

Legacy landing page builder transition (COMPLETE)

This article applies to:

[Pro](#)

[Max](#)

[Ultimate](#)

Updates to this transition will be available here

[2-1-24] TRANSITION COMPLETE

[1-24-24] Third follow-up email sent.

[1-10-23] Second follow-up email sent to customers with existing published Convrrt landing pages

[12-8-23] First follow-up email sent to customers with existing published Convrrt landing pages

[10-13-23] Initial email sent to customers with existing published Convrrt landing pages

[6.2.2023] Agreement with Convrrt to offer legacy landing pages as a paid service moving forward

[5.25.2023] Turned off the old Convrrt (legacy) landing page goal from the left side navigation for new apps and existing apps that do not currently have at least one published Convrrt landing page. Turned off the old Convrrt (legacy) checkout pages for new apps and those existing apps that do not currently use Convrrt landing pages.

[5.1.2023] The legacy landing page builder is in maintenance mode: This means that only critical bugs will be addressed moving forward.

Beginning Feb 1, 2024, legacy landing pages will be offered as a third-party add-on and will be renamed "Convrrt landing pages." To make this transition as easy as possible, we're providing these three options and automatically enrolling customers that have existing published Convrrt landing pages into the first option for just \$5/month as it avoids any disruption to existing workflows.

Convrrt Lite (\$5/mo.)

- All customers with existing published legacy landing pages will be auto-enrolled into this option, but will have an opportunity to opt-out prior to February 1st, 2024 when billing begins.
- Billing for this option will begin on February 1, 2024.
- All existing Convrrt landing pages will continue to function as normal.

- After February 1, 2024 you will not be able to create or duplicate new Convrrt landing pages. However, you will still be able to edit existing pages and they will continue to function as normal.
- With this option, you'll build all of your NEW landing pages in the [new landing page builder](#).

Convrrt Pro (\$20/mo.)

- With this option you will be able to edit, duplicate and create new pages and will also receive updates on all new features and enhancements released by Convrrt.
- Note: This is a special, negotiated rate that will be available until February 1, 2024, after which the price will increase to \$79/mo.

Opt-out completely

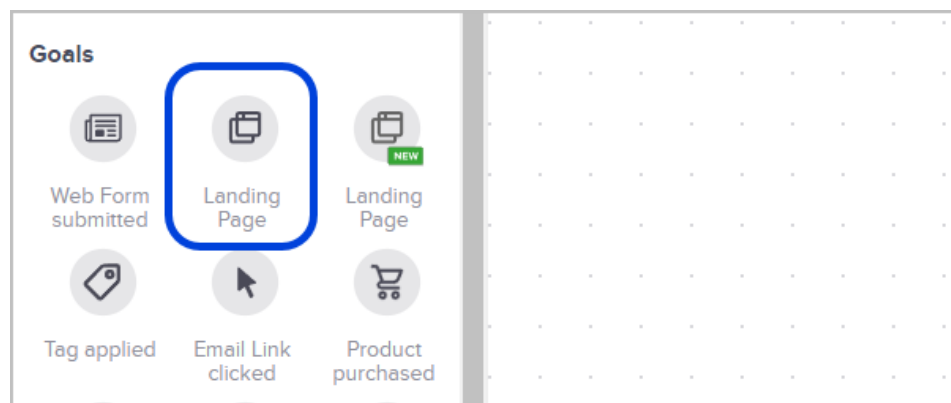
- You will lose access to the legacy page builder and must rebuild all of your existing pages in the new builder.
- You will maintain access to your existing, published legacy landing pages until February 1, 2024. We suggest only choosing this option if you plan to migrate your landing pages on your own or with the help of a partner.
- If you opt out, you will lose access to your existing landing pages on February 1, 2024 and will not be able to create new legacy landing pages. Your existing legacy pages will be removed and no longer function or collect leads.

1. [How to identify the Convrrt landing page builder](#)
2. [How to identify Keap's landing page builder](#)
3. [FAQs](#)

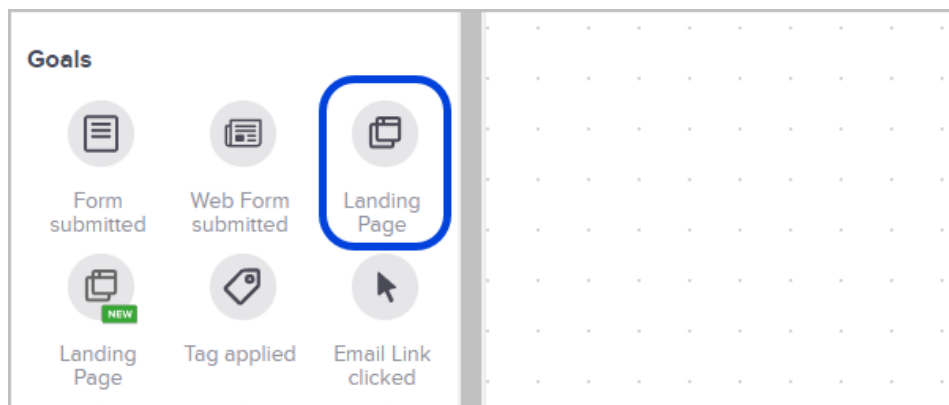
How to identify the Convrrt landing page builder

The Convrrt builder can be found when setting up a Campaign in Max Classic, or an Advanced Automation in Pro or Max

*When setting up a Campaign in **Max Classic***

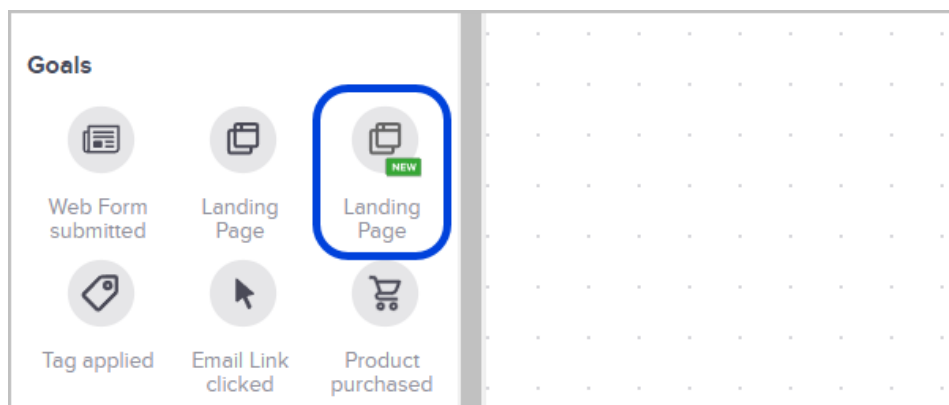


*When setting up an Advanced Automation in **Pro/Max***



How to identify Keap's landing page builder

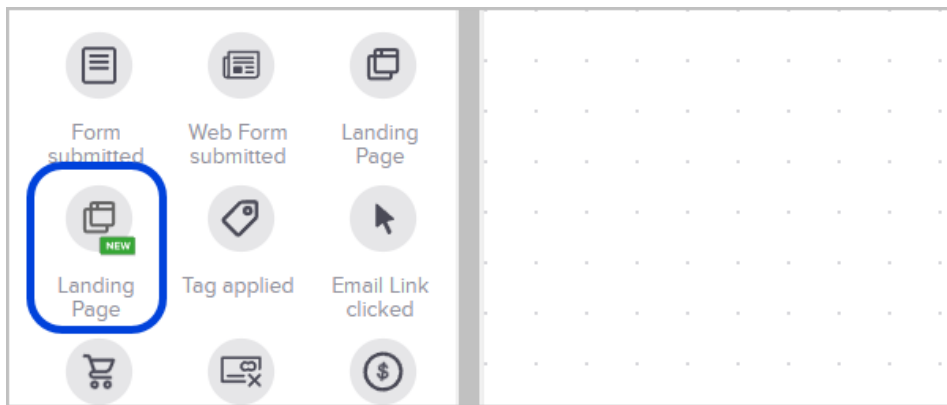
When setting up a Campaign in **Max Classic**



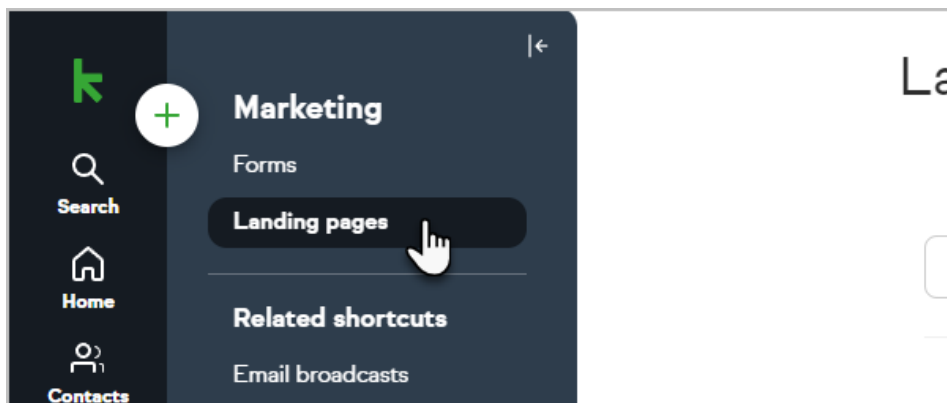
When navigating to Marketing > Landing Pages in the main navigation menu of **Max Classic**

CRM	Marketing	E-Commerce	Accounting
Contacts	Campaign Builder	E-Commerce Setup	Billing
Companies	Email & Broadcasts	Orders	Books & Invoices
Opportunities	Lead Generation	Products	Users
Referral Partners	Templates	Payment Setup	Integrations
Visitors	Dynamic Content	Actions	
Zapier Integrations	Landing Pages	Promotions	
	Legacy	Legacy	

When setting up an advanced automation in **Pro/Max**



When navigating to Marketing > Landing Pages in the main navigation panel in **Pro/Max**



FAQs

How much time do I have to migrate my legacy landing pages?

Legacy landing pages will stop working on February 1, 2024 unless you are opted in to Convrt Lite or Convrt Pro.

Will I need to rebuild my landing pages manually?

Yes. Any landing page built with the legacy page builder will need to be migrated to the new landing page builder before February 1, 2024.

Will there be features not available in the new landing page builder that were available in the legacy landing page builder?

Yes. Not all features available in the legacy builder are available in the new builder. Our team is working on bringing critical features to the new builder.

Will the landing page migration affect active campaigns?

Yes. You will need to update campaign and advanced automation goals to the new landing page goal. You will have until February 1, 2024 to gradually update your landing pages from the legacy builder to the new builder in active automations or campaigns.

Will my legacy landing pages still work after the legacy landing page builder is retired in February, 2024?

No. Active campaigns with legacy landing page goals will not work after February 1 2024, if you are not opted-in to either the \$5 Convrt Lite plan or the \$20 Convrt Pro plan. You will need to replace the legacy landing page goal with a new landing page goal in all of your active campaigns if you are not enrolled in one of the above

Convrt plans.
