

# How to Integrate ActiveCampaign With Quiz Maker

**ProProfs integration with ActiveCampaign** helps you capture the learner's information (name, email, etc.) and automatically add it as a contact in your ActiveCampaign account. After the integration is completed, you can start populating your ActiveCampaign mailing list by automatically importing details of the learners who take your quiz on ProProfs.

Watch this quick **video guide** to learn more about integration.

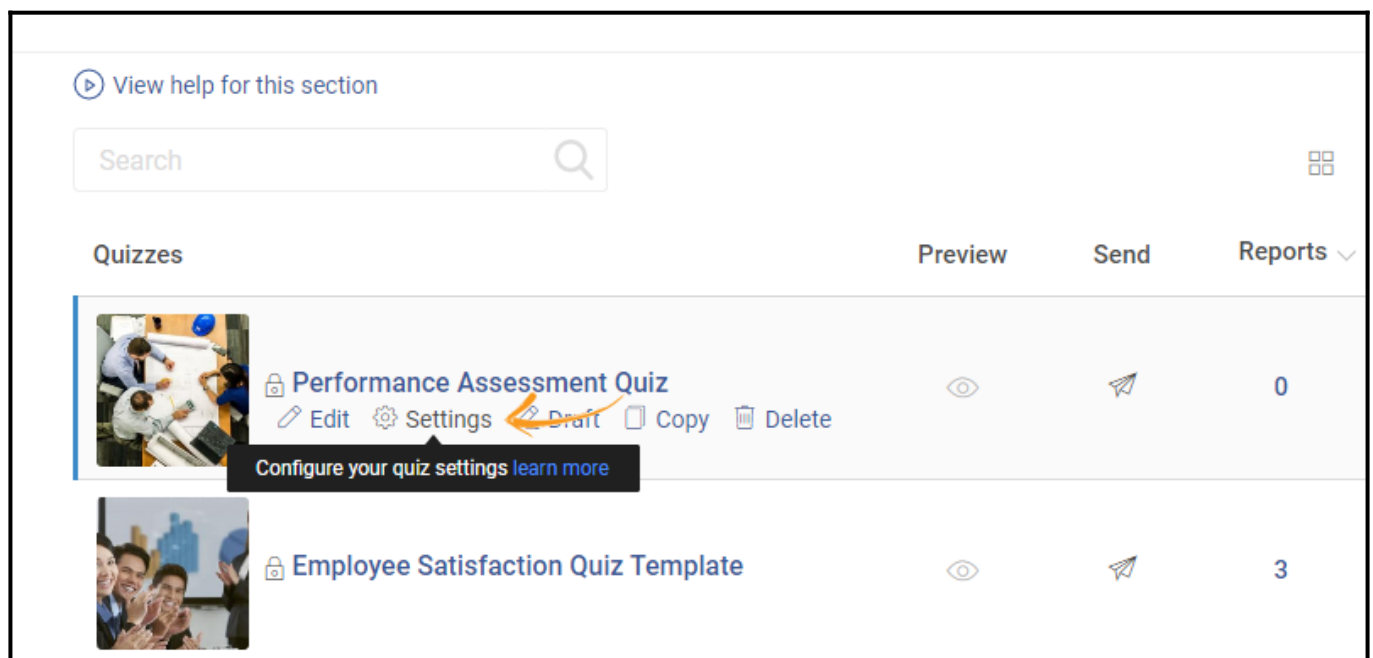
Or **continue reading** to learn it step-by-step.

## Benefits of integrating ActiveCampaign with ProProfs Quiz Maker:

- Automate lead capture
- Grow subscriber lists
- Send personalized emails to boost sales

## Here's how you can set up the ActiveCampaign integration:

**Step 1:** To start importing the details of the learners every time they take a quiz, start by selecting the [quiz](#) you want to use and navigate to "**Settings**."



**Step 2:** Navigate to the "**Security**" tab and locate "**Tracking Configuration**."

Enable **information** to capture. You can also ask your **own questions** to capture the quiz taker's info.

### Tracking & Lead Capture | Select what information to ask quiz takers.

#### Lead Form:

Start of quiz ▾ ?

Name:

Yes No

Email:

Yes No

ID:

Yes No ?

Phone:

Yes No

Address:

Yes No

Ask My Own Question:

Yes No ?

#### Question 1

Question:

Birthday

Quiz taker will type answer into a single line textbox




**Add Questions:** Choose the type and add as many questions as you need.

Choose from list

Write in textbox

Multiple Choice

**Step 3:** Navigate to the "**Integrations**" tab, locate "**ActiveCampaign**," and select "**Yes**" to integrate.

|   |   |   |
|---|---|---|
|  HubSpot           | Yes <input type="button" value="No"/>                                       | ? |
|  Vertical Response | Yes <input type="button" value="No"/>                                       | ? |
|  GetResponse       | Yes <input type="button" value="No"/>                                       | ? |
|  Campaign Monitor  | Yes <input type="button" value="No"/>                                       | ? |
|  ActiveCampaign    | Manage <input type="button" value="Yes"/> <input type="button" value="No"/> | ? |
|  iContact          | Yes <input type="button" value="No"/>                                       | ? |

**Step 4:** Click **Next** on the integration information pop-up.

ProProfs Quiz Maker

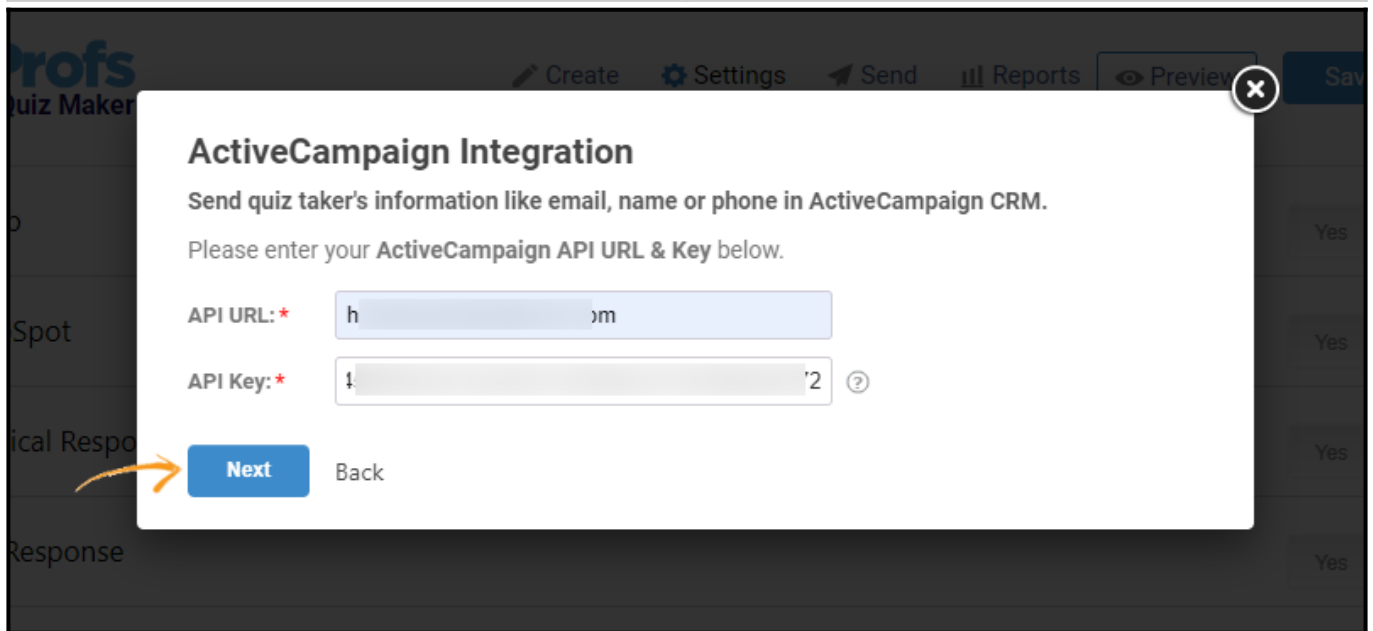
Create Settings Send Reports Preview Save

### Add learner as a lead in ActiveCampaign

ProProfs captures quiz taker's information and adds them as a lead in ActiveCampaign automatically. This information can also be sent to various lists in your ActiveCampaign account.

**Step 5:** Enter your ActiveCampaign **API URL** and **API key**. Click **Next**.


Read '[How to find your ActiveCampaign API URL and key](#)' to obtain the required information.



**Step 6:** When the authentication is complete, select one of your ActiveCampaign lists to add learners' data. Check the "**Notify me**" option if you want to receive email notifications every time a new learner takes your quiz. Click **Next** to proceed.

## Choose a list

Please select a list to add new contacts.

Select list:  

☐ Notify me 

**Next** Back

**Step 7:** Based on the selected list and custom questions set up under "**Tracking & Lead Capture**," assign a corresponding field from the drop-down menus to the appropriate ActiveCampaign fields. Click **Finish** to complete the integration.

## Map your quiz fields to ActiveCampaign fields

Map ActiveCampaign lead and quiz by selecting the relevant fields from the dropdown menus. The dropdown menu will consist of options selected in the Tracking Configuration under Security settings. [Learn More](#)

ActiveCampaign

ProProfs

Email

Email

First Name

Name

Last Name

Last Name

Phone

Select

Finish

Back

You'll see the following confirmation message on the successful integration:

### ActiveCampaign Integration Successful



Your ActiveCampaign integration is ready to use. New quiz taker's emails will be automatically added as contact to your ActiveCampaign account.

Ok

*That is all about ActiveCampaign integration with Quiz Maker.*

### Related Articles

- [iContact Integration With Quiz Maker](#)
- [Campaign Monitor Integration With ProProfs Quiz Maker](#)
- [GetResponse Integration With ProProfs Quiz Maker](#)