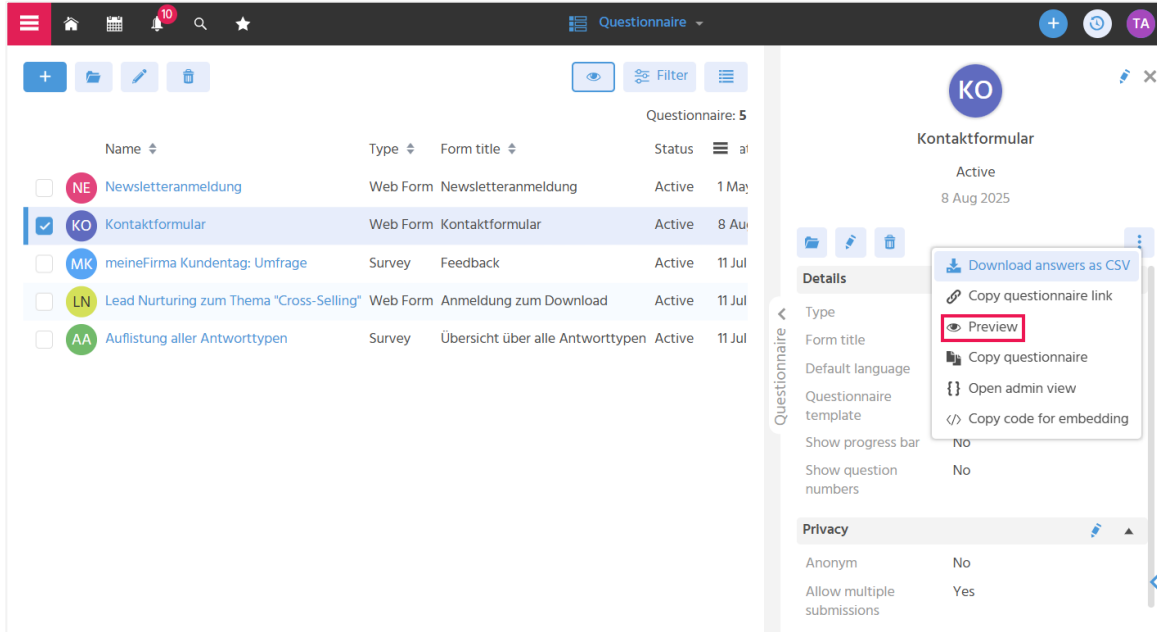
- The survey has already been answered.
- The survey has not started yet.
- The survey has already been completed.

Display questionnaire



Display questionnaire

Display Preview



The screenshot displays the ADITO questionnaire management interface. On the left, a table lists several questionnaires. The 'Kontaktformular' (KO) is selected. On the right, the details for this questionnaire are shown, including its status 'Active' and creation date '8 Aug 2025'. A dropdown menu is open, highlighting the 'Preview' option.

Name	Type	Form title	Status	at
☐ NE Newsletteranmeldung	Web Form	Newsletteranmeldung	Active	1 May
☒ KO Kontaktformular	Web Form	Kontaktformular	Active	8 Aug
☐ MK meineFirma Kundentag: Umfrage	Survey	Feedback	Active	11 Jul
☐ LN Lead Nurturing zum Thema "Cross-Selling"	Web Form	Anmeldung zum Download	Active	11 Jul
☐ AA Auflistung aller Antworttypen	Survey	Übersicht über alle Antworttypen	Active	11 Jul

Questionnaire: 5

Kontaktformular
Active
8 Aug 2025

Details

- Type
- Form title
- Default language
- Questionnaire template
- Show progress bar: No
- Show question numbers: No

Privacy

- Anonym: No
- Allow multiple submissions: Yes

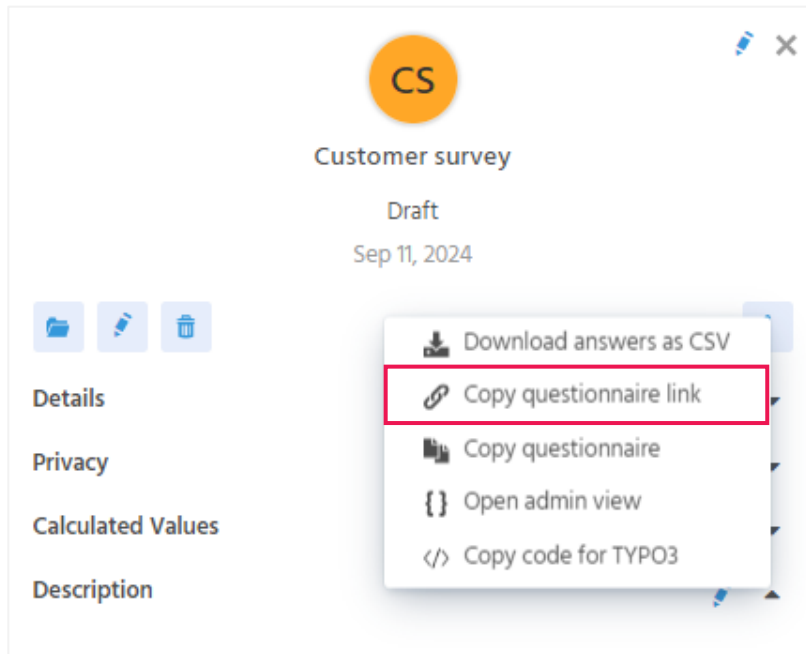
Actions:

- Download answers as CSV
- Copy questionnaire link
- Preview**
- Copy questionnaire
- Open admin view
- Copy code for embedding

For all questionnaires with the status 'Active', you can use the 'Preview' action to open the questionnaire in a new browser tab.

Display questionnaire

Copy questionnaire URL



The URL of a questionnaire differs in the following two cases:

1. **Anonymous** participation in the questionnaire: If the 'Anonym' flag is active, the link contains all the necessary information and can be copied using the 'Copy questionnaire link' action and then opened in a browser or included in an e-mail, for example.
2. **Non-anonymous** participation in the questionnaire: If the "Anonym" flag is inactive, the link URL contains the placeholder {@contactid@}. Create the URL as a Weblink so that the placeholder can be resolved correctly.

Display questionnaire

Complete the questionnaire at a later date

A multi-page survey can be interrupted during the answering process, allowing it to be continued at a later time before being finally submitted.

If you have started the entry and then access the link again, the survey will resume at the point where you last answered.

Display questionnaire

Interpreting information correctly

If you have accessed the URL and an information pops up, these could be the following reasons:

- ***The survey has already been answered.**** – is displayed when the form has already been submitted and no multiple submissions are allowed.
- ***The survey has not started yet.**** – is displayed,
 - when the status is "Draft" or the start date is in the future.
 - When no questions are added in the questionnaire. Only the first page exists, but no questions yet.
- ***The survey has already been completed.**** – is displayed when the status is set to "Inactive (Completed)" or the validity date has been exceeded.

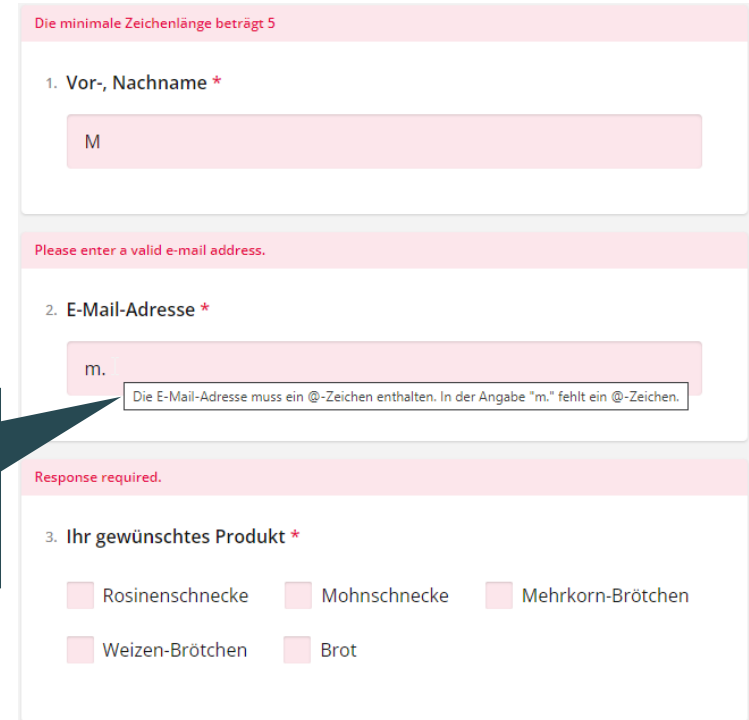
* Default text, which can be replaced by an [individual text](#).

Display questionnaire

Interpreting information correctly

Notes regarding mandatory fields that have not yet been filled in, as well as considerations of min/max limits or input validation, are displayed as soon as you attempt to save the input by clicking the "Continue" button.

Notes regarding input validation are displayed as a tooltip within the field, depending on the browser, and cannot be customized.



Die minimale Zeichenlänge beträgt 5

1. Vor-, Nachname *

M

Please enter a valid e-mail address.

2. E-Mail-Adresse *

m.

Die E-Mail-Adresse muss ein @-Zeichen enthalten. In der Angabe "m." fehlt ein @-Zeichen.

Response required.

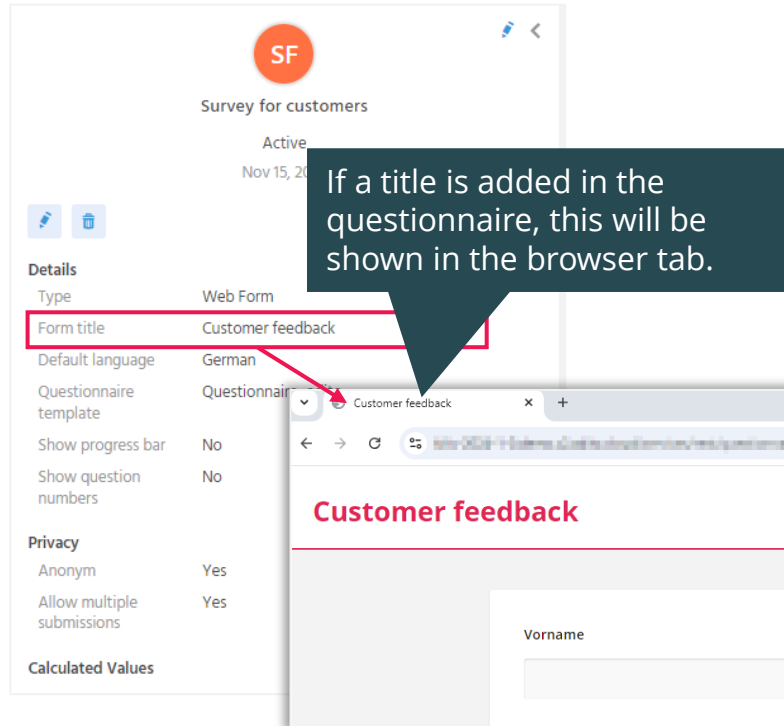
3. Ihr gewünschtes Produkt *

☐ Rosinenschnecke ☐ Mohnschnecke ☐ Mehrkorn-Brötchen

☐ Weizen-Brötchen ☐ Brot

Display questionnaire

Title in the browser tab



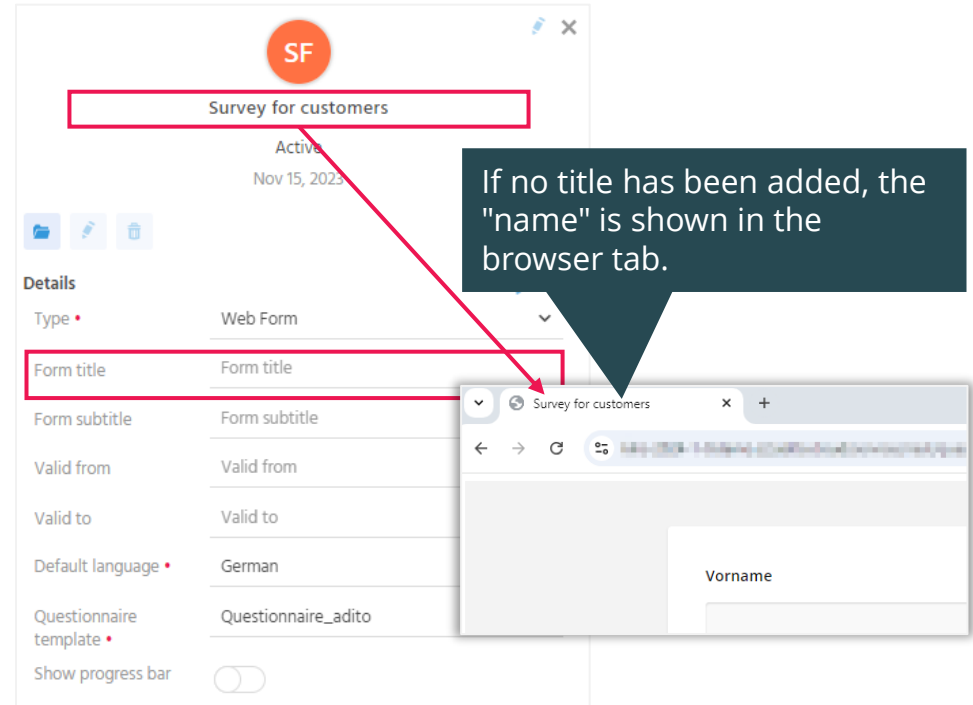
SF
Survey for customers
Active
Nov 15, 2023

Details
Type: Web Form
Form title: Customer feedback
Default language: German
Questionnaire template: Questionnaire_...
Show progress bar: No
Show question numbers: No
Privacy: Anonym: Yes, Allow multiple submissions: Yes
Calculated Values

Customer feedback

Vorname

If a title is added in the questionnaire, this will be shown in the browser tab.



SF
Survey for customers
Active
Nov 15, 2023

Details
Type: Web Form
Form title: Form title
Form subtitle: Form subtitle
Valid from: Valid from
Valid to: Valid to
Default language: German
Questionnaire template: Questionnaire_adito
Show progress bar: ☐

Survey for customers

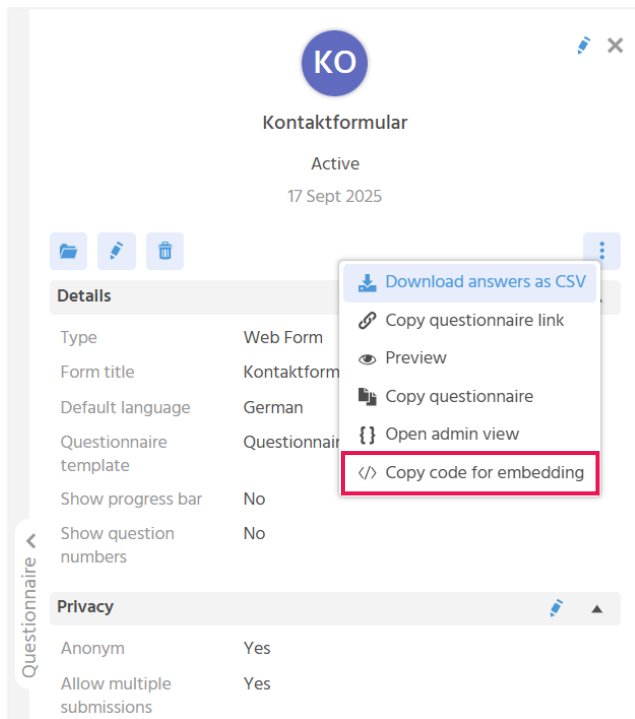
Vorname

If no title has been added, the "name" is shown in the browser tab.

Embedding a form on a website

Embed form

Copy the embed code for the website



The screenshot shows the ADITO form editor interface. At the top, there is a circular logo with the letters 'KO' and the title 'Kontaktformular'. Below the title, it says 'Active' and '17 Sept 2025'. There are three icons (a folder, a pencil, and a trash can) and a three-dot menu icon. A 'Details' section is expanded, showing a table of form properties. A context menu is open over the 'Details' section, with the option 'Copy code for embedding' highlighted by a red rectangle. The 'Privacy' section is also visible at the bottom.

Details	
Type	Web Form
Form title	Kontaktform
Default language	German
Questionnaire template	Questionnaire
Show progress bar	No
Show question numbers	No

Privacy	
Anonym	Yes
Allow multiple submissions	Yes

To embed a form on a webpage, use the “Copy code for embedding” action. Check whether you need to make any CMS-specific adjustments to the code.



If a form is integrated in multiple locations, changes made to the form in ADITO are updated in real time. There is no need to re-integrate the code at each location.

Embed a form – Yes or No?



Practical recommendation

- **Standard case: Embed the CRM form when ADITO can adequately represent the form in terms of functionality and appearance.**
Goes live faster, maintained centrally in the CRM, integrated directly into CRM processes.
- **Special case: Custom form + interface when the website needs to control the form itself.**
For example, in cases of complex UX, a proprietary form framework, custom data logic, or special requirements for error handling and design.



Embed CRM Form

Pros and cons

Vorteile		Nachteile	
✓	No intermediate step: everything entered in the form goes directly into the CRM.	✗	Styling is limited (CI design, micro-interactions, specific layouts).
✓	Embed the code snippet (using the “Copy code for TYPO3” action) and you're done.	✗	Everything depends on the CRM: If there are issues with the form, there is no fallback logic on the website.
✓	No dedicated backend endpoint, no need to program authentication against the CRM API.		
✓	Update field changes and validation rules directly in the CRM => the website updates automatically. IT doesn't need to be involved for every minor change.		
✓	Data is sent directly to the CRM, not via a web server that first “caches” everything.		
✓	Clear data flows are easier to justify from a GDPR perspective.		
✓	Assignments from workflows (e.g., follow-up email, set DOI) work out of the box.		

Build your own form

Pros and cons

Vorteile		Nachteile	
✓	Fully consistent with the website's look and feel. Custom layouts, steps, dynamic fields, etc.	✗	Initially program the form.
✓	The front-end/back-end team has full control.	✗	Program API integration: Auth, error handling, mappings, tests.
✓	If a global form framework is already being used in the web project, you can reuse it.	✗	Changes to the API must also be reflected on the form page.
		✗	Changes to fields and validation rules in the CRM must be adjusted in the API integration code.
		✗	Web server is an "intermediate station" → Logs, error traces, and possibly temporary storage.
		✗	Must be properly documented and secured in accordance with data protection laws.
		✗	The use of workflows, for example, must be implemented in the code.

Spam/bot protection

Spam/bot protection



Honeypot

- To avoid or minimize form submissions by bots, a hidden field (known as a honey pot field) is automatically added to web forms.
- A BOT will typically fill out this honey pot field, a real web user won't.
- This allows invalid form submissions to be treated specially, as they are saved with the status "Spam" and displayed in the dashlet.



Answers



Recording answers for web forms

Duplicate check textual (see following slide for process diagram)

A duplicate check is performed to determine whether the responses from the form should be assigned to an existing contact or whether a new contact should be created.

First, the system checks whether an email address is provided in the form.

- If an email address is found in the form, the first name, last name, company name and E-mail address from the form are compared with the contact datasets. However, only the E-mail address is a mandatory field for the check, which means that if all or several of the above-mentioned pieces of information are returned from the form, all the information provided is checked. If no clear match is found, less data is compared in stages, and in the end, only the E-mail address submitted in the form is checked. If only the E-mail address is available in the form, only this is compared with the E-mail addresses available in the system.

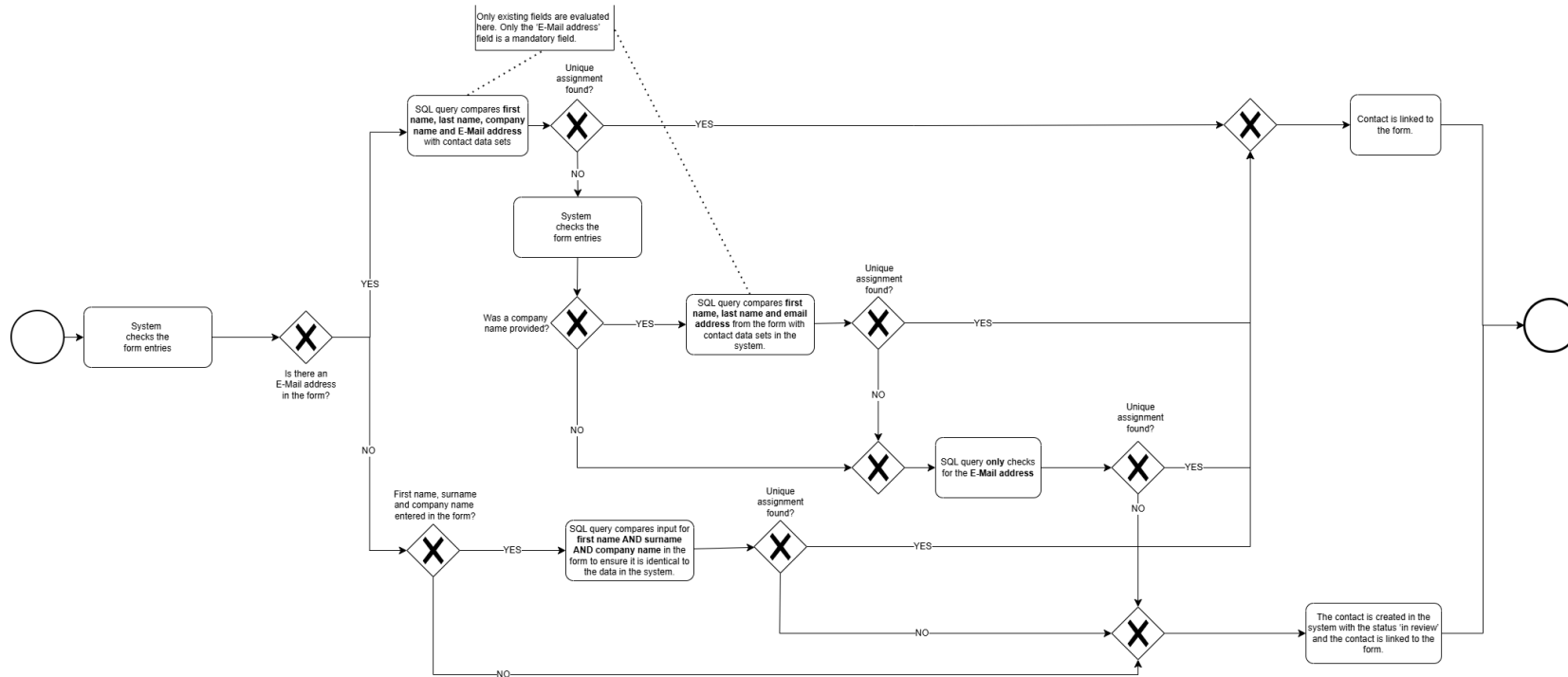
The following applies to all of the above checks:

- If the compared data allows a clear assignment to an existing contact, the contact is linked to the form*.
- If no clear match is found based on the compared data, a new contact is created and the contact is linked to the form*.
- If no email address is found in the form, the system checks whether the first name, last name and company name are present in the form.
 - If all three are present, the system checks whether there is a contact in the system for which **all three data items are identical**.
 - If the compared data allows a clear assignment to an existing contact, the contact is linked to the form*.
 - If no clear match is found based on the compared data, a new contact is created and the contact is linked to the form*.
 - If not all three are present, a new contact is created and the contact is linked to the form*.

*Contact is linked to the form means: in the questionnaire, you can see the name of the contact and the corresponding answers in the 'Answers' tab, and a link to the questionnaire is created in the 360-degree view in the contact dataset.

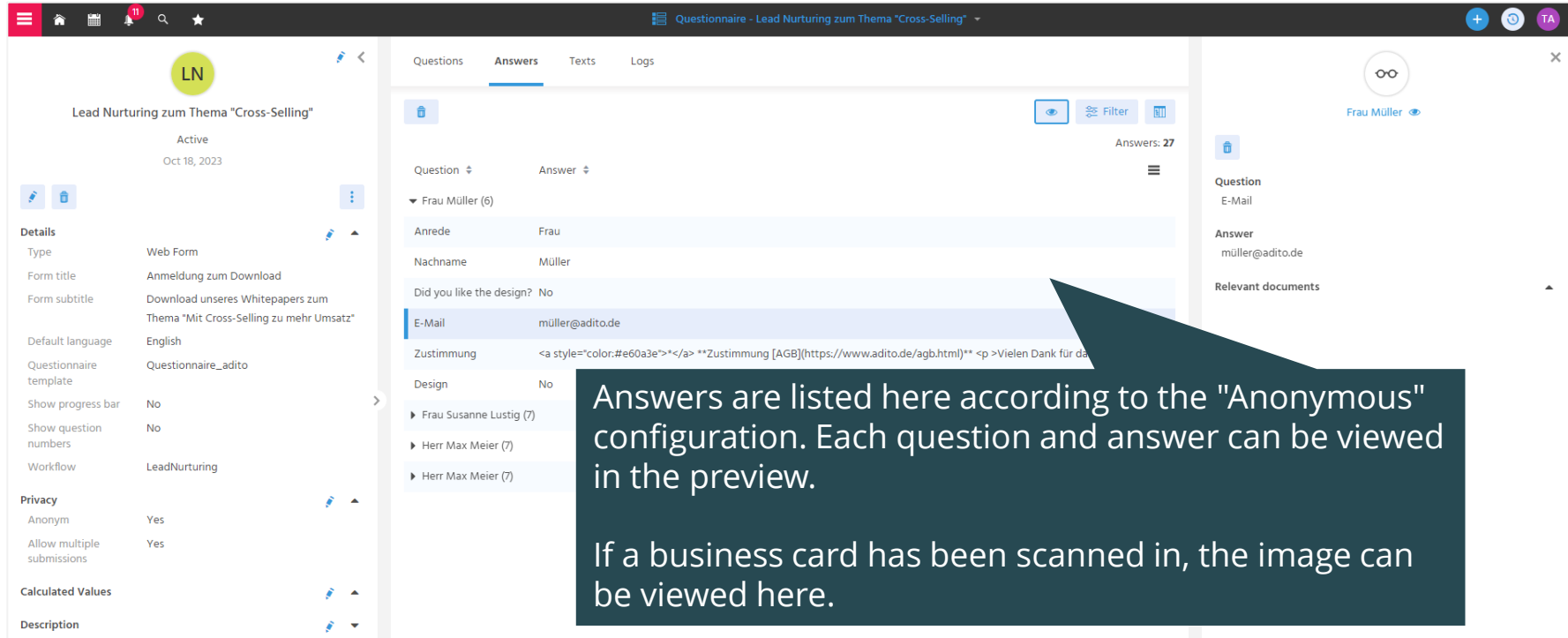
Recording answers for web forms

Duplicate check process diagram



Viewing the answers

Tab "Answers"

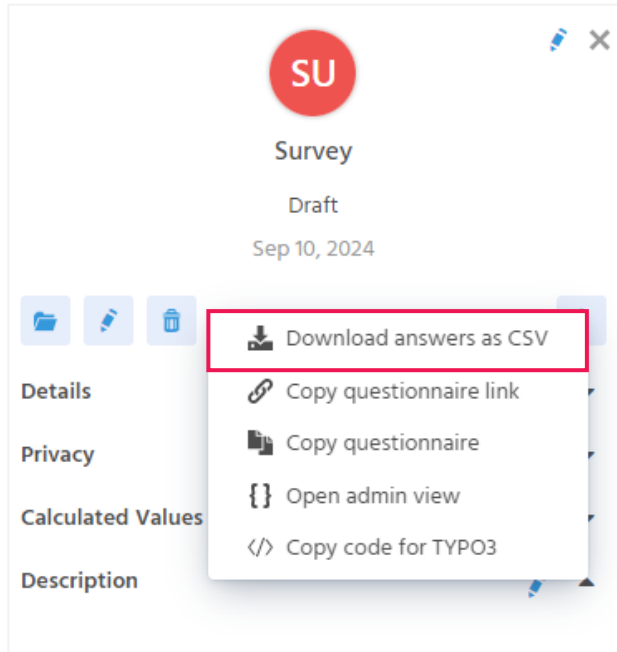


The screenshot displays the ADITO software interface for viewing questionnaire answers. The top navigation bar shows the questionnaire title: "Questionnaire - Lead Nurturing zum Thema 'Cross-Selling'". The left sidebar contains details for the questionnaire, including its type (Web Form), title, subtitle, language (English), and privacy settings (Anonym: Yes). The main area shows the "Answers" tab with a table of responses. The table has columns for "Question" and "Answer". The first row shows the question "Did you like the design?" with the answer "No". The second row shows the question "E-Mail" with the answer "müller@adito.de". The third row shows the question "Zustimmung" with the answer "* **Zustimmung [AGB](https://www.adito.de/agb.html)** <p >Vielen Dank für da". The right-hand panel shows the question details for "E-Mail" and the answer "müller@adito.de". A callout box points to the "E-Mail" row, stating: "Answers are listed here according to the 'Anonymous' configuration. Each question and answer can be viewed in the preview. If a business card has been scanned in, the image can be viewed here."

Question	Answer
Did you like the design?	No
E-Mail	müller@adito.de
Zustimmung	* **Zustimmung [AGB](https://www.adito.de/agb.html)** <p >Vielen Dank für da

Exporting answers

Exporting answers for further processing



The questions are downloaded with answers in CSV form. By that, you can further analyze the answers.

Questionnaire



Filter contacts, which have participated in a questionnaire

+ Filter content...
Contacts: 133

	Picture	Salutation	Title	Firstname	Lastname	Company	E-Mail	Phone	Address
☐	SA	Herr		Steffen	Abend	privat	steffenabend1903@gmx.de	+49 8137 123456	Kirchstraße 17 - DE 85238 Petershausen
☐		Herr		Tim	Admin	meineFirma GmbH	tadmin@meinefirma.adito.de	+49 8743 9664433	Liebigstraße 3 - DE 84051 Essenbach
☐	TA	Herr		Tasuku	Akiyama	Rixner und Rupp SE	akiyama@rixnerrupp.de	+49 6553 244312	Schloßfreihof 1A - DE 19288 Ludwigslust
☐		Herr		Markus	Altinger	Firmengruppe Matthias Bogen		+49 176 48525800	Pfeilstraße 7 - DE 28217 Bremen
☐		Herr		Markus	Altinger	Industrial Steel AG	maltinger@industrial-steel.de	+49 40 6352-109	Rathausmarkt 1 - DE 20095 Hamburg
☐		Herr		Markus	Altinger	Skyscraper Bau GmbH	maltinger@skyscraper-bau.de		Rathausallee 50 - DE 22846 Norderstedt
☐	LA	Frau		Lea	Amsel	privat			Mühlweg 3a - DE 86899 Landsberg am Lech
☐	BA	Frau		Belle	Angéllil	privat			Schweizersbildstraße 10 - CH 82073 Gröden
☐	FA	Frau		Feorie	Awate	Ertl GmbH	awate@ertl.de	+49 34772 5711	Parkstraße 6 - DE 04916 Schönebeck
☐	MB	Herr		Marcel	Bader	Mars Elektronik GmbH	marcel.bader@marselektronikgmbh.de	+49 8142 8910	Puchheimer Straße 2 - DE 82194 Garmisch-Partenkirchen
☐	MB	Herr		Marcel	Bader	Lichtenstein Document Solutions GmbH	marcel.bader@marselektronikgmbh.de		Gottthardstraße 1 - DE 80686 München
☐	FB	Herr	MdB	Frank	Baer	Fischer AG	baer@fischer.tr	+49 491 7684643	Brenneckestraße 100 - DE 39116 Magdeburg
☐	MB	Frau		Mandy	Barth	Rixner und Rupp SE	barth@rixnerrupp.de	+49 6731 368828	Schloßfreihof 1A - DE 19288 Ludwigslust
☐	AB			Anton	Bauer	privat	anton.bauer@gmx.de		Obere Mühlbrücke 2 - DE 96049 Bamberg
☐	DB	Herr		David	Bauer	Rixner und Rupp SE	bauer@rixnerrupp.de	+49 911 229635	Schloßfreihof 1A - DE 19288 Ludwigslust
☐		Frau		Martina	Baumgartner	Skyscraper Bau GmbH	m.baumgartner@skyscraper-bau.de	+49 711 8754-22	Rathausallee 50 - DE 22846 Norderstedt

Grouping reset

Group by: _____

Condition reset

Join conditions by: **all** one

Status not equal "Inactive" ✕

New filter condition ✕

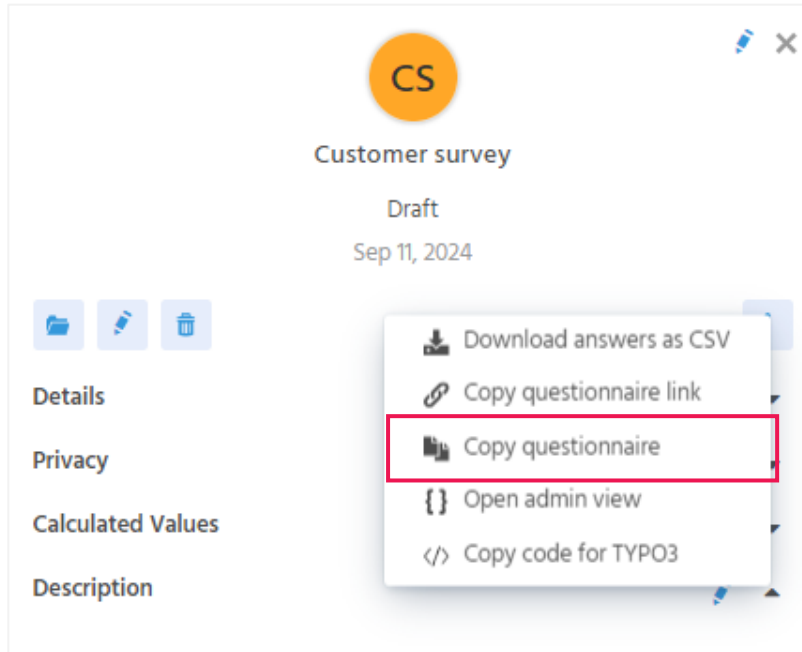
Questionnaire participated equal Value

- ☒ Aufteilung aller Antworttypen
- ☐ Customer satisfaction survey
- ☐ Kontaktformular
- ☐ Lead Nurturing zum Thema "Cross-Selling"
- ☐ meineFirma Kundentag: Umfrage



Questionnaire

Creating a copy of a questionnaire



Copy the questionnaire, for example, to make slight adjustments to a recurring questionnaire instead of creating a new one.

The questionnaire is copied including the questions.

Questionnaire

Deleting



Who can delete a questionnaire and when this one can be deleted is to be considered in the individual project.

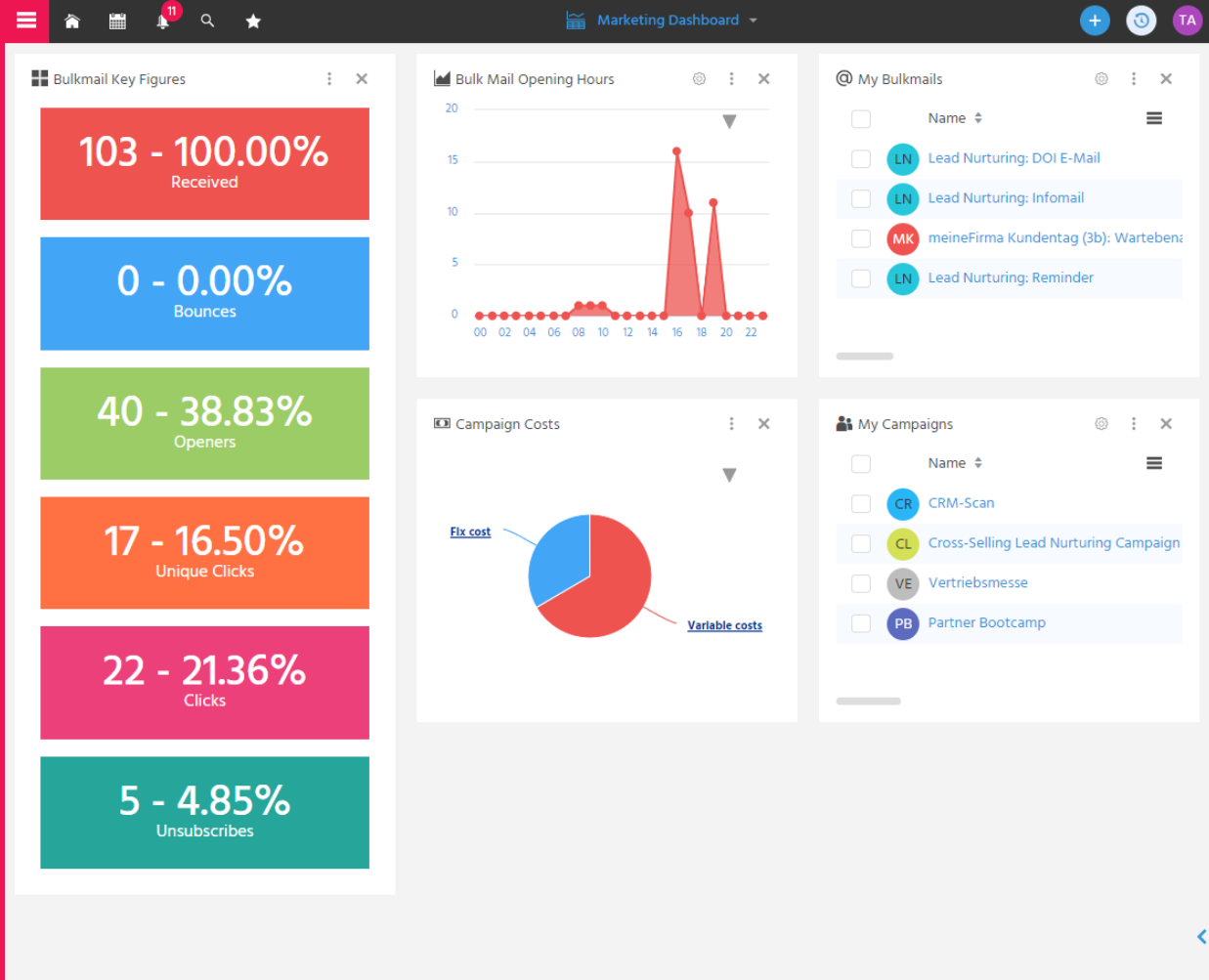
FilterView



101



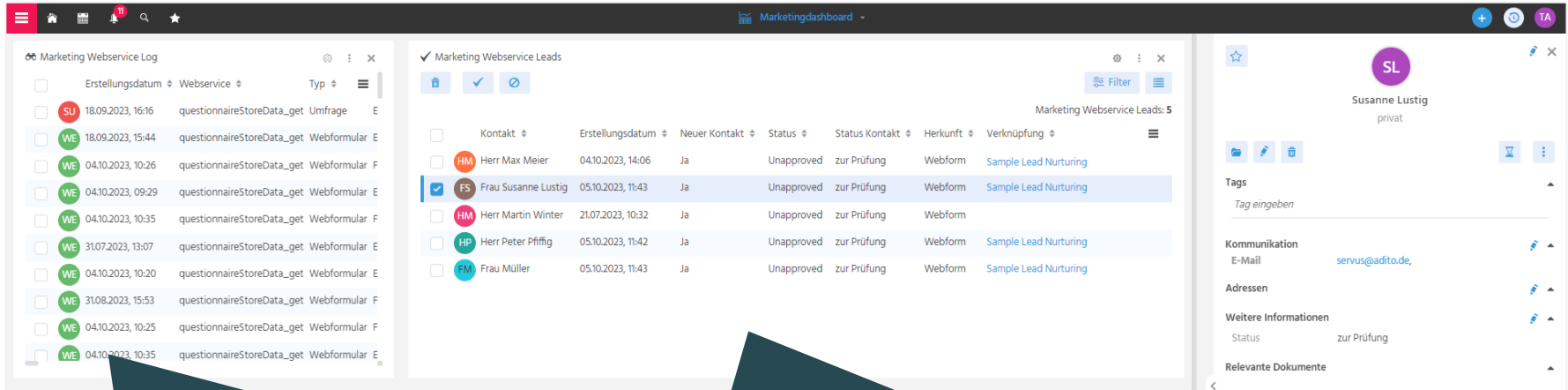
Marketing Dashboard



Marketing Dashboard



Overview of information related to web services



Dashlet for error/success protocols for every entry of forms or web service entry.

Dashlet for entry checking of leads, which have been submitted by forms and other web service entries.

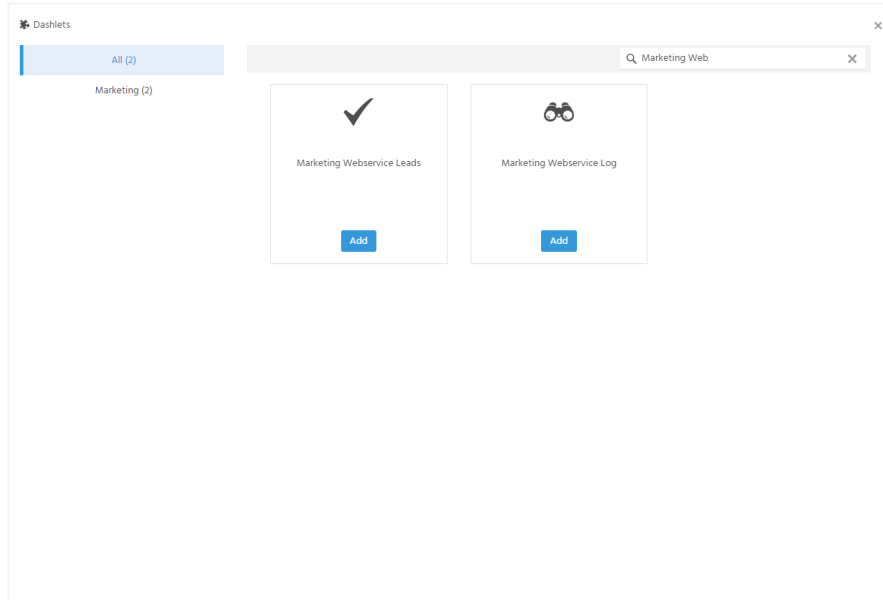
3 - 2.56%
Bounces

45 - 38.46%



Marketing Dashboard

Dashlets in the category "Marketing"

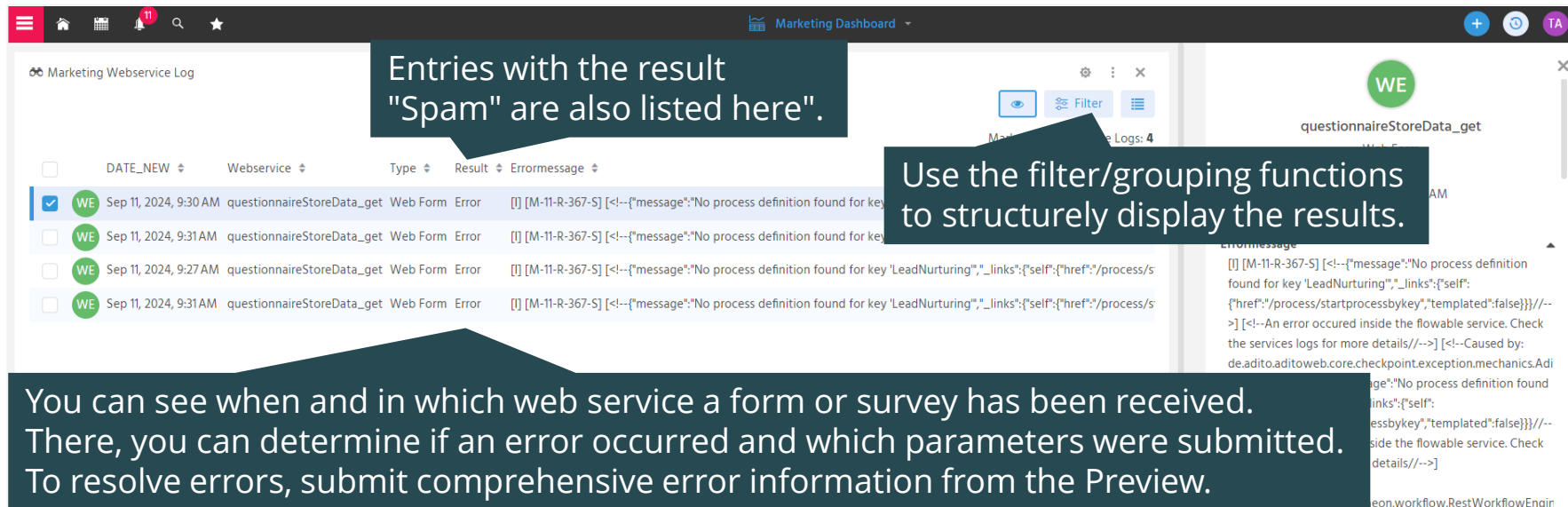


If these dashlets are not yet placed on the dashboard, you can find them in the DashletStore under the category "Marketing" or if you directly search for the term "Web service".

Marketing Dashboard

Dashlet "Marketing Webservice Log"

This dashlet can be used as error/success protocol for your form entries or all of your webservice entries.



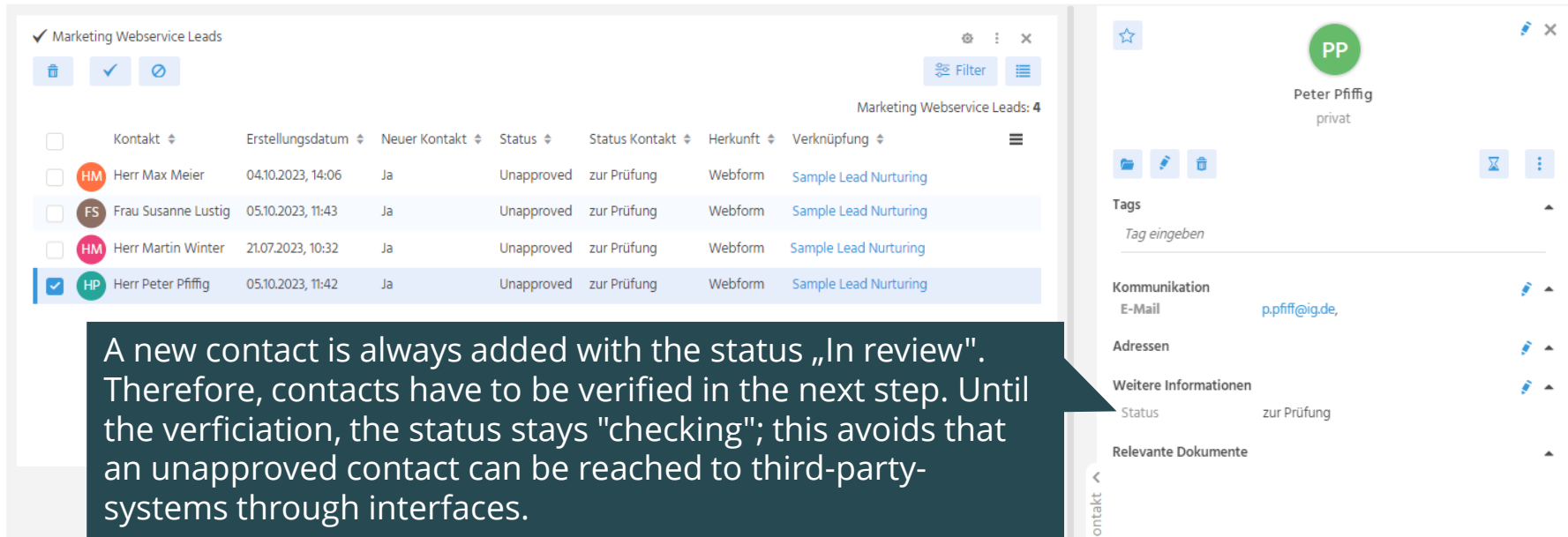
The screenshot shows the 'Marketing Webservice Log' dashlet. It features a table with columns: DATE_NEW, Webservice, Type, Result, and Errormessage. The table contains four entries, all marked with a green 'WE' icon and 'Error' in the Result column. The error messages are truncated. A dark blue callout box points to the first entry with the text: 'Entries with the result "Spam" are also listed here'. Another dark blue callout box points to the 'Filter' button above the table with the text: 'Use the filter/grouping functions to structurely display the results.' A third dark blue callout box at the bottom of the screenshot contains the text: 'You can see when and in which web service a form or survey has been received. There, you can determine if an error occurred and which parameters were submitted. To resolve errors, submit comprehensive error information from the Preview.'

DATE_NEW	Webservice	Type	Result	Errormessage
Sep 11, 2024, 9:30 AM	questionnaireStoreData_get	Web Form	Error	[{"M-11-R-367-S"} [{"message": "No process definition found for key 'LeadNurturing', '_links': {'self': '/process/s..."}]
Sep 11, 2024, 9:31 AM	questionnaireStoreData_get	Web Form	Error	[{"M-11-R-367-S"} [{"message": "No process definition found for key 'LeadNurturing', '_links': {'self': '/process/s..."}]
Sep 11, 2024, 9:27 AM	questionnaireStoreData_get	Web Form	Error	[{"M-11-R-367-S"} [{"message": "No process definition found for key 'LeadNurturing', '_links': {'self': '/process/s..."}]
Sep 11, 2024, 9:31 AM	questionnaireStoreData_get	Web Form	Error	[{"M-11-R-367-S"} [{"message": "No process definition found for key 'LeadNurturing', '_links': {'self': '/process/s..."}]

Marketing Dashboard

Dashlet "Marketing Webservice Leads"

You can use this dashlet to check incoming leads.



The screenshot displays the 'Marketing Webservice Leads' dashlet. It features a table of leads with columns for selection, contact name, creation date, new contact status, status, contact status, source, and link. The lead 'Herr Peter Pfiffig' is selected. A callout box explains the status 'zur Prüfung' (In review).

☐	Kontakt	Erstellungsdatum	Neuer Kontakt	Status	Status Kontakt	Herkunft	Verknüpfung
☐	HM Herr Max Meier	04.10.2023, 14:06	Ja	Unapproved	zur Prüfung	Webform	Sample Lead Nurturing
☐	FS Frau Susanne Lustig	05.10.2023, 11:43	Ja	Unapproved	zur Prüfung	Webform	Sample Lead Nurturing
☐	HM Herr Martin Winter	21.07.2023, 10:32	Ja	Unapproved	zur Prüfung	Webform	Sample Lead Nurturing
☒	HP Herr Peter Pfiffig	05.10.2023, 11:42	Ja	Unapproved	zur Prüfung	Webform	Sample Lead Nurturing

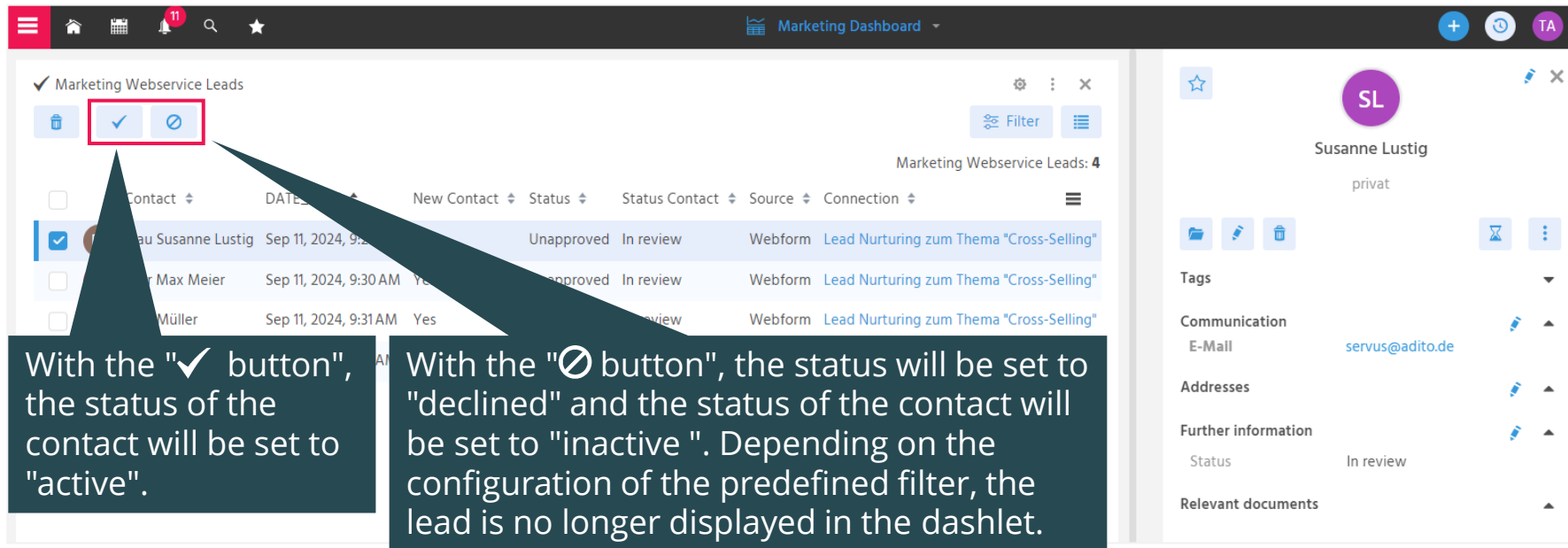
Marketing Webservice Leads: 4

A new contact is always added with the status „In review“. Therefore, contacts have to be verified in the next step. Until the verification, the status stays "checking"; this avoids that an unapproved contact can be reached to third-party-systems through interfaces.

Lead Details: Herr Peter Pfiffig
Status: zur Prüfung

Marketing Dashboard

Dashlet "Marketing Webservice Leads": release or decline lead



With the "✓" button, the status of the contact will be set to "active".

With the "✗" button, the status will be set to "declined" and the status of the contact will be set to "inactive". Depending on the configuration of the predefined filter, the lead is no longer displayed in the dashlet.



Questionnaire templates (Webfiles)

Questionnaire template

What does the questionnaire's layout look like?

The layout of a questionnaire is defined in the questionnaire template.

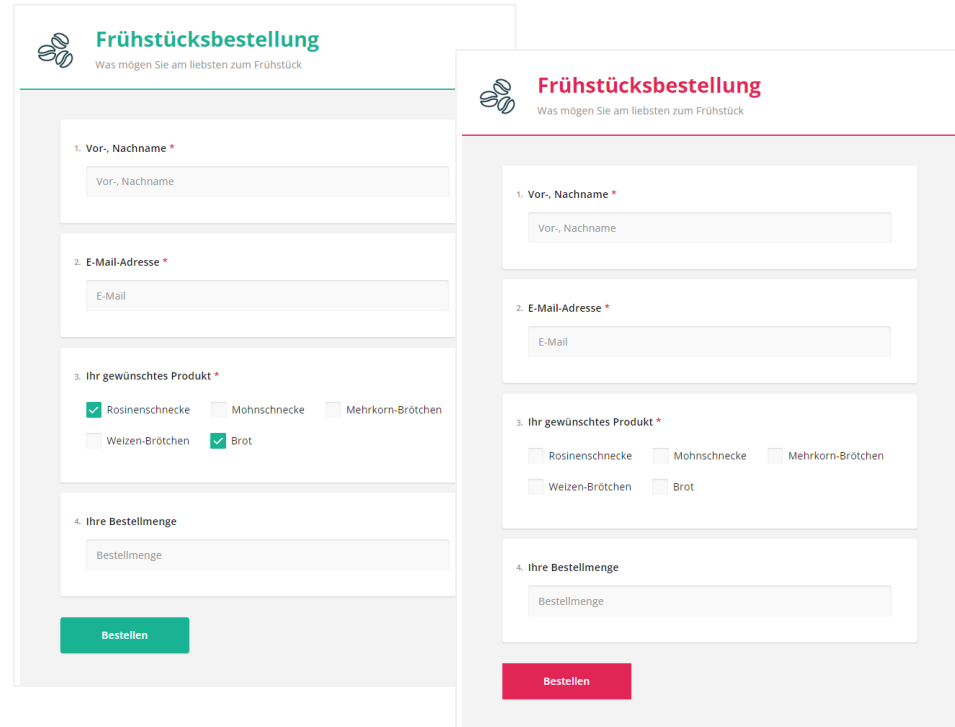
Files that define the styles are made available in the system through the "Webfile" Context.

Typically, these files are delivered as components of a project.



ADITO provides questionnaire templates in two color versions.

Customization should be discussed during the project.



The image displays two versions of a questionnaire template for a breakfast order, side-by-side. Both versions are titled 'Frühstücksbestellung' and have the subtitle 'Was mögen Sie am liebsten zum Frühstück'. The left version has a green header and a green 'Bestellen' button, while the right version has a red header and a red 'Bestellen' button. Both forms contain the same fields: 1. 'Vor-, Nachname *' (text input), 2. 'E-Mail-Adresse *' (text input), 3. 'Ihr gewünschtes Produkt *' (checkboxes for Rosinenschncke, Mohnschncke, Mehrkorn-Brötchen, Weizen-Brötchen, and Brot, with 'Brot' checked in the green version), and 4. 'Ihre Bestellmenge' (text input). The 'Bestellen' button is located at the bottom of each form.

Questionnaire template



Individually customize questionnaire templates

The questionnaire templates are available in the "Webfiles" context. The data records of the "Questionnaire" type can be copied and customized.

The screenshot displays the ADITO Webfiles interface. A table lists various webfiles, with 'Questionnaire_adito' selected. A context menu is open over the selected item, showing options to 'Copy webfile ID', 'Copy webfile', and 'Open admin view'.

Name	Type	Status	Description
marked	Javascript	Active	marked js
defaultV2.min.css	css	Active	css for surveys
SurveyJS-jQuery	Javascript	Active	SurveyJS
Questionnaire_adito	Questionnaire	Active	Questionnaire Template für Formulare und Umfragen
Questionnaire_default	Questionnaire	Active	Questionnaire Template für Formulare und Umfragen
Datenschutzerklärung	Landingpage	Active	Lead Nurturing: Datenschutzerklärung
jQueryCookie	Javascript	Active	jQueryCookie
Unsubscribe	Landingpage	Active	Landingpage für Newsletterabmeldung
Kundentag Landingpage	Landingpage	Active	
jQuery	Javascript	Active	jQuery
Lead Nurturing_ DOI Landingpage	Landingpage	Active	Lead Nurturing: Landingpage für Double Opt-In
Lead Nurturing_ Whitepaper Landingpage	Landingpage	Active	Lead Nurturing: Landingpage für Whitepaper Download

Webfiles: 12

Questionnaire_adito

Questionnaire Template für Formulare und Umfragen

Status: Active

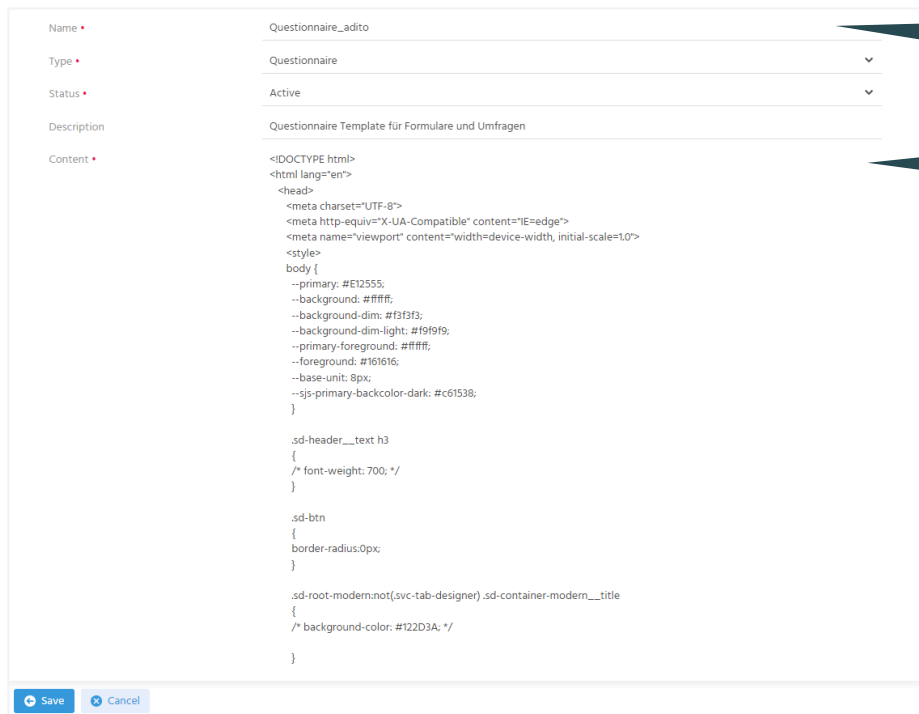
Type: Questionnaire

- Copy webfile ID
- Copy webfile
- Open admin view



Questionnaire template

Individually adjust questionnaire templates



The screenshot shows a form for editing a questionnaire template. It has five sections: Name, Type, Status, Description, and Content. The Name field is 'Questionnaire_adito'. The Type and Status fields are dropdown menus with 'Questionnaire' and 'Active' selected respectively. The Description field contains 'Questionnaire Template für Formulare und Umfragen'. The Content field contains HTML code for styling, including a head section with meta tags and a body section with CSS rules for colors and fonts. At the bottom, there are 'Save' and 'Cancel' buttons.

Name	Questionnaire_adito
Type	Questionnaire
Status	Active
Description	Questionnaire Template für Formulare und Umfragen
Content	<pre><!DOCTYPE html> <html lang="en"> <head> <meta charset="UTF-8"> <meta http-equiv="X-UA-Compatible" content="IE=edge"> <meta name="viewport" content="width=device-width, initial-scale=1.0"> <style> body { --primary: #E12555; --background: #f3f3f3; --background-dim: #f3f3f3; --background-dim-light: #f9f9f9; --primary-foreground: #ffffff; --foreground: #161616; --base-unit: 8px; --sj-s-primary-backcolor-dark: #c61538; } .sd-header___text h3 { /* font-weight: 700; */ } .sd-btn { border-radius:0px; } .sd-root-modern:not(.svc-tab-designer) .sd-container-modern___title { /* background-color: #122D3A; */ } </pre>

Adjust the name so that the new use case becomes clear.

Here, for example, you can adapt colors to the individual corporate identity.



HTML knowledge is required to make the adjustments.
Creating new questionnaire templates is not a daily task.

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