

# Zapier Integration Guide

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Zapier is a third-party online automation tool that connects your apps and services. Our Zapier integration lets you connect Quora Lead Gen Forms to 1,500+ other web services. Automated connections called Zaps, set up in minutes with no coding, can automate your day-to-day tasks and build workflows between Quora Lead Gen Forms that otherwise wouldn't be possible.

## Integrating Quora with Zapier

Each Zap has one Quora Lead Gen Form as the **Trigger**, where your information comes from and which causes one or more **Actions** in other apps, where your data gets sent automatically.

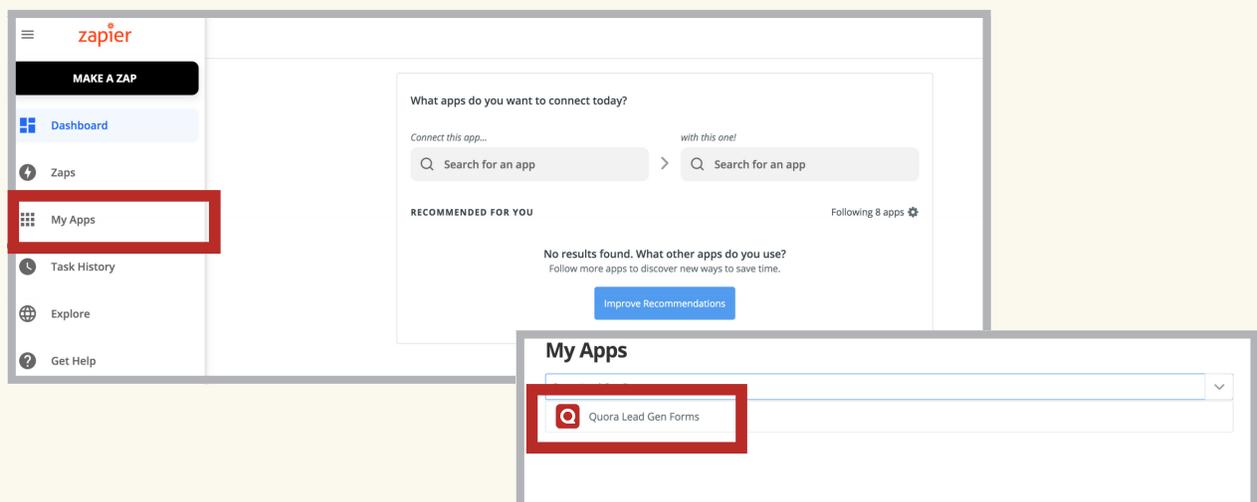
To get started, log in or sign up for a free **Zapier** account. After doing so, you can jump right in.

### Step 1: Create a New Destination Account

On your Zapier dashboard, click on the **My Apps** tab from the left-hand side. Click on **Connect a new account** and search for **Quora Lead Gen Forms**.

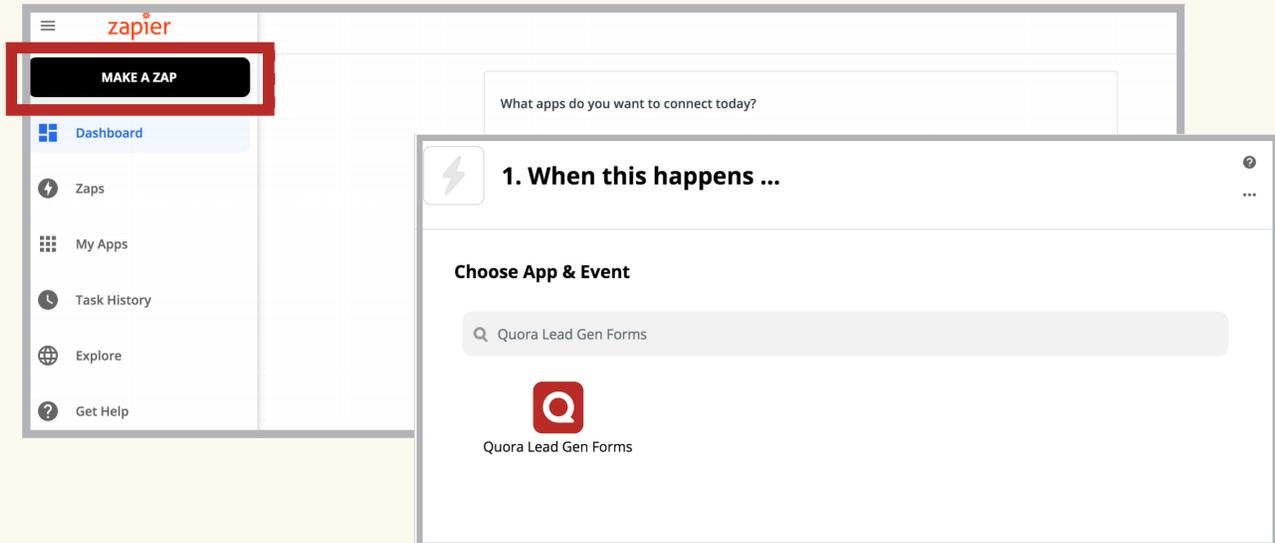
Use your user credentials to connect your Quora Ads account to Zapier. You will need to select the **Form** you wish to trigger.

Once that's done, you can start creating an automation! Use a pre-made Zap or create your own with the Zap Editor. Creating a Zap requires no coding knowledge and you'll be walked step-by-step through the setup.



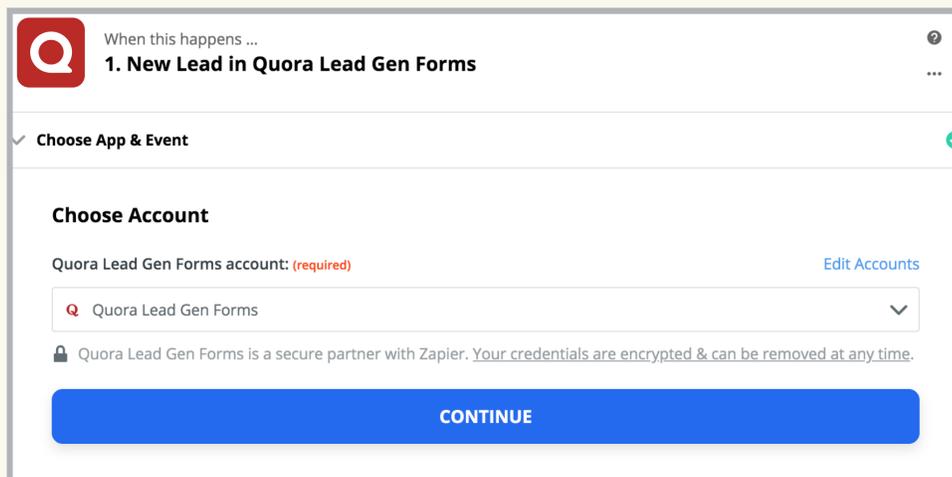
## Step 2: Create a Zap Trigger with Quora Lead Gen Form

In your Zapier dashboard on the left-hand side, click on the **Make a Zap!** button to start creating an automation. From there, search for **Quora Lead Gen Forms**. Click on the app.

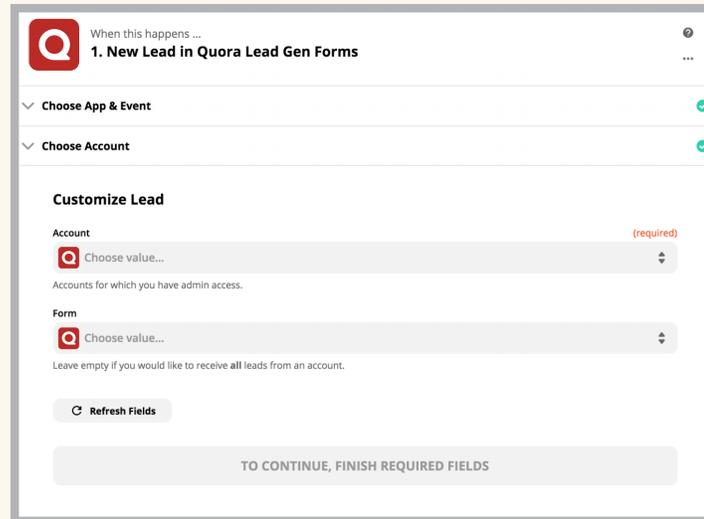


Fill out the **Choose App & Event** selections. Click **Continue**.

You will then use your user credentials to connect your Quora Ads account to Zapier. Unless you are already logged in, you will be asked to **Sign into Quora Lead Gen Forms**. Zapier will request permission to read your Ads Manager data. Accept and click **Continue**.

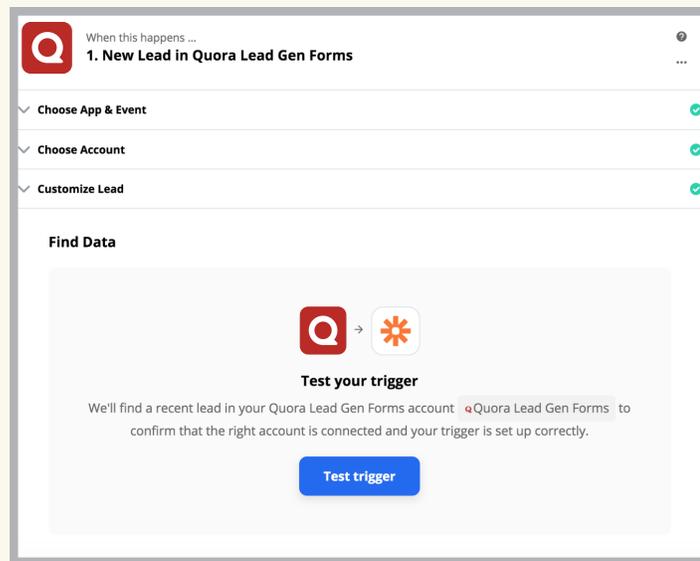


You will now customize the lead. If you have multiple Quora Ads Managers, select the ad accounts for which you have access to. You may also choose the **Form** you would like to receive leads from. Leave the "Form" field empty if you would like to receive all leads from an account.



The screenshot shows the 'Customize Lead' configuration step in Zapier. At the top, it says 'When this happens ... 1. New Lead in Quora Lead Gen Forms'. Below this are two completed steps: 'Choose App & Event' and 'Choose Account', both with green checkmarks. The 'Customize Lead' section has two dropdown menus: 'Account' (with a '(required)' label) and 'Form'. Below the 'Form' dropdown is a note: 'Leave empty if you would like to receive all leads from an account.' At the bottom of the section is a 'Refresh Fields' button and a large grey button that says 'TO CONTINUE, FINISH REQUIRED FIELDS'.

To test your Lead Gen Form connection, click **Test trigger** to see if Zapier can find a lead in Quora Lead Gen Forms. The click **Continue.**



The screenshot shows the 'Test your trigger' step in Zapier. It features the Quora logo and Zapier logo with an arrow pointing from Quora to Zapier. Below the logos is the text 'Test your trigger' and a message: 'We'll find a recent lead in your Quora Lead Gen Forms account **Quora Lead Gen Forms** to confirm that the right account is connected and your trigger is set up correctly.' A blue button labeled 'Test trigger' is positioned at the bottom of the central area.

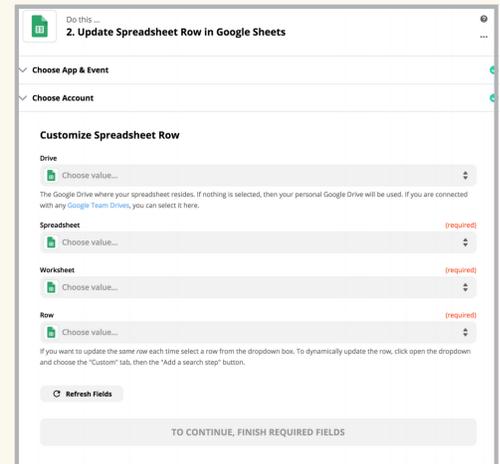
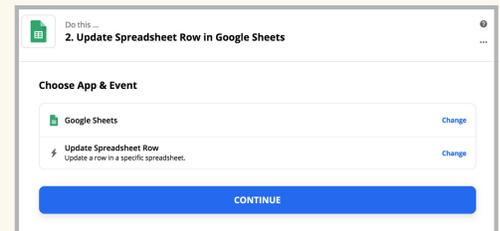
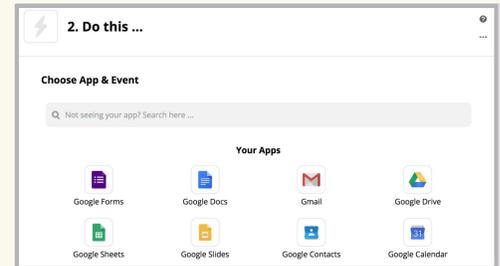
### Step 3: Set up your Zap Action

You will now set up a Zap Action. Choose the **App & Event** and pick from over 1500+ apps.

## Step 3 (Cont): Google Sheets example

Let's say that we want to add leads to Google Sheets.

1. Select the **Google Sheets** app.
2. If we want the **Action Event** to be "Update Spreadsheet Row," choose the selection from the dropdown menu. Click **Continue**.
3. You will be prompted to sign into Google Sheets (or your app of choice). Once you log in, click **Continue**.
4. Find your "Spreadsheet" and "Worksheet." Map the form fields to the column headers. Once you click **Continue**, you will then have the option to **Test & Review, Test & Continue,** or **Skip Test**.
5. Review and confirm your workflow once you are finished.
6. Finalize your Zap and turn it on.



For more information or any questions, please visit Zapier's [help center](#) or reach out to [contact@zapier.com](mailto:contact@zapier.com).