

For downloadable material, the CTA form will have the below fields.

The form consists of the following fields and elements:

- Name
- Email ID
- Mobile Number
- School Name
- Select If You Would Like To Know More About Our Offering? (with a downward arrow icon)
- Get my Copy

Drop Down list -

1. Yes, Connect Me With An Expert
2. Not Now, Maybe Later

All leads details should get captured in LSQ. -

Demo lead form and open forms leads should indicate it's a hot lead.

For downloaded material - as it is a warm lead phone call should not be done.

so schema name should be added accordingly

All such leads to get an email with the attachment.