

Public Forms - Virtual Fields

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Tags: Keap-Pro Keap-Max Keap-Ultimate

Virtual Fields with Apply Tags in Public Forms is a powerful enhancement that gives you greater flexibility and control when capturing and organizing leads. You can now assign tags to individual field options within public forms, allowing for smarter segmentation and automation from the moment a form is submitted.

In addition, you can now easily reference virtual fields within decision diamonds, making it simpler than ever to build precise, responsive automation paths based on form inputs.

Previously, form builders could apply a single tag to an entire form submission, but couldn't differentiate contacts based on specific field responses.

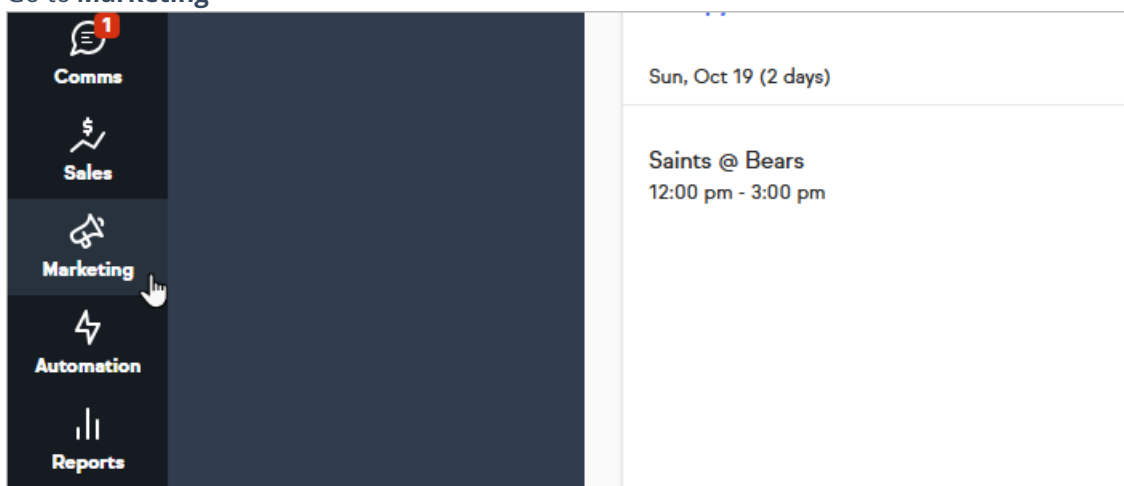
With Virtual Fields and Tag Assignment, you can now:

- Create Virtual Fields that don't map directly to contact fields but capture information useful for segmentation on the automation builder
- Assign tags to each field option (for example, a tag for "Interested in Coaching" vs. "Interested in Training").
- Trigger automations immediately upon form submission using virtual fields on decision diamonds and/or tags.

The Virtual Fields with Apply Tags in Public Forms feature represents a significant leap toward smarter, automation-driven data collection in Keap. By embedding segmentation directly into the form experience, you can turn every form submission into an actionable step in the marketing journey — automatically and at scale.

Getting Started

1. Go to **Marketing**



2. Click on **Create form** and select **Public**

Create form

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What type of form do you want to create?

Internal

Filled out by *you* whenever you add or update contacts in Keap

or

Public

Filled out by *your leads* wherever they're embedded or published online

3. Choose any template to get started and click on **Start building your form**

Select template

Jump start your form with common fields already added.

Template name

Lead form

Start building your form

Cancel

4. Click on **Add fields**

Phone

Add fields Create new field

Next

5. Click on the dropdown and select one of the options:

Select field

Virtual fields

Checkboxes

Dropdown

Radio buttons

Next

- a. Checkboxes
- b. Dropdown
- c. Radio buttons

6. In this example, I chose Checkboxes

7. Enter the label as it will be displayed on the form. Note that the preview pane on the right side of the page will update in real-time as you make these changes so you can see how the form will look prior to publishing

Email address

Phone

Checkboxes (Virtual field)

Virtual fields (such as a dropdown, checkbox, or radio button) are a way to capture users' answers on a form so you can add tags and run automations based on those answers. Virtual fields do NOT sync with the contact record. [Learn more](#)

Label*

Select the items you are interested in

Label must not exceed 700 characters

38/700

Helper text

Helper text must not exceed 280 characters

0/280

☐ Display helper text in info icon

Field Type

Checkboxes

Field option name*

Apply tags

You can add up to 10 tags

Keap

First name*

Last name*

Email address*

Phone*

Type

Select the items you are interested in

☐

☐

Submit

8. Fill out the name of the virtual field on **Field option name**

The screenshot shows a form with two sections. The first section has a 'Field Type' dropdown set to 'Checkboxes' and a 'Field option name' input field containing 'Cars'. Below this is an 'Apply tags' dropdown. The second section is identical but with 'Trucks' in the 'Field option name' input. A note 'You can add up to 10 tags' is visible between the sections.

9. Click on **Apply tags** to select and apply tags

The screenshot shows the 'Apply tags' dropdown menu open. The input field contains 'cars'. The dropdown list shows a '+ Create a new tag' option at the top, followed by a list of existing tags. The 'Cars' tag is highlighted with a mouse cursor. Below the dropdown, another 'Field option name' input field with 'Boats' is partially visible.

- You can create a new tag on the fly by Clicking on **+Create a new tag**
- Start typing to search for tags
- You can add up to **10 tags** per option

10. Click on **+Add a new option** if you need more options

The screenshot shows the bottom part of the form. It features an 'Apply tags' dropdown, a note 'You can add up to 10 tags', a '+ Add a new option' button with a mouse cursor, and a 'Required field' checkbox. At the bottom, there are two buttons: 'Add fields' and 'Create new field'.

11. Click on **Add fields** to add more virtual fields

You can add up to 10 tags

[+ Add a new option](#)

☐ Required field

[Add fields](#) [Create new field](#)

[Next](#)

12. You can preview how the options would look like on the right side

Keap

First name*

Last name*

Email address*

Phone* Type ▾

Select the item(s) you are interested in

☐ Cars

☐ Trucks

☐ Boats

[Submit](#)

13. When you are done customizing your form, click on **Next**

You can add up to 10 tags

[+ Add a new option](#)

☐ Required field

[Add fields](#) [Create new field](#)

[Next](#)



14. Style tour form and click on **Next**

15. You can automate your form and click on **Next**

16. You can share your form or embed on your website

Sharing options



Share a link
Use this link to share on social media, text, or email

[Copy link](#)



Share it on Facebook
Click on the share icon and log in to your Facebook account.
You can add a comment to your message on the pop-up menu.

[Share](#)



Share on X
Click on the share icon and log in to your X account. You can
add a comment to your message on the pop-up menu.

[Post](#)



Add it to your website

Using the following code, you can embed this form directly on your website.

```
<div data-form-slug="8947992048335184" data-env="production" data-path="contact-us/8947992048335184" class="keap-custom-form"></div><script>
```

[Copy code](#) Copy code and paste it into your website's HTML. Learn how in this [help article](#).

[Save and exit](#) [Try it out](#)

17. Click on **Save and exit** when you are done or **Try it out** to test it

```
<div data-form-slug="8947992048335184" data-env="production" data-path="contact-us/8947992048335184" class="keep-custom-form"></div><script>
```

 **Copy code**

Copy code and paste it into your website's HTML. Learn how in this [help article](#).

Save and exit

Try it out

FAQs

Can I add more than 10 tags per option?

No, you can add up to 10 tags per option

Is there a limit of options that I can add?

No, you can add as many options as you want per virtual field

Is there a limit of virtual fields that I can add?

No, you can add as many virtual fields as you want per form

Will the answers be added to the contact record?

No, virtual fields do NOT sync with the contact record.

How can I use virtual fields in forms?

Create Virtual Fields that don't map directly to contact fields but capture information useful for segmentation.

Assign tags to each field option (for example, a tag for "Interested in Coaching" vs. "Interested in Training").

Trigger automations immediately upon form submission using those tags or the virtual fields options on decision diamonds

Can I apply tags to virtual fields on internal forms?

Not yet. This feature will be released soon to internal forms
