AirForms is a form builder and lead management tool. Create custom forms for your website, capture leads directly into your CRM, and track every submission.

Key Features

- **Visual Form Builder**: Drag-and-drop builder with 21 field types — text, email, phone, dropdown, checkboxes, file upload, date/time, rating, range slider, and layout elements like headings and dividers

- **AI Form Generation**: Describe your business and goal, and AI builds a complete form for you (uses AI credits)

- **AI Submission Analysis**: Automatically analyze incoming submissions with AI, generate a reply draft, and optionally send it with or without your approval

- **CRM Integration**: Automatically create contacts from submissions, with field mapping to your contact records

- **Contract Integration**: Link a contract template to your form so a contract is automatically created when someone submits

- **Submission Tracking**: View all submissions with status labels — New, Read, Replied, Archived, or Spam

- **Email Notifications**: Get notified by email when someone submits a form

- **Auto-Reply**: Send an automatic response to anyone who fills out your form

- **Embed Anywhere**: Place forms on any website using a JavaScript snippet or iframe code

- **Spam Protection**: Built-in honeypot and submission limits to filter out bots
- **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 customization available

How to Use

1. Go to **AirForms** in the sidebar
2. Click **New Form** to start from scratch, or use **Generate with AI** to describe what you need
3. In the form builder, drag fields from the left panel into your form
4. Click any field to edit its label, placeholder, required setting, and width
5. Use the **Settings** tab to configure notifications, auto-reply, CRM mapping, contract linking, and AI analysis
6. Use the **Design** tab to adjust colors, fonts, and button style
7. Click **Save**, then use **Embed** to get the code for your website
8. View responses by clicking **Submissions** on any form in the list

Managing Submissions

- Filter by status (New, Read, Replied, Archived, Spam) or date range
- Search submission content to find specific responses
- Update a submission's status as you work through leads
- Add internal notes to any submission
- Export submissions to CSV for reporting
- Trigger AI analysis on any submission manually, or enable auto-analysis on every new submission

Tips

- Use **Duplicate** to copy a form and create variations without starting over
- Map your form fields to CRM fields so new contacts are created automatically on submission
- Set a **Redirect URL** to send users to a thank-you page after they submit
- Use **Copy to Site** in batch actions to reuse a form across multiple sites
- Enable **Approval Required** on AI auto-responses to review the draft before it sends
- AI-generated forms include strategic reasoning for each field — check the form summary to understand the approach