PRESS RELEASE

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MEMBERPRESS ZAPIER INTEGRATION IS NOW PUBLIC

The newly public integration includes templated Zaps, and connects the MemberPress WordPress plugin to more than 5,000 other apps and services.

CEDAR CITY, UTAH, Aug. 8 — WordPress membership plugin MemberPress today announced the public status of its integration with the workflow automation application Zapier.

MemberPress users have been able to create Zaps for some time. However, before the public integration, users were first required to obtain an invite. The public status also allows MemberPress to develop publicly available Zap Templates.

Zapier works by creating connections between applications. These connections enable automated workflows, or Zaps. The application is popular because it allows users to create these highly complex connections easily, without coding.

MemberPress CEO Blair Williams said, "Zap Templates let you do incredibly time-saving things with the literal click of a button. You can make it so that every time someone completes an optin form, that info is automatically recorded on a Google Sheet. Or make it so that every transaction in MemberPress is automatically added to QuickBooks. The list of use cases is close to endless."

The MemberPress development team has already created several templates, and there is an ongoing initiative to create additional Zaps to serve users' most common needs. The templates are available on the plugin's [public Zapier page](#).

About Caseproof: Developer Blair Williams formed Caseproof LLC in 2004 as a Utah Limited Liability company. Since that time, the company has built numerous software products for clients and the public. The company's flagship product, **MemberPress**, is the world's most widely used WordPress monetization and membership plugin. Other Caseproof products include Pretty Links, EasyAffiliate, and ThirstyAffiliates.

Learn more about MemberPress [here](#).

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