

Source (How did you hear about us?)

Last Modified on 07/24/2023 3:36 pm EDT

Knowing how your customers found you provides valuable insights into your marketing performance and customer behavior. Use this knowledge to make data-driven decisions that improve your business's effectiveness and growth. For example, if a specific source is consistently bringing in a significant number of customers, you might consider strengthening your presence on that platform or exploring similar channels to expand your customer base further.

Jackrabbit can help! Two fields can be added to the top of your Online Registration and Quick Registration forms allowing you to capture that key information.

- How did you hear about us?(aka Source)
- Referral Name

Registration

[Already a customer? Click here to login.](#)

Welcome! We offer swim, dance, gymnastics, cheer, music, and martial arts classes for all ages. Please complete the registration form below and browse through the classes we offer.

REFERRAL INFORMATION

How did you hear about us? Referral Name

Facebook
Flyer
Other
Parent Magazine
Walk-in
Website

When families register, they'll be able to indicate how they heard about you using a drop-down menu that offers options you've added to your drop-down lists (more on that below). If they were referred to you by someone specific, they can let you know who it was so you can thank them!

The information entered in the How did you hear about us? and the Referral Name fields is added to the *Family* record on the *Misc* tab where it can be used for reporting.

Expand/Collapse
All

👇 [Settings for Source and Referral Name](#)

▼ Ways to Use Source Information
