

UTILIZING THE LINK BUILDER TOOL FOR EASY CREATION OF COMPLIANT LANDING PAGES

The California Consumer Privacy Act (CCPA) and other privacy laws currently enforced in Massachusetts, New York, Hawaii, Maryland, North Dakota with similar proposals in nearly 20 states nationwide enhance privacy rights and consumer protection but will impact the way leads are collected and transferred into your ClubReady account.

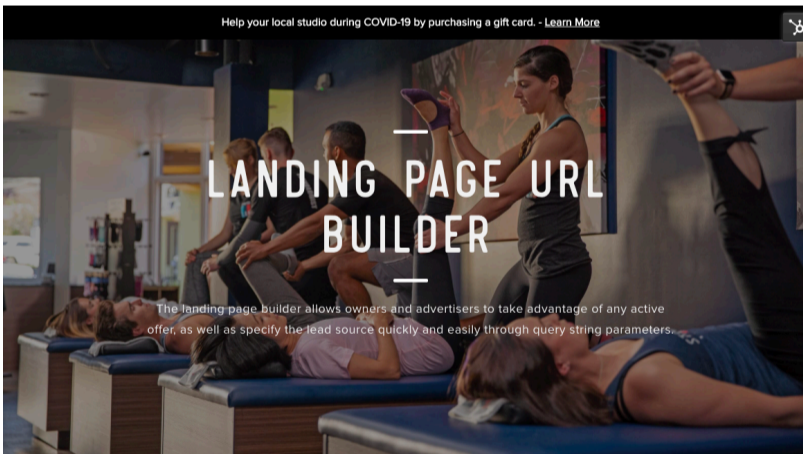
About the Landing Page Builder

The landing page builder allows owners and advertisers to take advantage of any active offer, as well as specify the lead source quickly and easily through query string parameters. By following these conventions, we can better provide tracking, attribution, and ensure you have flexibility in offers for your studio. Given the length of the URL as a result, we have provided short links you can use in your campaigns and organic posts.

Getting Access

The landing page builder is available for all owners and certified advertisers, at <https://lp.{brand}.com/landing-page-url-builder> with the exception that AKT is located at <https://offers.theakt.com/landing-page-url-builder>.

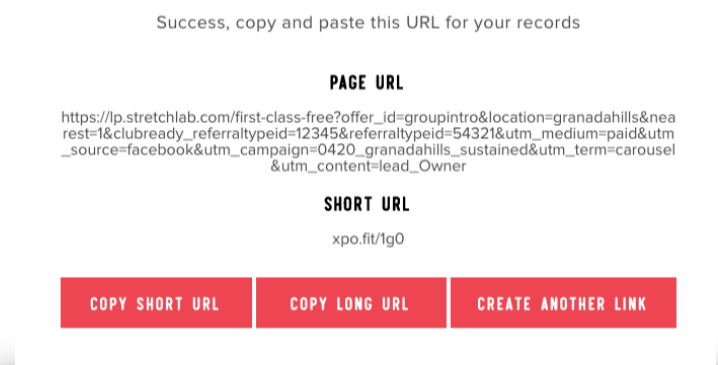
Example: <https://lp.stretchlab.com/landing-page-url-builder>



How To Use the Tool

Use the drop-downs to create your landing page and shortened URL for use in organic or paid marketing initiatives. See the guide for the Landing Page builder for more information.

Page URL: The full URL is available for easy copy & paste and for you to confirm your query strings.



Short URL: A shortened version of the long URL is also provided for you. It utilizes the xpo.fit domain to make as short as possible.

Importantly, you must certify that you are an approved agency or an individual owner/advertiser and will not utilize this URL builder for advertising from an unapproved partner. Each signatory and the short link is stored for records.

GET CONNECTED TO A CERTIFIED DIGITAL PARTNER AGENCY.

CONNECT TO A DIGITAL PARTNER AGENCY

Connect with an Xponential certified digital partner agency to help you stay compliant – and keep running your campaigns exactly as you do now, but without the legal worry or a managed service fee. They will help you get started and stay compliant. Or turn over the keys to a certified digital partner agency and focus on other aspects of your business while the leads come in.

A GUIDE TO THE XPONENTIAL LANDING PAGE QUERY STRINGS

The California Consumer Privacy Act (CCPA) and other privacy laws currently enforced in Massachusetts, New York, Hawaii, Maryland, North Dakota with similar proposals in nearly 20 states nationwide enhance privacy rights and consumer protection but will impact the way leads are collected and transferred into your ClubReady account.

Landing Page Builder

The landing page builder allows owners and advertisers to take advantage of any active offer available for the studio specified, as well as set the lead source quickly and easily through query string parameters.

Query String Parameters for Unlimited Pages

offer_id=

The ability to specify a valid Xponential offer ID (if none is selected default text is displayed). E.g., get-your-free-intro.

location=

The ability to set and load location-specific information via the site slug. E.g. manhattanbeach. This is the website slug for each brand/location.

nearest=1

The ability to show the nearest locations in a dropdown instead of a fixed location. If excluded, the location dropdown will not appear.

booking=1

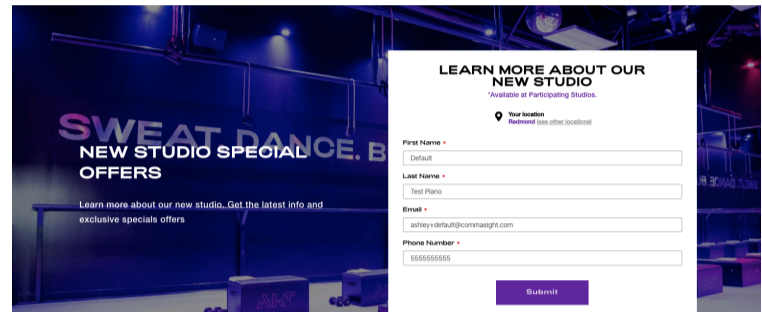
The ability of the prospect to directly book a first-class. If excluded, the lead will be entered as a standard prospect. This is not available for all brands and will filter by the class_id set by an administrator.

clubready_referraltypid=

The ability to set a referral ID that will display in ClubReady. It must be the numeric value provided and it must be valid or it will fail to route the lead.

referraltypid=

The ability to set another ID. Referraltypid can be any value you would like stored in Hubspot for workflow routing. E.g., Zoho.



Using Your Own Tracking Pixels

The landing pages also make it easy for you to insert your own pixels and track conversions. Note: these will NOT load your pixel on other pages if you choose not to use the national pixels and events; it will load the pixel set in the query string only on the landing page you build, and only on page load from the URL you generate.

&fb_pixel=

Utilize this query string to set a (your own) Facebook view and lead event (on button submit) on your landing page dynamically.

&aw_pixel=

Utilize this query string to set an Adwords view event on your landing page dynamically.

&aw_conversion=

Utilize this query string to set an Adwords conversion event on your landing page dynamically.

Too Many Variables?

The landing page builder referenced on the previous page will take care of all of this for you.

GET CONNECTED TO A CERTIFIED DIGITAL PARTNER AGENCY.

[CONNECT TO A DIGITAL PARTNER AGENCY](#)

Connect with an Xponential certified digital partner agency to help you stay compliant – and keep running your campaigns exactly as you do now, but without the legal worry or a managed service fee. They will help you get started and stay compliant. Or turn over the keys to a certified digital partner agency and focus on other aspects of your business while the leads come in.