LASSO

LASSO & CRM Integrations

Leverage our flexible integration for unique or complex rules.

LASSO's integrations are powered by Zapier to give you the flexibility to meet your business needs. With integrations to your CRM of choice, you'll eliminate the need for duplicate, manual data entry. Whether a deal stage changes in your CRM, or you have a new or updated customer record, your data can be sent to LASSO.

How it Works

1. Get **API key** from LASSO.
2. **Create a new Zap** in Zapier.
3. Add **a trigger** step for your CRM (ex: Customer created in CRM).
4. **Add LASSO action** to find the customer in LASSO
5. If the customer exists, it will be updated, otherwise it will be created.

Common Use Cases

Add or Update Customers

Add or Update Venues

Add or Update Events

Additional Actions:

You can create or search for the following items in LASSO:

CREATE	SEARCH
• Customer Contact • Account Event Status • Customer • Crew • Event • Event Role • Venue • Update Event	• Account Event Status • Airport • Customer • Customer Contacts • Crew • Event • Updated Crew • Venue

Learn More

LASSO's integration are customizable to meet your business needs. **Schedule a custom demo** to learn more.