

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 **POST** with parameters in query string on every lead with the following data:

To get standard GET add **&infopagedata=GET**

Example:

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

To get standard POST add **&infopagedata=POST**

Example:

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

NOTE: The parameter name " infopagedata" is Case sensitivity, use small letters.

Request example: (For GET)

www.mycrm.co.il?Name=Danni&Phone=0507623232&PhoneNumber=0529987777

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"