



# Formidable Forms

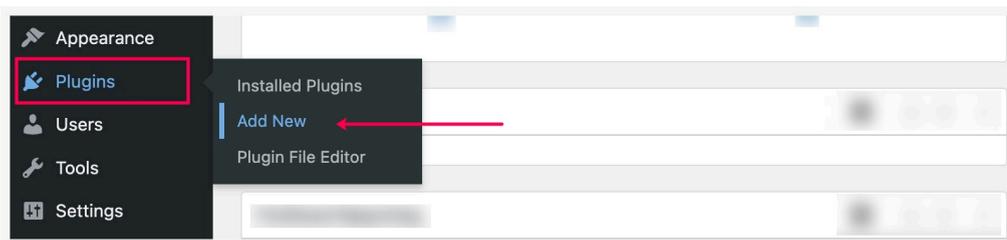
## What is Formidable Forms?

Formidable Forms is an advanced WordPress form plugin with a drag-and-drop form builder. Build a single contact form or complex multi-page forms with conditional logic, calculations, file uploads, and more.

## How to connect Formidable Forms to Zoho Flow

### Step 1: Install the Zoho Flow Plugin in WordPress

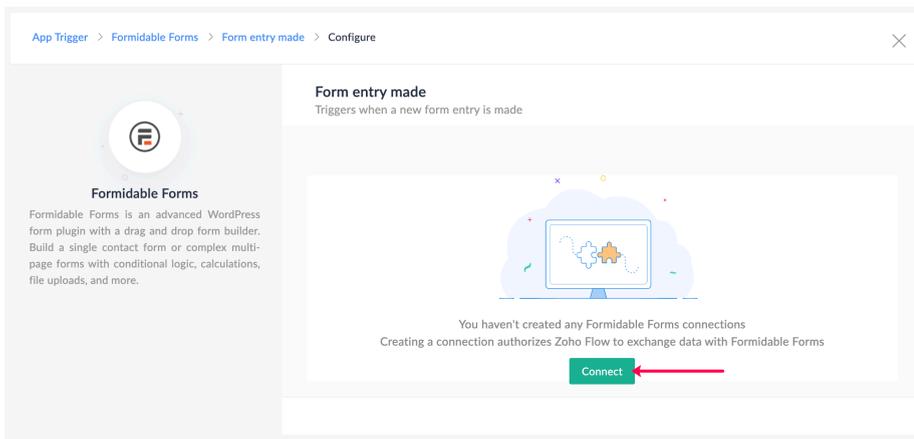
1. Log in to your WordPress account.
2. On the left panel, navigate to **Plugins**. Click **Add new**.



3. Search for **Zoho Flow** and click **Install now**.  
Alternatively, [download the Zoho Flow plugin](#). Use the WordPress built-in plugin installer, or extract the contents into the `wp-content/plugins/` directory of your WordPress installation.
4. Once installed, activate the plugin from the **Plugins** menu in WordPress.

### Step 2: Create a connection in Zoho Flow

1. Create a new flow in Zoho Flow.
2. Select the required trigger or action. If you select a trigger, click **Next**.
3. If there are no existing Formidable Forms connections in your account, click **Connect**. Otherwise, click **New**.



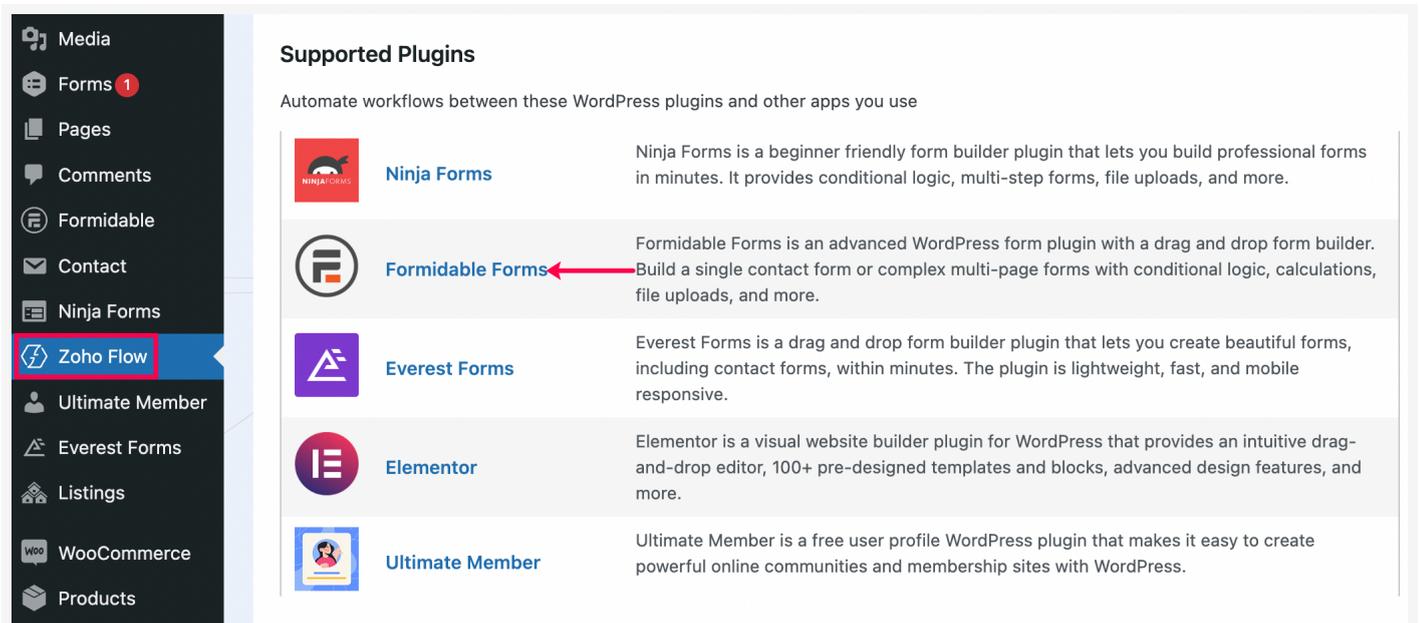
Alternatively, you can create a new connection by navigating to **Settings**, then **Connections**. Click **Create connection** and choose **Formidable Forms**.

4. Enter a connection name.

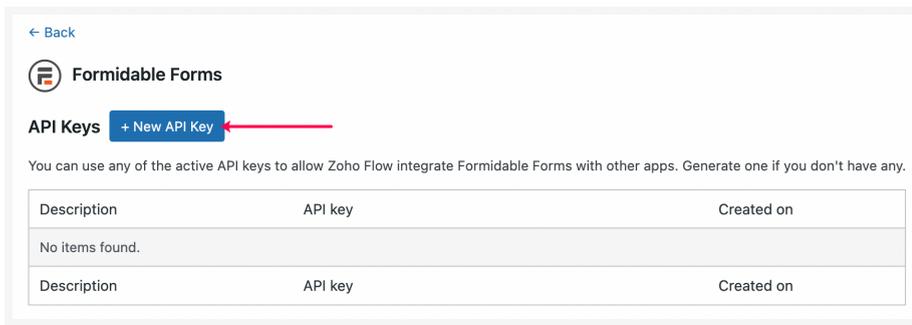
You will need the *API key*, as well as the *Base URL* of your WordPress website to proceed.

### Step 3: Find the API key

1. Log in to your WordPress account.
2. Navigate to **Zoho Flow** on the sidebar menu.



3. Click **Formidable Forms**, then **+ New API key**.



4. Copy the key and paste it into the **API key** field in Zoho Flow.

## Step 4: Find your WordPress website's Base URL

1. In a new browser tab, log in to your WordPress admin dashboard.
2. In your WP Admin dashboard, navigate to **Settings** on the left panel, then **General**.
3. Copy the URL from **Site address** (without the '/' slash at the end, if it is there) and paste it into the **Base URL** field in Zoho Flow.
4. Click **Authorize**.

## Triggers and Actions in Zoho Flow

### Triggers

#### Form entry made

Add leads, add tasks in project management applications, or track employment applications using form submissions.