

Advanced Customization

Fully customize forms to match your branding, create custom form URLs, and even use your custom domain with no coding.



BUT FIRST, IS ADVANCED CUSTOMIZATION THE SAME AS WHITE LABEL?

Of course not, there are major differences between the two of them. The term "**white label**" is sometimes misused, so let's make sure we're on the same page: a white label is an unbranded product purchased by a company and rebranded as one's own. For 123FormBuilder this would translate into selling the unbranded software for other companies to brand it and sell as their own. We don't provide that, currently. "**Advanced customization**" allows users to personalize the tool to match their brand, domain, and overall user experience so that users never feel it's an external tool.

123FormBuilder offers two levels of advanced customization: on the form level and on the platform level. Here's a breakdown of the two:

FORM CUSTOMIZATION

Custom Domain
(e.g., yourdomain.com) to seamlessly point to your dedicated server.

Custom URL
to strengthen your brand & improve your website's search rankings.

Company Branding
to add your logo and colors on all levels for brand consistency.

Advanced Form Customization
for padding, style, fonts, corners, backgrounds, checkboxes, and more.

[Discover more design options](#)

PLATFORM CUSTOMIZATION

← everything in
Form Customization

Single Sign-On (SSO)
to simplify how your users log in, view, submit and edit their forms.

Host Data Where You Are
we're hosted on AWS with data centers across the US and EU.

Fit Forms into Your Workflow
to automatically transfer all your data into your favorite tools.

Dedicated Support
for tips, quick answers, and help with your forms and dashboard.

Curious? Let's show you a customization demo!

ALL THAT, ON TOP OF 123FORMBUILDER'S FEATURES:



Full Salesforce Integration

Use the entire Salesforce Products & Software Suite: Sales, Health, Service, Marketing or Experience Cloud.



Web-to-Anything

Connect your forms to unlimited standard or custom objects and map the data you collect to any Salesforce object.



Unlimited Forms & Submissions

Build all the forms you need and collect all the data you can dream of. We'll support you along the way.



Secure Payments

Accept payments or collect donations directly in your forms via payments tools such as PayPal, Stripe, or Authorize.net.



Security & Compliance

Collect data safely with security measures as data encryption, antispam protection, GDPR and HIPAA Compliance.



Dedicated Support

Get all the help from day one with a dedicated Account Manager and Technical Account Manager (TAM).



eSignature

Any form can become legally binding. Quickly collect electronic signatures by adding an extra field to your form.



Drag & Drop, No-code Editor

Build beautiful forms, integrate them with any tool you like with no coding: just drag & drop, publish and share them online.



2000+ Form Templates

Choose from 2000+ pre-built templates and get your professional-looking form ready in minutes.

[Try 123FormBuilder for free](#)

FREQUENTLY ASKED QUESTIONS

How do I get started with advanced customization?

- ▶ If you have questions on how to get started customizing your form you can easily reach us via email at customercare@123formbuilder.com.

Can the dashboard live on my own domain? I.e, <https://forms.mydomain.com>

- ▶ Yes, the dashboard can live on a domain of your choice. For a better brand experience, we recommend choosing options like *"yourcompany.123formbuilder.com"* or a subdomain on your own domain like *"forms.yourdomain.com"*.

Can I white-label the email notifications?

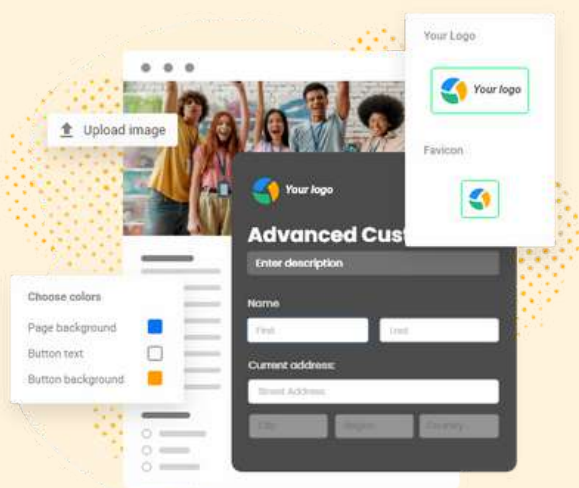
- ▶ Yes, you can customize your notifications too, so they come from an email address like *contact@yourdomain.com*.

Can I upload my own logo and adjust the dashboard colors?

- ▶ Yes! You have full control over the branding of your dashboard.

Will you provide technical support and documentation for my team?

- ▶ Our platform comes with self-serve documentation that is continuously improved by our colleagues. Even more, we have a stellar technical support team that will help you along the way.



Everything is customizable, so the only limit you have to create gorgeous forms is your own creativity.

[Compare our plans](#)

One secure form builder for all data collection use cases.

ASK FOR A DEMO

TRY IT FOR FREE



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