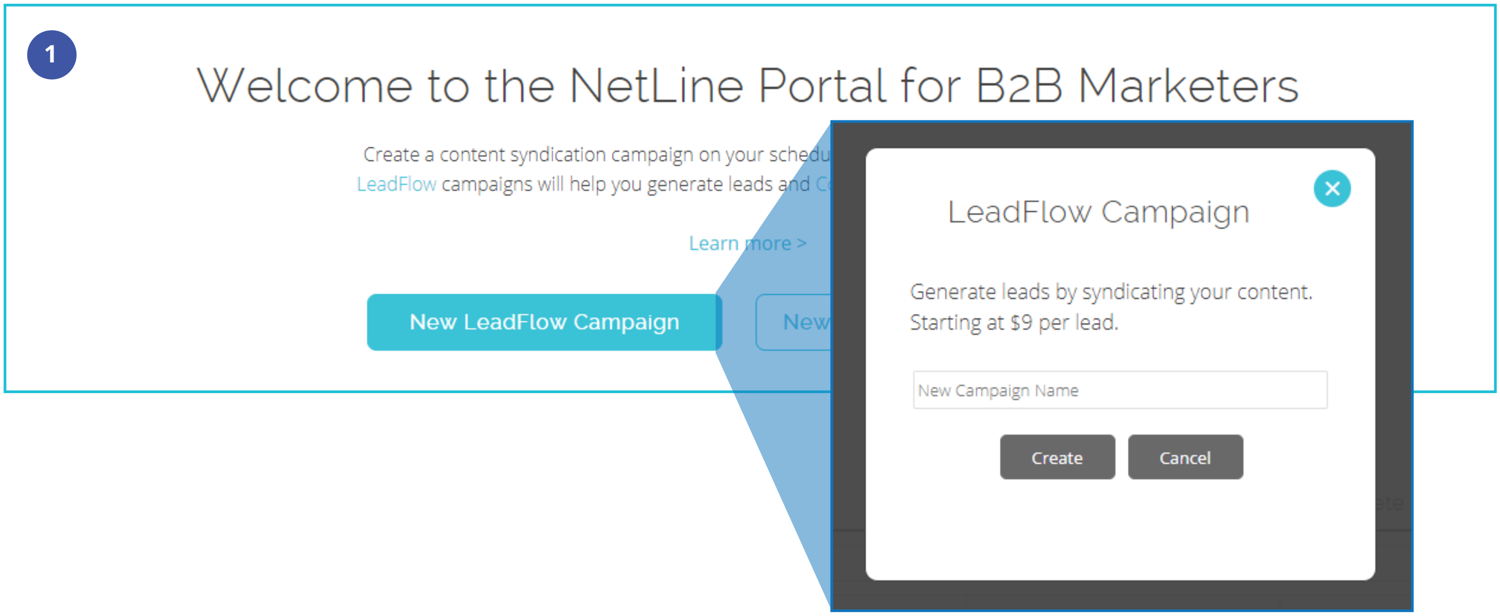
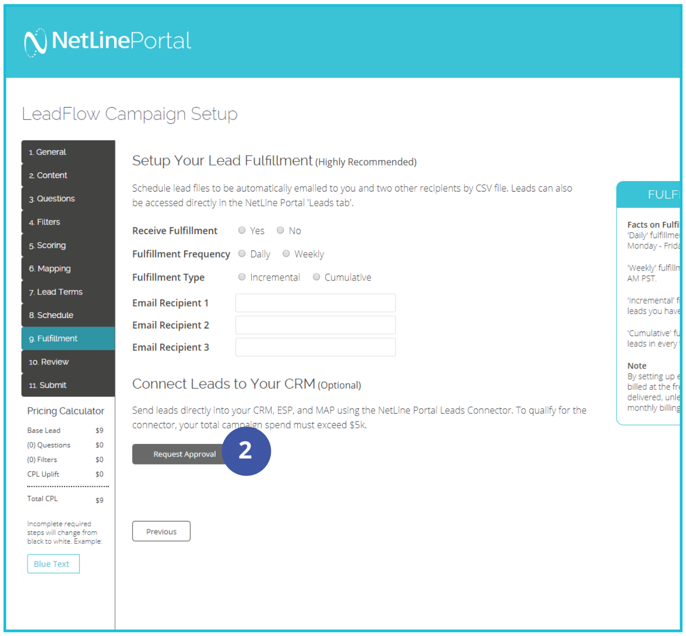
Engage with your leads faster with NetLine's Connectors.

Connect your newly generated leads to your marketing automation platform (MAP) or CRM solution with the NetLine Portal.



Request Connector Approval

1. After setting up your free NetLine Portal account, you can request access to connect to your MAP or CRM by creating a draft LeadFlow campaign. You can start creating a campaign from either the 'Welcome' or 'Campaigns' pages.
2. Once you name your draft campaign, you can request approval on the 9th step, '9. Fulfillment' of the campaign creation process. Approval will be granted within 1 business day.



For additional questions, contact Portal Support:
Portal-Support@netline.com.

Successful B2B Marketers Start Here.

Choose A Method

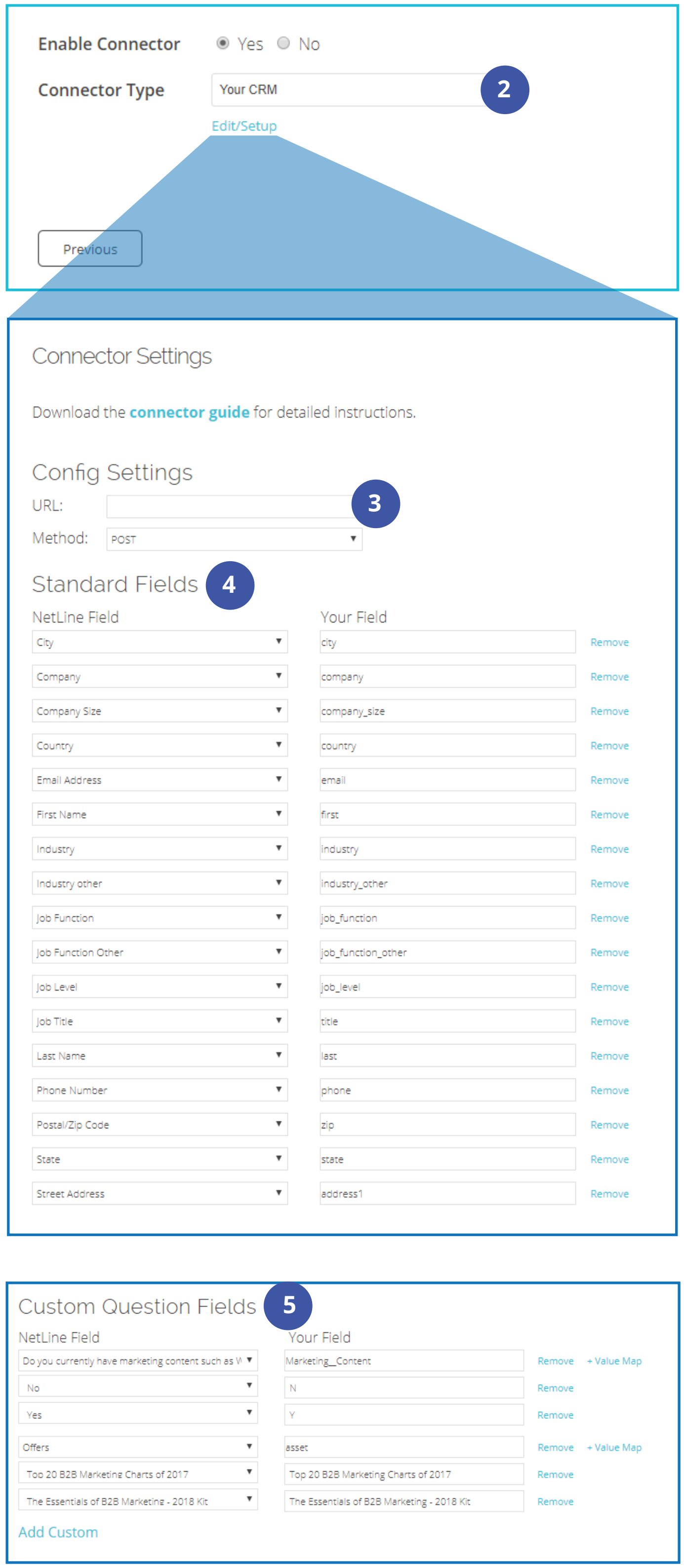
Once you've received approval, you will have to sign back into your account to continue setting up your connector. This can be done in two different ways:

1. Campaign level
2. Account level

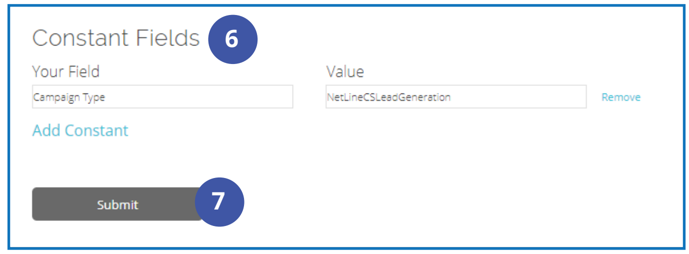
All LeadFlow campaigns will leverage the connector settings established at the account level, unless connectors are set up at the individual campaign level.

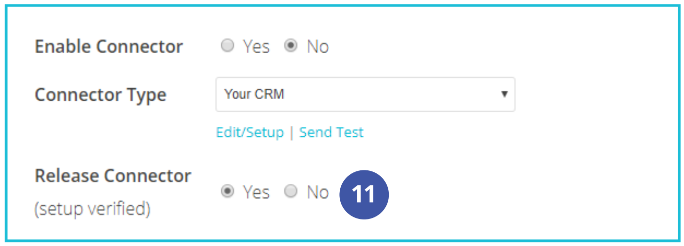
METHOD 1: CAMPAIGN LEVEL

1. After receiving approval, make sure you have logged out and back in before resuming step 9 of campaign creation. You will now see 'Connector Type'.
2. Select from the 'Connector Type', 'Your CRM'. Then, click on 'Edit/Setup'. For Hubspot, On24, and Marketo users, see section 'Mapping Fields' in this doc.
3. In the 'Post URL' field, enter the URL provided to you by your MAP or CRM solution—you will have to be logged in to retrieve this URL.
4. 'Standard Fields' consists of fields (listed on the left) that are ready to be mapped with your desired values to your respective MAP/CRM fields (listed on the right). See 'Mapping Fields' for more details.
5. 'Custom Questions Fields' will allow you to also map custom values, including your offer(s).



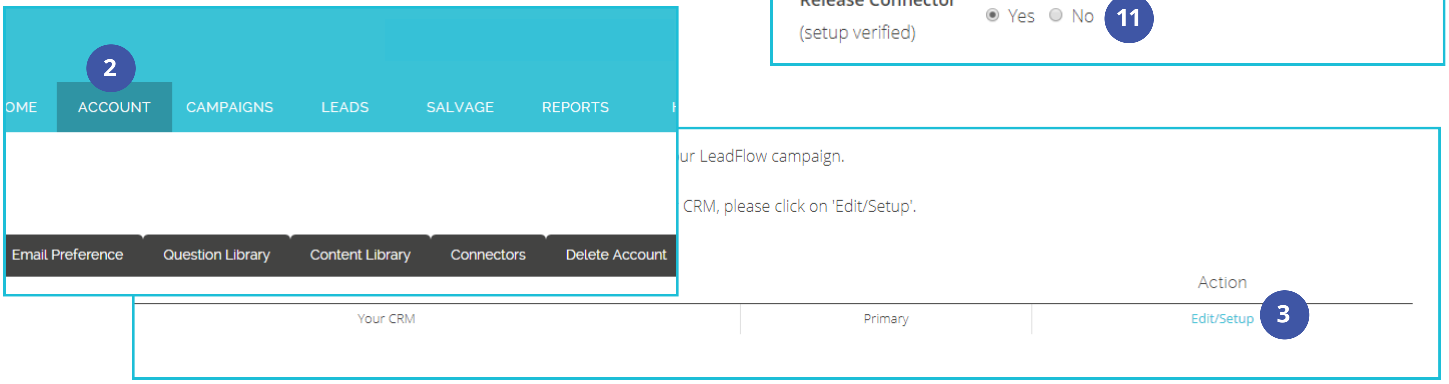
6. 'Constant Fields' allow you to append additional fields where the value remains the same for each record posted. This can be helpful should you choose to identify NetLine's leads generated by other sources.
7. Complete the mapping process by clicking 'Submit'.
8. To ensure that you've mapped your fields appropriately, click on 'Send Test.'
9. Click 'Submit' to send test leads into your CRM
10. Return to your MAP/CRM and search for the test records. The easiest method is to search by email address.
11. Once you've identified the test records, you can return to the NetLine Portal, and select "Yes" to release the connector.





METHOD 2: ACCOUNT LEVEL

1. After receiving approval, make sure you have logged out and back in before resuming step 9. You will now see 'Connector Type'.
2. Go to 'Account', then click on the 'Connectors' tab.
3. Click on 'Edit/Setup' to begin the connection process.
4. Follow the setup steps listed in Method 1, 3 - 7.

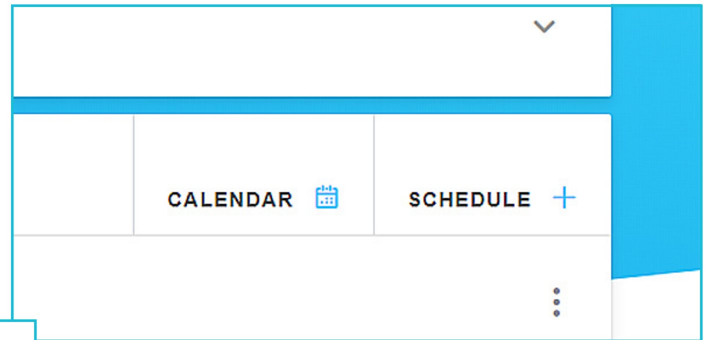


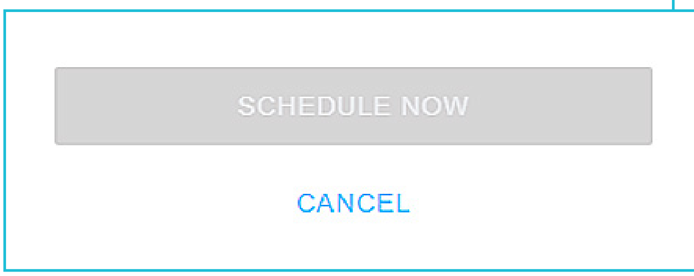
How to Connect the NetLine Portal to GoToWebinar

1. CREATE A FORM IN GOTOWEBINAR

1. Create a webinar in GoToWebinar
    - Sign in to GoToWebinar
    - Click the **Schedule** button
    - Specify the details of your webinar
    - Click **Schedule** when finished

1



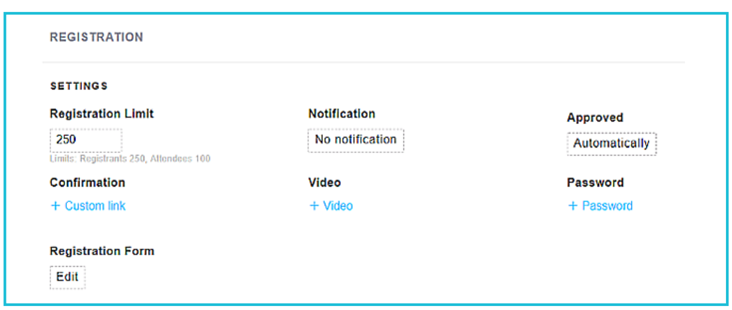


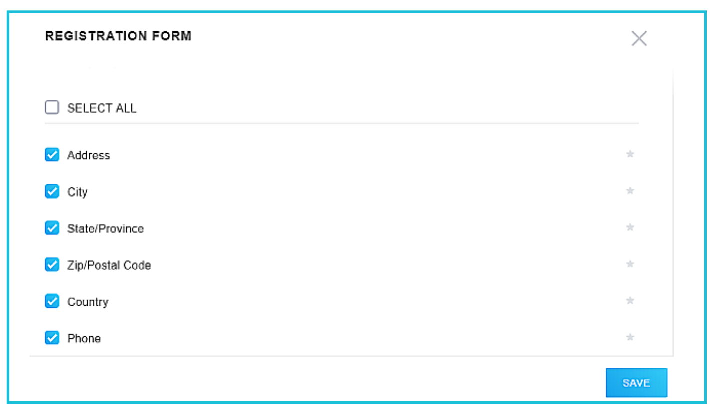
2. CONFIGURE SETTINGS AND ADD FIELDS TO YOUR REGISTRATION LINK

1. Configure settings for each section
2. To add fields, scroll down to the **Registration** section
3. Click on “edit” underneath **Registration Form**
4. Check off the boxes of the fields you want to add to your form
5. Click **Save** once finished

3-4

2





3. ENTER THE POST URL IN THE PORTAL

The standard POST URL for GoToWebinar is: **https://attendee.gotowebinar.com/registration.tmpl**

Config Settings

URL: https://attendee.gotowebinar.com/registration.tmpl

Method: POST

4. STANDARD FIELDS SECTON

- The Standard section consists of the the standard information that we collect on the leads (First Name, Last Name, Email, Company, Title, Address, Phone, etc.)
- Please note that if any of your fields have picklists, you will need to setup mapping to those picklists in step 6 (Mapping), prior to sending tests. Common picklists are Country, Industry, and Company Size.

1. Edit the standard section so it only displays the fields that are on your GTW form.

The below table shows all possible standard fields for GTW and their corresponding value:

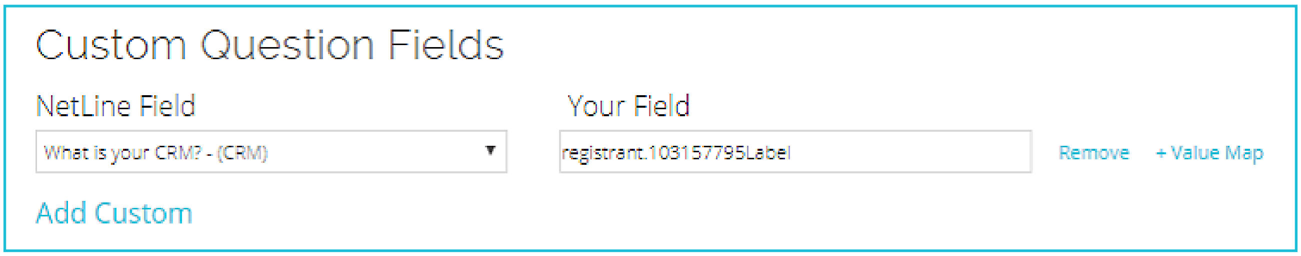
Standard Fields

NetLine Field	Your Field	
Email Address	registrant.email	Remove
First Name	registrant.givenName	Remove
Last Name	registrant.surname	Remove
Phone Number	registrant.phone	Remove
Street Address	registrant.address	Remove
City	registrant.city	Remove
State	registrant.state	Remove
Postal/Zip Code	registrant.zip	Remove
Country	registrant.country	Remove
Company	registrant.organization	Remove
Job Title	registrant.jobTitle	Remove
Company Size	registrant.numberOfEmployees	Remove
Industry	registrant.industry	Remove

Add Standard

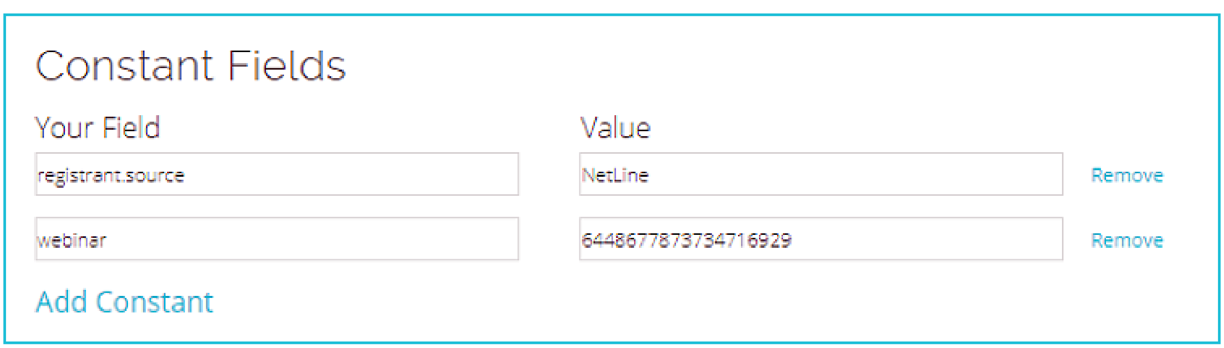
5. CUSTOM QUESTIONS

- The Custom Questions section consists of any custom questions you have on your campaign, as well as the offer names for your content. **These can only be sent through if they are on your GoToWebinar form.**
- GoToWebinar assigns a custom value for each custom question, like the example below.
- Contact portal-support@netline.com for help finding your custom question values.



6. CONSTANT FIELDS

- Constant fields consist of any hidden fields that may be on your form, or fields that have not been added in the two previous sections
- Use your registration link to add the required 'webinar' hidden field, example below:
  - Ex: Link = https://register.gotowebinar.com/register/6448677873734716929
  - webinar = 6448677873734716929
- If you added a source to your campaign, please also specify:
  - Ex: Source = NetLine
  - registrant.source = NetLine



7. SEND TESTS & RELEASE CONNECTOR

1. Once you have all of the sections setup, click **Submit** to close out of the setup.
2. From the Portal screen, click on **Send Tests** in order to to send tests to confirm setup.
3. Check GoToWebinar to make sure the tests transmitted properly (they will be under the “Registration” section if you click to edit your webinar).

8. RELEASE CONNECTOR

1. Once verified, switch **“Enable Connector”** to “Yes” and **“Release Connector”** to “Yes”.
2. Click **Next** to advance to the next step to save the connector. You do not need to submit your campaign.

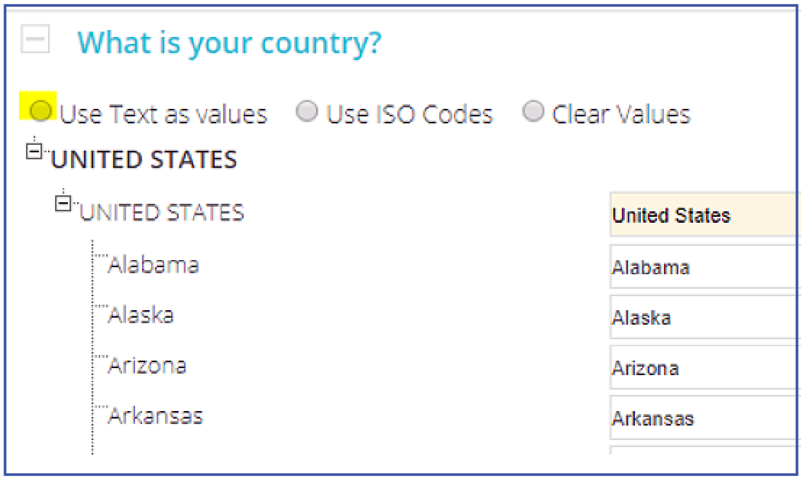
Troubleshooting Failed Tests

There are a few common reasons that test connections fail. Try troubleshooting with these tips and if you’re still having trouble, contact portal-support@netline.com for help.

NOT MAPPING PICKLIST VALUES

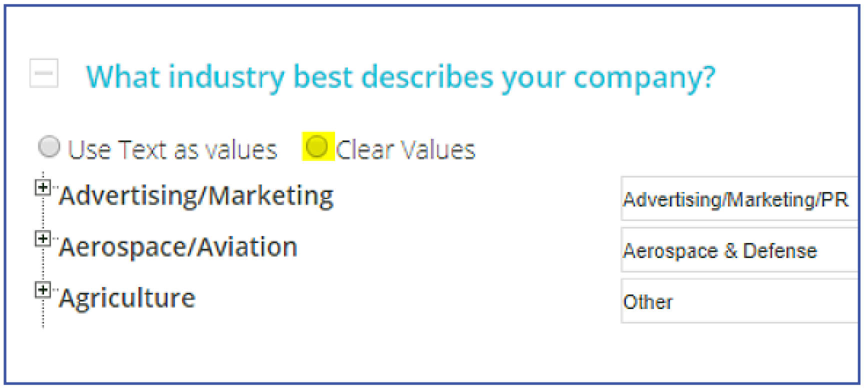
- GoToWebinar has custom picklist values for country, state, industry, and number of employees.
- You may also have a picklist of values for your custom question answers or for your assets. If this is the case, on the connector setup, click on **“+Value Map”** next to the offer or custom question field, choose your answers/offers, and type in the picklist values on the right.
- See below for picklists for each section:

- **Country & State**
  - Country & State both need to be fully spelled out, with only the first letter capitalized
    - Ex: United States
    - Ex: California
  - To easily map these values, go to step 6 of your campaign (Mapping) and expand the country question. Click the radio button to ‘Use Text as values’, and the states should update automatically. Type in United States in the top box to fix country.
  - Advance to the next step to save.



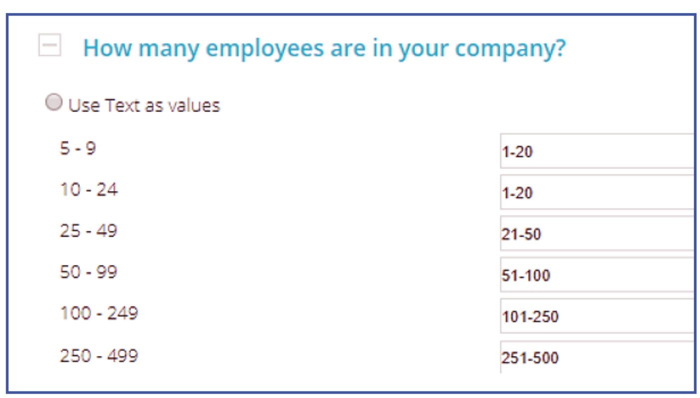
NOT MAPPING PICKLIST VALUES (ctd.)

- **Industry**
    - GoToWebinar has a custom picklist of industries. See list at right.
    - To map these values, go to step 6 (Mapping) and expand the industry question. First, click the radio button to 'Clear Values'. Then, type in the GoToWebinar value that best fits our industry values:



- **Number of Employees**
    - GoToWebinar has a custom picklist for number of employees. The list is as follows:
        - 1-20
        - 21-50
        - 51-100
        - 101-500
        - 501-1,000
        - 1,001-5,000
        - 5,001-10,000
        - More than 10,000

1. To map these values, go to step 6 (Mapping) and expand the number of employees question.
2. Replace the default values with GoToWebinar values, then advance to the next step to save your changes.



- Accounting
- Advertising/Marketing/PR
- Aerospace & Defense
- Banking & Securities
- Call Center Outsourcing
- Consulting
- Education
- Energy, Chemicals, Utilities
- Financial Services - Other
- Government - Federal
- Government - State & Local
- High Tech - Hardware
- High Tech - ISP
- High Tech - Other
- Hospital, Clinic, Doctor Office
- Hospitality, Travel, Tourism
- Insurance
- Legal
- Manufacturing
- Medical, Pharma, Biotech
- Real Estate
- Retail
- Software - Finance
- Software - Healthcare
- Software - Other
- Support Outsourcing
- Telecommunications
- Transportation & Distribution
- VAR/Systems Integrator
- Other

CAPITALIZATION ERRORS

- All fields are case sensitive, and one wrong capital or lowercase will prevent tests from going through.
- Make sure that the fields exactly match the values specified in the standard fields section of this guide.
- Make sure your hidden fields are as follows
  - webinar
  - registrant.source

STANDARD AND CUSTOM FIELD MISMATCHES

- Although there are many values available to be sent on the connector setup page, we can only send values that are on the GoToWebinar form you created.
- For example, if you get to the setup and decide you want to send "Industry", but your GoToWebinar form does not have an industry field, your tests will not go through. You will need to go back to your form to add the field in GoToWebinar.
- In contrast, if you have a field on your GTW form that you forget to add to the connector setup, it also will not work.