

Omeda Is Now Available On Zapier

Omeda is excited to partner with [Zapier](#), a leading no-code process automation platform that connects data between web apps that are not linked via direct integrations.

With the Zapier integration, Omeda clients can create, automate and streamline workflows between Omeda and their preferred systems, even if Omeda does not directly integrate with them. Highlights of our integration with Zapier include:

Two-way sync.

In most cases, integrations set up through Zapier are bidirectional, meaning that data can be sent to and from Omeda and any of the available partner apps.

Custom output files & data mapping.

In Zapier's integration builder, customize your output files and map data fields between the Omeda and your chosen apps, so data is always stored in the right place and in the right format for your needs.

Code-free setup.




Integrations can be set up quickly without separate code or developer assistance, then run on autopilot.

Seamless automation.

Users can trigger workflows from either platform to the other, activities that take place throughout the customer journey can be automated and replicated over and over, easing collaboration and coordination across teams.

What you can do with the Omeda Zap

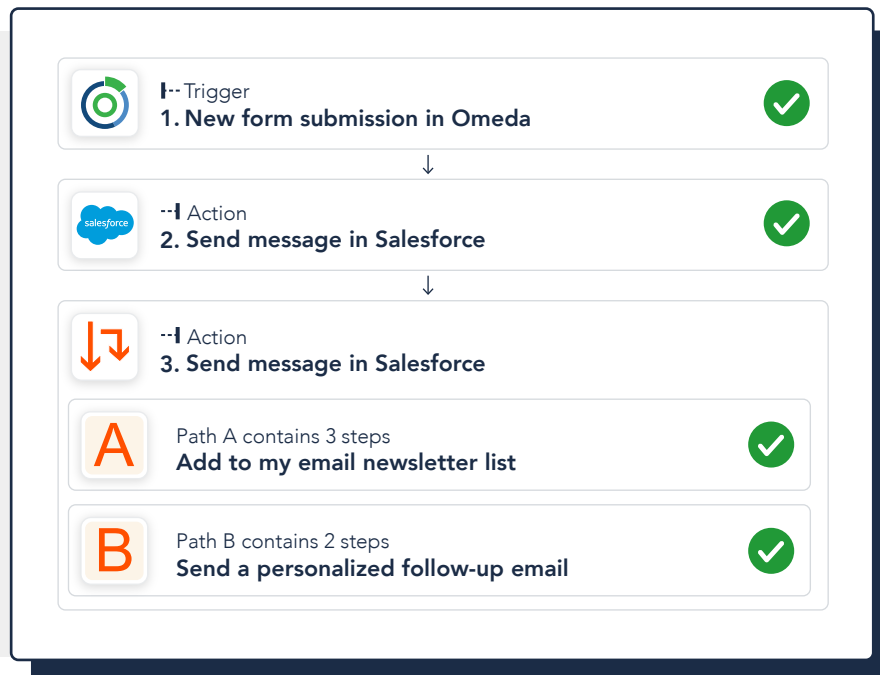
Zapier can be used to connect Omeda with [5,000+ other apps](#), including Salesforce, HubSpot, the Google suite, Calendly, ActiveCampaign, Trello, etc. Use cases include:

-  When someone completes a form on Omeda, their information and form responses are automatically added to Salesforce or HubSpot as a new contact record.
-  When someone completes a form on Omeda, their information and form responses are automatically added to Salesforce or HubSpot to an ongoing campaign.
-  When someone schedules a demo on Calendly, their information is automatically added to Omeda's Audience Builder as a new contact.

How Zapier transfers data between Omeda and partner apps

Zapier functions as a bridge between two different apps, the **trigger app** and the **action app**. When an action is taken in the trigger app, it flows through Zapier, then causes one or more predetermined actions to be taken in another app (“action apps”).

Typically, the trigger involves the addition of customer data to one app (i.e., someone registers for an event, downloads an eBook, completes a demo request form) and the action involves the storage and/or activation of that customer data in the second app (creating a new contact, add a new contact to a campaign, update the contact’s customer profile, etc.).



How to set up an integration between Omeda and Zapier

To set up a Zap, clients will need both an Omeda account and a Zapier account. Clients will also need the following information to authenticate their Omeda account in Zapier (submit a ticket to Omeda Support for this information).

- 1 Omeda Client Brand Abbreviation**
- 2 Omeda Input ID**
- 3 API key**

Zapier account holders can simply log into Zapier and navigate to the Integration Builder. Select Omeda’s new **Form Submission** Trigger or Omeda’s **Add Customer Action**. Then map data between fields, customize the output file, then run a test of the integration before setting it live. (If you do not currently have an account, check out Zapier’s pricing model to get started: <https://zapier.com/pricing>)