

## InfoPage Leads API

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## General Information

When a new lead (a user submits a form) is received, InfoPage creates an http request to the Client URL with all the information about the lead.

To setup your URL for receiving the leads:

1. Click the Campaign Settings
2. Insert the URL under the "URL to send form details" field.
3. Save changes

You have 2 options to get the data

## Receive Lead Data - Option 1

If your CRM gets the lead in a certain way, you can configure InfoPage to send you the information in that way. In the field "URL to send form details" you enter your URL and write the field name that your CRM gets. The information where the value of that field is received is the field name in the landing page form.

For example, let's assume that your CRM needs to receive "Name" and "Phone" Fields.

In the landing page the names of those fields are "Full Name" and "Cell Phone".

Then you need to enter the following phrase in "URL to send form details":

[http://www.mycrm.co.il?Name=\[FullName:\]&Phone=\[Phone:\]&PhoneNumber=\[HiddenPhoneNumber\]](http://www.mycrm.co.il?Name=[FullName:]&Phone=[Phone:]&PhoneNumber=[HiddenPhoneNumber])

NOTE: If the field names don't match completely to the form, the request fails.

The system will create two requests, one in **POST** and one in **GET** on every lead with the following data:

POST:

[www.mycrm.co.il?Name=Danni&Phone=0507623232&PhoneNumber=0529987777&Xml= {Like the example below document}](http://www.mycrm.co.il?Name=Danni&Phone=0507623232&PhoneNumber=0529987777&Xml= {Like the example below document})

GET

[www.mycrm.co.il?Name=Danni&Phone=0507623232&PhoneNumber=0529987777](http://www.mycrm.co.il?Name=Danni&Phone=0507623232&PhoneNumber=0529987777)

If you want the system to make **only Get** requests you need to add an **&infopagedata=empty** extension in end URL.

Example:

[http://www.mycrm.co.il?Name=\[FullName:\]&Phone=\[Phone:\]&infopagedata=empty](http://www.mycrm.co.il?Name=[FullName:]&Phone=[Phone:]&infopagedata=empty)

## Receive Lead Data - Option 2

If you only enter your URL in "URL to send form details", the system performs an http **Post** request to this URL with the following XML Data:

<http://yourURL.co.il/getleads.aspx?xml=>

```
<?xml version="1.0" encoding="UTF-8"?>
```

```
<InfoPage>
```

```
  <Campaign>
```

```
    <Id>94067</Id>
```

```
    <Name>Landing Page Name</Name>
```

```
    <Description></Description>
```

```
    <CampaignSource>google adwords</CampaignSource>
```

```
    <SecondaryCampaignName>Campaign Content</SecondaryCampaignName>
```

```
    <CampaignCategory>Tags CampaignName</CampaignCategory>
```

```
    <IpAddress>10.250.17.205</IpAddress>
```

```
    <FullUrl>http%3A%2F%2Fip.infopage.mobi%2Findex.php%3Fpage%3Dlanding%26id%3D94067%26token%3Dc9c588ecafca3e951af7cd1ebf852c5c%26utm_source%3Dgoogle%2520adwords%26utm_content%3DCampaign%2520Content%26utm_campaign%3DTags%2520CampaignName</FullUrl>
```

```
    <PhoneNumber>0529987777</PhoneNumber>
```

```
    <LandingPagePlatform>desktop</LandingPagePlatform>
```

```
  </Campaign>
```

```
  <Form>
```

```
    <Id>-1</Id>
```

```
  </Form>
```

```
  <Contact>
```

```
    <Id>2468277</Id>
```

```
    <Created>2016-12-13 09:38:49</Created>
```

```
    <Fields>
```

```
      <Field>
```

```
        <No>1</No>
```

```
        <Name>Full Name:</Name>
```

```
        <Type>TextField</Type>
```

```
        <Required>0</Required>
```

```
        <Value>Moshe Cohen</Value>
```

```
      </Field>
```

```
      <Field>
```

```
        <No>2</No>
```

```
        <Name>Phone:</Name>
```

```
        <Type>PhoneField</Type>
```

```
<Required>0</Required>  
<Value>0507623232</Value>  
</Field>  
</Fields>  
</Contact>  
</InfoPage>
```

## Fields Index

### Campaign Fields:

- ID – The ID of Campaign in our system.
- Name – The Landing page name
- Description – Not in use.
- CampaignSource - Campaign Source tagging
- SecondaryCampaignName – Campaign Content tagging
- CampaignCategory – Campaign Name tagging
- IpAddress - IP filling form
- FullUrl – The full URL from which the surfer submits their form
- HiddenPhoneNumber - (Optional) - If you use the "Allow Identification" option while sending SMS with an attached landing page, the field will contain the recipient's phone number.
- LandingPagePlatform – Platform through which the form was sent - mobile / desktop

### Form Fields:

- No – ID of the form field
- Name – The name given to the form field
- Type – Type of field, TextField / PhoneField / EmailField ....
- Required – If required field, 0=No 1=Yes
- Value - The value entered by the user

## Viewing Request/Response Logs

You can view log information for every lead sent to your system by clicking "Get requests log" link under the "URL to send form details"