

## Gravity Forms – CRM Integration



Gravity Forms is a popular contact form Plugin for WordPress. We have integrated Gravity Forms with the Microsoft Dynamics CRM for Web to Lead conversions.

This product is an extension to the amazing Gravity Forms Plugin for WordPress. It allows you to send form entries directly from Gravity Forms to your Microsoft Dynamics CRM as a Lead record. When a prospect fills out the Contact Us page on your website, the details are submitted to Dynamics CRM and the Lead record is created. A simple workflow can notify the sales team members to follow up on this new Lead.

### Technology Infrastructure:

We have used some cutting edge technology to ensure a reliable and highly efficient method of moving data from your Gravity Form to CRM. Some key technologies are mentioned below –

#### **Azure Service Bus**

We have used the Microsoft Azure Service Bus API to send the data to CRM, rather than using email or other less efficient methods. Microsoft Azure Service Bus provides a 99.9% availability ensuring that you do not lose any data.

#### **Azure CRM Web Service**

Our custom web service is hosted on our Azure platform and we use it to call your CRM organization to submit data received from your Gravity Forms and to create a Lead record in your CRM. This Web Service is a highly reliable and scalable service that can deliver hundreds or thousands of leads per hour!

#### **Key Features of this integration are highlighted below -**

1. Hosted on Azure with a 99.9% uptime
2. Queue based architecture to ensure consistent delivery.
3. Automatically convert your web form submission to CRM Leads.

**Contact Us Today to get Started! Email us at [info@cloudfronts.com](mailto:info@cloudfronts.com) to learn more!**