Jotform Enterprise for Salesforce vs Salesforce native forms

Salesforce offers several form-building tools within its platform. Each tool has its limitations and requires a different level of technical expertise — from low-code to pro-code. In contrast, Jotform Enterprise for Salesforce offers a robust, no-code alternative with an easy-to-use interface, making it a strong choice for users seeking an efficient data-collection tool.

About Jotform, Jotform Enterprise, and Jotform Enterprise for Salesforce
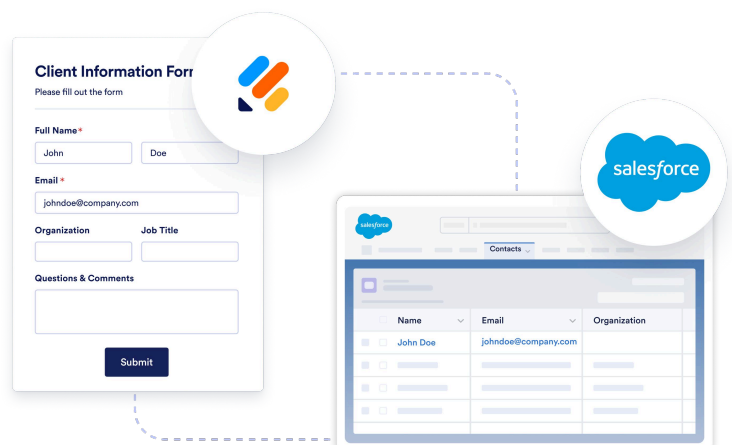
Jotform is an online form builder that allows users to easily create, customize, and share forms for various purposes without needing any coding skills. Trusted by over 30 million users and thousands of organizations globally, Jotform offers robust features like conditional logic, e-signatures, payment integrations, and more, enabling businesses to quickly automate complex data-collection processes.

While standard, self-serve Jotform plans are for individual use, Jotform Enterprise is our flagship product for teams and organizations, as it allows for multiuser access to the platform.

Jotform is available on the Salesforce AppExchange, allowing for seamless integration with Salesforce to enhance data collection and workflow automation.

Jotform Enterprise for Salesforce is the version of Jotform Enterprise that runs directly within Salesforce, accessible via the AppExchange. Forms built within Jotform Enterprise for Salesforce are automatically linked to standard or custom objects, eliminating the need for complex mapping of form fields to objects within Salesforce.

The following page outlines the benefits of choosing Jotform Enterprise for Salesforce as an alternative to Salesforce's built-in form capabilities.

	Jotform Enterprise for Salesforce	Salesforce Native Forms

Web-to-Lead / Web-to-Case forms	✓ Included in Salesforce with no extra licensing or integration needed	✗ Relies on rigid, hand-coded HTML, lacking a drag-and-drop builder for easy customization and styling (HTML/CSS/JS editing required)
		
		✗ Auto reCAPTCHA and Salesforce-enforced submission caps (500 leads/day, 5,000 cases/day)
		
		✗ Offers limited field types and no conditional logic for showing/hiding fields, calculations, or advanced validation
		
		✗ Restricted to generating Leads or Cases, unlike Jotform, which can map to any standard or custom object
		
		✗ Does not support
		  • Direct file uploads
		  • PDF mapping
		  • E-signatures without external add-ons

Dynamic forms	✓ Fields are integrated into Lightning record pages, inheriting their security and layout settings. ✓ You can show or hide fields/ sections based on record data or user criteria.	✗ Unavailable for Experience Cloud sites and external websites ✗ Does not support multipage forms, conditional navigation across pages, or progress indicators ✗ Lacks advanced features such as external file uploads, e-signature capture, payment integrations, and PDF/document generation ✗ No built-in functionality for tracking form analytics like drop-off rates or individual field performance without creating custom reports
Screen flows	✓ Multipage forms, branching logic, and data operations ✓ Direct access to all Salesforce objects, Apex calls, and other flows without external connectors ✓ Flexible placement within Lightning pages, the Utility Bar, Experience Cloud sites, and invocation via Quick Actions	✗ Direct styling is not supported. ✗ Embedding forms on external (non-Salesforce) websites requires complex workarounds. ✗ PDF and signed document generation require extra tools. ✗ There is a steep learning curve for non-technical users.
Lightning Web Components (LWC)	✓ Flexible, full control over HTML and CSS ✓ Full access to LDS and controllers	✗ High development and maintenance costs