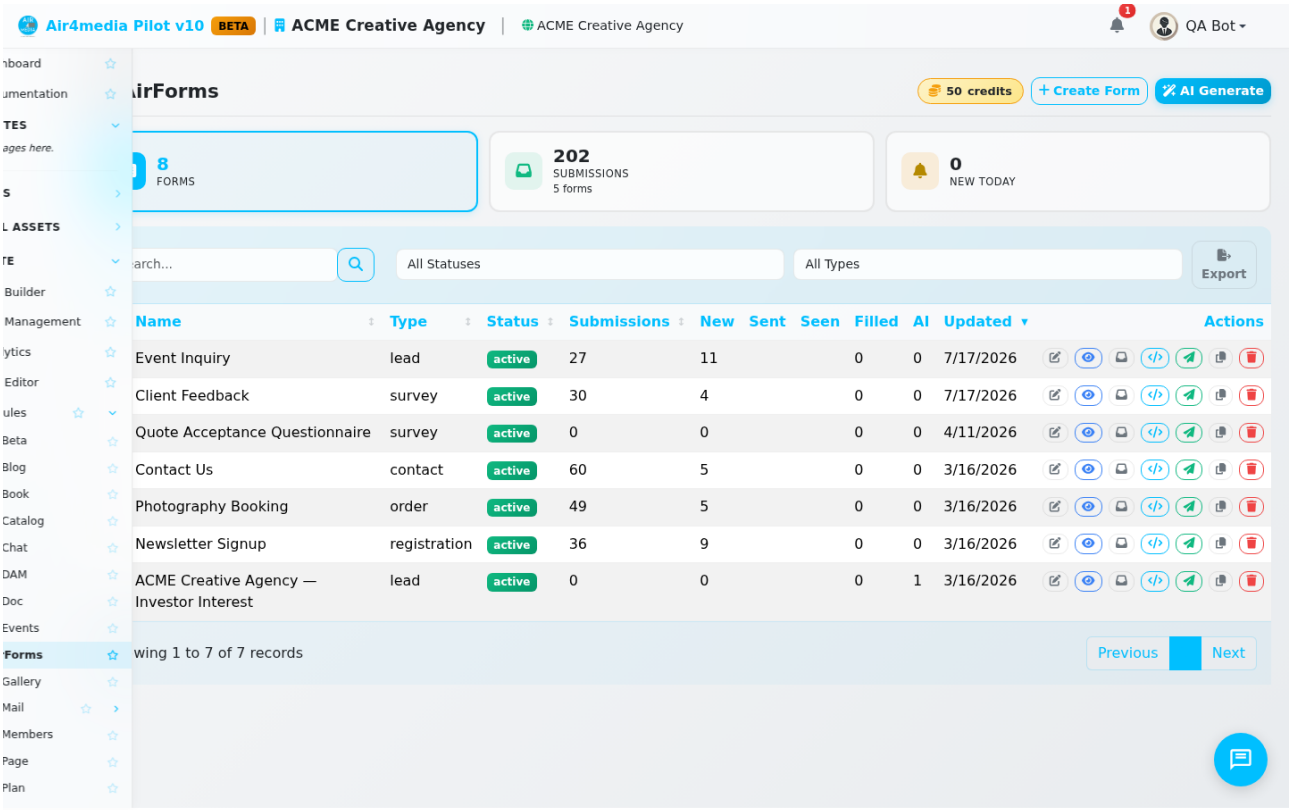

AirForms is a form builder and lead management tool. Build custom forms for your website, capture leads directly into your CRM, and track every submission — all from one place.

Key Features

- **Visual Form Builder**: Drag-and-drop builder with 21 field types — text, email, phone, number, URL, textarea, dropdown, radio buttons, checkboxes, multi-checkbox, hidden fields, file upload, image upload, date, time, rating, range slider, and layout elements like headings, paragraphs, and dividers
- **AI Form Generation**: Describe your business and goal and AI builds a complete form for you, including suggested fields and the reasoning behind each one (uses AI credits)
- **AI Submission Analysis**: Automatically score and analyze incoming leads, generate a personalized reply draft, and send it immediately or hold for your review
- **Approval Workflow**: Gate submissions before contacts are created or AI responses sent — review each one, add notes, then approve or reject
- **CRM Integration**: Auto-create contacts from submissions with field mapping. When someone fills out ACME Creative Agency's "New Client Inquiry" form, they appear in your contacts instantly
- **Contract Integration**: Attach a contract template so a signed document is generated automatically on submission

- **Subscription Integration**: Connect a form to an AirPlan so signups trigger a subscription — including Stripe Checkout for paid plans
- **Submission Inbox**: Browse all responses with status labels — New, Read, Replied, Archived, Spam — plus search, date filters, and CSV export
- **Email Notifications**: Get alerted when someone submits, and send automatic reply emails to submitters
- **Embed Anywhere**: Place forms on any website with a JavaScript snippet, or share a direct link
- **Spam Protection**: Built-in honeypot and submission limits block bots automatically
- **Conditional Logic**: Show or hide fields based on answers to other fields
- **Custom Styling**: Forms inherit your site's colors and fonts automatically, with full CSS overrides available

How to Use

1. Go to **AirForms** in the sidebar
2. Click **New Form** to choose a template (Contact, Lead Capture, Registration, Survey, Order), or click **Generate with AI** and describe what you need
3. In the builder, drag fields from the left panel into your form, or click to add them
4. Click any field to edit its label, placeholder, required toggle, width, and CRM field mapping
5. Open the **Settings** tab to configure notifications, auto-reply, CRM integration, contract, subscription plan, and AI analysis
6. Open the **Design** tab to preview how the form looks with your site's branding
7. Click **Save**, then click **Embed** on the form list to get your website code
8. Click **Submissions** on any form to open the inbox and review responses

Managing Submissions

- Filter by status or date range, and search by content
- Open any submission to see all field values, metadata (IP, browser, referrer), and add internal notes
- Update status as you work through leads: New → Read → Replied → Archived
- Export all submissions to CSV for reporting
- Run AI analysis manually on any submission, or enable auto-analysis on every new one
- Approve or reject pending items before contacts or AI replies are created

Tips

- Use **Duplicate** to copy a form and test variations without starting over
- Use **Copy to Site** in batch actions to reuse a form across multiple sites
- Set a **Redirect URL** to send visitors to a thank-you page after submitting
- Enable **Approval Required** on AI responses to review the draft before it sends
- After AI generation, check the form summary — it explains the reasoning behind each field choice