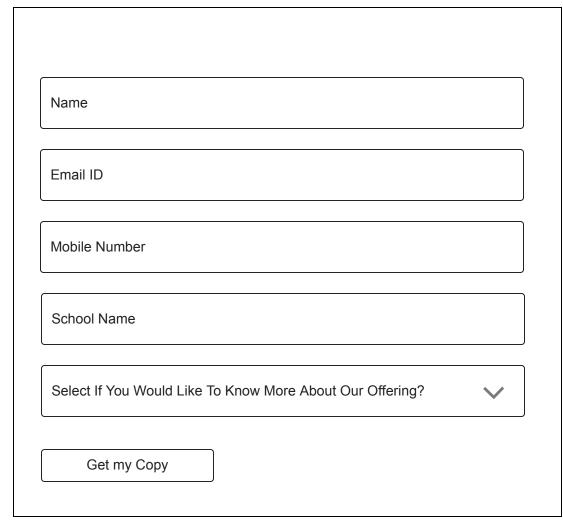
For downloadable material, the CTA form will have the below fields.



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.