



♪ Wufoo & Your app sitting in a tree ♪

I-N-T-E-G-R-A-T-I-N-G

People need forms on their website

Let's face it, forms are everywhere. Especially on the Internet. Contact forms help us complete the feedback loop. Surveys guide our business decisions. Order forms drive our online economies. Basically, every website out there can benefit from some kind of form.

and Wufoo builds forms.

From form validation to unlimited notifications, from comprehensive analytics to automatic captcha integration, Wufoo makes some of the best forms in the world.

Wufoo forms are **portable**.

Copy and paste a little code and a Wufoo form can be embedded on any website.

The image displays a website interface with a Wufoo form embedded. The website has a purple and white color scheme. The main content area is titled "Mike & Jenny's WEDDING" and includes a photo of a couple. A navigation menu on the right lists: HOME, SCHEDULE, DIRECTIONS, FAMILY, and PHOTOS. Below the navigation is an "ABOUT US" section with placeholder text. The Wufoo form is titled "Mike and Jenny's Wedding RSVP" and includes the following fields:

- Name: First and Last name input fields.
- Are you coming?: A dropdown menu with "Yes" and "No" options.
- Your Meal Selection: A dropdown menu.
- Are you bringing a guest?: A dropdown menu.
- Your Guest: Name input fields (First and Last) and a Meal Selection dropdown.
- Directions to Reception: A text instruction "Go south until it's warm. My house is the third from the left." and a Google Maps embed showing a street view.
- Submit: A button at the bottom of the form.

THE CURRENT PROBLEMS

1. People have to leave your application.

In order to embed a Wufoo form, people need to come to Wufoo.com, copy a snippet of code, and paste it into other code. This takes users away from your app, **reducing engagement** and is prone to copy/paste **errors**. Because of this, a simple task ends up being more complex than necessary.

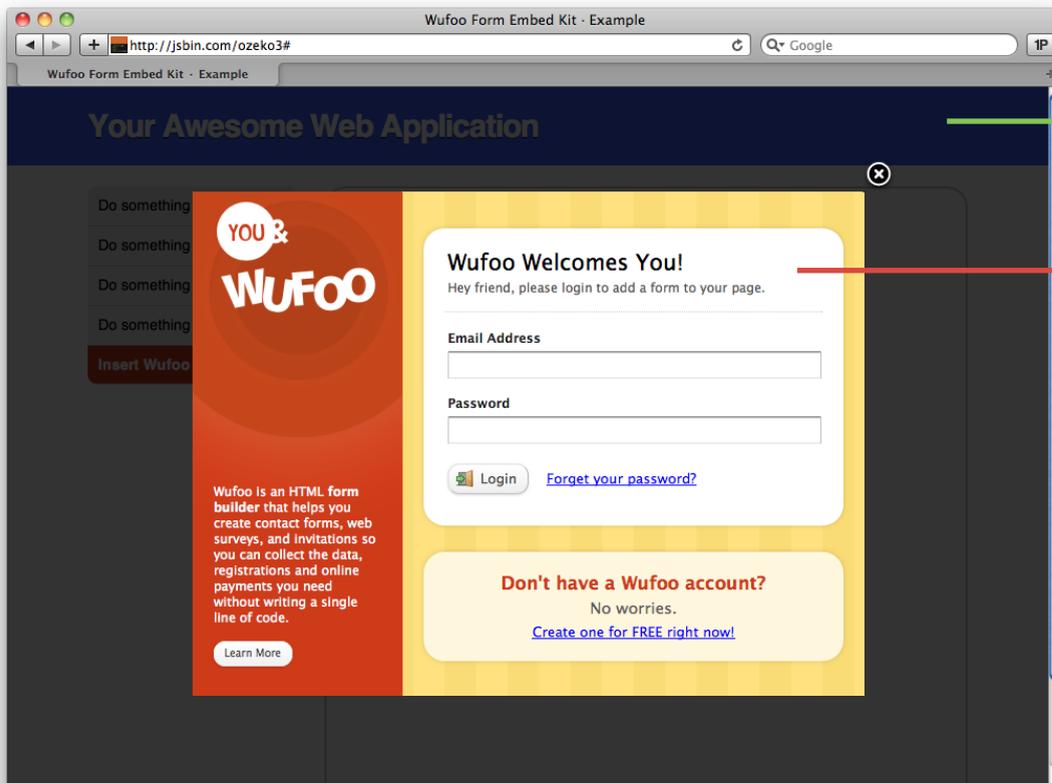
2. People don't like messing with code.

There are a lot of people that use web apps like ours because they can't or don't want to touch a line of code. Even if it's just copying and pasting it.

OUR SOLUTION

Wufoo Form Embed Integration Kit

It's a lightbox interface you can call from your app that allows your users to easily create and embed their Wufoo forms without having to leave your application.



Your Web App

Wufoo Form
Integration
Kit

A better user experience is possible.

- *Existing users can log in and insert forms without ever leaving your app.*
- *New users can sign up and insert a form without ever leaving your app.*
- *The most popular types of forms can be added without ever leaving your app.*
 - *Email notifications of form submissions are automatically set up.*
 - *No copying and pasting of code snippets involved.*
 - *Embedded forms are transparent, so they will blend into any site.*

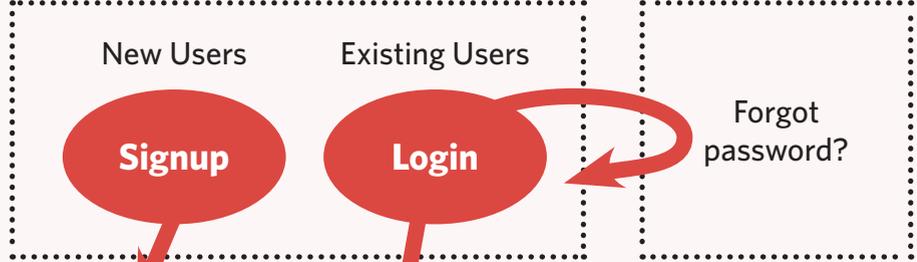
It's easy cheezy.

- *You don't need to learn our API.*
- *You don't need to do any custom design work.*
 - *Your app is instantly better!*
 - *Your users will thank you.*

Click
Wufoo
Button

YOUR APP
YOUR APP - IFRAME

WELCOME PAGE



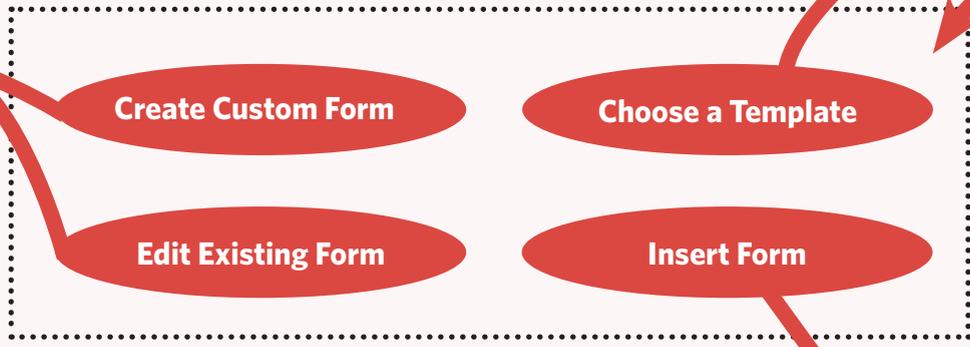
SIGNUP PAGE



GALLERY PAGE



"YOUR FORMS" PAGE



YOUR APP - IFRAME
WUFOO.COM

The Workflow

DONE!

Embed Snippet Delivered

Just a few activities require coming to Wufoo.com. We make it effortlessly smooth and get them back right away.

Welcome Page

This page is co-branded with your logo and ours, so users can *feel the synergy*. If they forget their password, they can retrieve it without ever leaving the iframe.



Wufoo is an HTML form builder that helps you create contact forms, web surveys, and invitations so you can collect the data, registrations and online payments you need without writing a single line of code.

[Learn More](#)

Wufoo Welcomes You!

Hey friend, please login to add a form to your page.

Email Address

Password



Login

[Forget your password?](#)

Don't have a Wufoo account?

No worries.

[Create one for FREE right now!](#)

Signup Page

People that have never even heard of Wufoo can sign up and be using our forms in no time from the iframe. These are the exact same accounts offered directly from Wufoo.com



3

Forms & Reports

100

Entries per Month

+

Always FREE!

Use Your Own Logo

Real Time Notifications

Multi-Page Forms

Logic & Branching

And a whole lot more!

Welcome to Wufoo Account Creation!

Every journey starts somewhere. This journey starts here.

Email Address *

So we can get a hold of you.

Don't worry. We won't ever sell or abuse it.

Password *

Like a secret agent.

At least 6 characters. Once more to verify.

Account URL *

Your one word nickname.

http:// **username** .wufoo.com

Read & Agree *

So we're on the same page.

- Update me about Wufoo projects.
- I agree to Wufoo's [Service Terms](#).

Create Account

[Cancel](#)

Your Forms Page

Once logged in, a user has access to all of their forms. They can choose which one they would like to insert (or edit). Or, they can create a brand new one by selecting one from the gallery or creating one from scratch.

All These Forms are Yours

O monstrous, monstrous! Nay, this was but his dream.

Address Book

 Insert this form

 Edit

Advertising Estimate Form

 Insert this form

 Edit

Avon Order Form

 Insert this form

 Edit

Baseball Registration Form

 Insert this form

 Edit

Bug Tracker

 Insert this form

 Edit

Business Demographic Survey

 Insert this form

 Edit

Gallery Page

We scientifically calculated the most popular form templates and made the top 15 available from within the iframe with a single click. Forms added in this way automatically have an email notification set up so they are instantly usable.

A Sampling from The Gallery

Select a form template below to add it to your account.

Contact Form

Wufoo Contact Form

Message *

- Message
- Email

Join Mailing List

Wufoo Join our Mailing List

Stay up to date on the latest news and offers

Your Email Address *

Website Visitor Survey

Wufoo Web Site Visitor Survey

How did you first learn of our web site?

- Advertisement
- Billboard
- In store promotion
- Email or Newsletter
- News Story
- Search Engine
- Word of Mouth
- Other

If other, please specify _____

Support Request Form

Wufoo Support Request Form

How can we help?

Name

First Last

Email

Seminar Registration

Wufoo Seminar Form

This is my form. Please fill it out, it's awesome.

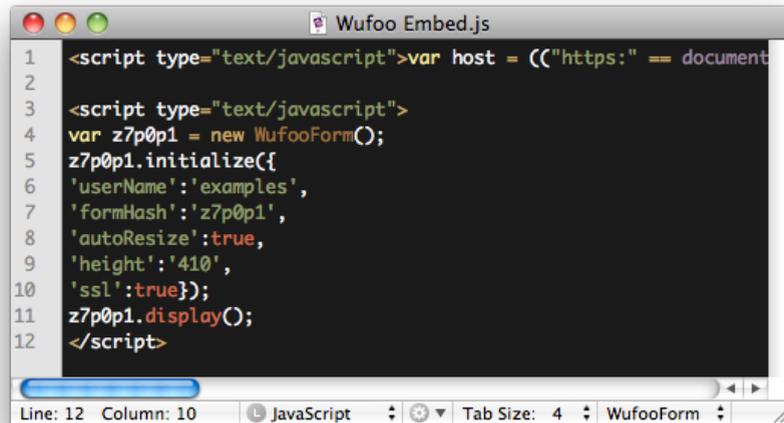
Name



Go Back to Your Forms

TECH NOTE

When a user selects a form to use, we will send your server the embed code it needs to make that happen. When you receive this code, drop it into place and close the iframe lightbox.



```
1 <script type="text/javascript">var host = (("https:" == document
2
3 <script type="text/javascript">
4 var z7p0p1 = new WufooForm();
5 z7p0p1.initialize({
6 'userName':'examples',
7 'formHash':'z7p0p1',
8 'autoResize':true,
9 'height':'410',
10 'ssl':true});
11 z7p0p1.display();
12 </script>
```

The screenshot shows a code editor window with a dark background and light-colored text. The window title is "Wufoo Embed.js". The code is JavaScript that initializes a WufooForm object and calls its display method. The code is numbered from 1 to 12. The editor's status bar at the bottom shows "Line: 12 Column: 10", "JavaScript", "Tab Size: 4", and "WufooForm".

Cross domain iframe communication is a little tricky, but never fear. We've got it all worked out and can help you through it.

So that's the **Wufoo Form Embed Kit**.

It's great for web applications with users who need web forms. You can read our docs and play with a demo of the kit in action here:

<http://wufoo.com/docs/integration/iframe/>

The Form Embed Kit isn't the only way to integrate with Wufoo. There is loads of data in Wufoo users' accounts which is all accessible through our...

RESTFUL API

[Get Forms](#), [Get Fields](#), [Get Entries](#), [Post Entries](#), [Get Users](#), [Get Reports](#), [Get Widgets](#), [Get Comments](#), [Put Web Hooks](#), [Log in](#), [Match Fields](#) & More!

Over **500,000** Wufoo users create an average of **6** forms each, which means there are over **3 million** Wufoo forms doing their thing. Each form contains about **10** fields and collects an average of **20** entries, so that means there are over **600 million** unique bits of data in Wufoo that's accessible through our APIs.

Here are some things you could do with the Wufoo API

- Allow users to search or browse through their entries from your app.
- Process and analyze the entry data in unique ways.
- Tell Wufoo to send new entry data to your app for advanced integrations.

Interested?

<http://wufoo.com/docs/api/v3/>

Questions?

We're happy to answer any questions you might have.
Please contact integration@wufoo.com