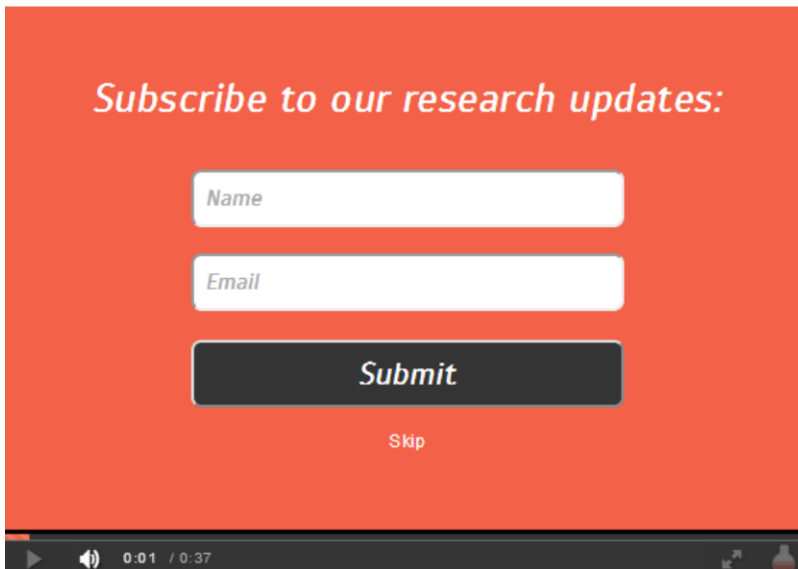


Adding a Data Collection Form to a Video Player

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You can add a mandatory or optional data collection form to a video player any time during playback. The data collection form is used to generate leads or collect additional data for existing leads.



1. Create a form in Eloqua with the relevant fields you want the in-player form to update.
Even if you are collecting data on known leads, make sure to include a field for an email address to connect the collected data to contacts.
If necessary, define the form processing to update the relevant fields.
2. Decide the following:
 - a. If you want 1, 2, or 3 fields.
 - b. For each field:
 - a. name of the field of the form.
 - b. Placeholder: the text to appear in the field before filling it out.
 - c. If it is a required field.
 - c. If the form is mandatory or not.
 - d. When in the video do you want the form to display.
 - e. Optional style rules like font and colors.
3. Send this information to your Kaltura representative, along with the Player ID(s).