

Add marketing consent tracking to a registration form

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

Registrants can unsubscribe from emails at any time by clicking **Unsubscribe** at the bottom of the email.

To allow attendees to opt in to emails:

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

[Standard Registration Questions section with \[INSERT COMPANY NAME HERE\] option selected](#)

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

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

[Registration form with privacy consent check box](#)

To find registrants who opted in to email communications:

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

1. At the top of the Webcast Admin portal, click **Reports**.
2. On the Report tab, under Selected Events, click **Add Events/Folders**.

3. Select the event or portal and then click **Select Events and Folders**.
4. On the Reports tab, under Report Type, select **Audience Details**, click **Select Columns**, and then select **Registration Data**. Choose the data to include in the report.

Report Type section with Audience Details and Registration Data options selected

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

Report filters with the Exclude Unsubscribed Users option selected

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6. Click **Run My Report**.

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