

# October 15, 2020 | Keap®

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This article applies to:

## Introducing: Company records

Organize your relationships and keep important details about your companies front and center on the new Company record. You can use our default fields (phone, email, etc.) or add up to 100 of your own custom company fields for information that's unique to your business. [Learn more.](#)

## Lead forms update: Capture leads from your website with embedding

Collect leads right on your website with an embedded lead form. Customize your form to capture the information you need, then copy and paste the embed code into your website builder. [Learn more.](#)

## Contacts update: Track relationships with the Anniversary field

The strongest relationships last the test of time...which can now be tracked with the "Anniversary" date field. Manually update the field when adding new contacts, or set it via automation. The field will also be accessible wherever merge fields exist in Keap.

## Companies update: Company names can now start with lowercase letters

Enter companies as intended with the ability to start names with lowercase letters. (Previously, the first letter defaulted to upper case.) This change will also be coming to all contacts in the near future, too.

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