

# List Creation - Active Campaign

Whenever we run an internal launch or major launch we create lists in the Active Campaign. These lists are important to keep a track of sign-ups (during a webinar) and buyers.

At the time of launch, buyers may buy different sub-products like the OTO1, OTO2, etc. We create separate lists to keep a track of who buys what.

## Process:

1. Login to Active Campaign – <https://engageleads.activehosted.com/campaign/>

Grab the password from LastPass.

2. Click on List

3. You can click on Add a list and create a new list or simply clone the existing list by clicking on Copy as shown below:

5. Once the list is created click on Edit and rename the list as per your requirement.

6. At the time of webinars, we take sign-ups to check how much would be the turn-up on the day of the webinar. The sign-up page is created in Leadpages. We can link the list created in the Leadpages to check the number of sign-ups to the webinar.

The image below shows the number of sign-ups (Active Contact):

