

# Marketing Automation form

Overview
Marketing Automation form gathers information about visitors to the page.
Marketing Automation form only works when you have the Marketing Automation functionality enabled.

Related topics
<a href="#">Adding blocks to Landing Page</a>
<a href="#">eZ Marketing Automation documentation</a>

## Using the Marketing Automation form

Use a Marketing Automation form to collect information about visitors to the page.

The Marketing Automation form starts working automatically when it is placed on a page. It needs no additional configuration.

See [eZ Marketing Automation documentation](#) for more information about the Marketing Automation extension.