

# Integration


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# Integrating Zapier


- AgentRoof Provides [WebHook](#) to connect your Zaps
- Using AgentRoof WebHook you can send data of leads from any application connected to [Zapier](#) to AgentRoof CRM
- The WebHook Accept the following information
  - Name
  - Email
  - Phone
  - Campaign Name
  - Adset Name

Find below the instructions to connect your Zaps to AgentRoof CRM


1. Create new Zap trigger Refer: [Set up your Zap trigger](#)
  1. Or you can use your existing Zap trigger
2. Create Action
  1. Choose Action type as Webhook By Zapier
  2. On the App & Event section
    1. Choose Event as POST

 **2. POST** ✎ ✕


**App & event**  **Action**  **Test** 

 **Webhooks by Zapier** **Premium** Change

**\* Event (required)**



This is performed when the Zap runs.

Continue 

2. Click Continue
3. In the action section enter the following details
  1. URL
    1. <https://crm.agentroof.com/api/facebook-lead-via-zapier>
  2. Payload type
    1. Form
  3. Data
    1. In this section add the following data using the '+' button
    2. name
      1. Choose name field from your trigger
      2. This is a required field
    3. email
      1. Choose email field from your trigger
      2. Either email or phone is required
    4. phone
      1. Choose phone field from your trigger

2. Either email or phone is required
5. campaign
  1. You can input any value or choose from your trigger
  2. This is used to identify the source of the lead in CRM
  3. This field is required
6. adname
  1. This field is optional
  2. It Can be used when you are running facebook add
4. Wrap Request In Array
  1. Choose 'No'
5. Unflatten
  1. Choose 'Yes'
6. Headers
  1. Set header name as 'APPKEY'
  2. Value as
    1. Your CRM KEY
      1. Get the key from our support team
7. Click Continue
4. Test your step and verify you have received a lead in CRM
5. Publish the Zap

# Integrating Third-party Landing Pages Via API

## Overview

AgentRoof CRM provides an API to integrate lead submissions from external websites or landing pages not developed by AgentRoof. This API allows users to send lead details directly to AgentRoof CRM.

## Base URL

`https://crm.v2.1.agentroof.com/api/add-lead`

## Request Method

- **POST:** The API accepts POST requests to submit lead information.

## Request Headers

The request headers must include the `APPKEY`, which serves as your CRM authentication key. Contact the AgentRoof support team to obtain your unique `APPKEY` (CRM Key).

## Example Header:

`APPKEY: your-crm-appkey-here`

## Request Body

The request body should be sent as `form-data` and include the following fields:

Field Name	Type	Required	Description
<code>name</code>	string	Yes	The full name of the lead.
<code>email</code>	string	Yes	The lead's email address (must be a valid email).
<code>phone</code>	string	Yes	The lead's phone number (must be a 10-digit number).
<code>url</code>	string	Yes	The URL of the website or landing page from which the form is submitted.

<code>source</code>	string	No	The lead source (default: <code>website</code> ). Can be customized.
<code>stage</code>	string	No	The lead's stage (default: <code>Lead</code> ).
<code>tag</code>	string	No	Tags associated with the lead (default: <code>Buyer lead</code> , <code>Seller lead</code> ).

## Example Request Body:

```
name: John Doe
email: john.doe@example.com
phone: 1234567890
url: <https://example-landingpage.com>
source: Facebook
stage: New Lead
tag: Seller lead
```

## Response

The API will return a JSON response indicating the success or failure of the lead submission.

### Successful Response:

```
{
  "status": "success",
  "message": "Lead added successfully",
  "data": []
}
```

### Error Response:

If the request fails due to missing required fields or validation errors, the API will return a JSON response with details:

```
{
  "status": "error",
  "message": "The email must be a valid email address.,The phone field is required."
}
```

## Whitelisting IP Address

To ensure the API requests are not blocked by AgentRoof's firewall, you are required to share the IP address from which the requests will be made. Contact AgentRoof support to have your IP address whitelisted.

## Important Notes

- **APPKEY:** Always ensure the correct APPKEY is used in the request header.
- **IP Address Whitelisting:** Failure to whitelist your IP address may result in the API request being blocked by AgentRoof's firewall.
- **Form-Data Submission:** Ensure that all required fields are provided in the correct format to avoid validation errors.

For any additional assistance, please contact the AgentRoof support team.

# Integrate Facebook Lead Ads

## What is Facebook Lead Ads Integration?

Facebook Lead Ads Integration allows you to connect your Facebook Lead Center directly to AgentRoof CRM.

Once connected, leads submitted through your Facebook Lead Ads are automatically captured and added to AgentRoof CRM, helping you respond to new inquiries more quickly and efficiently.

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## Access the Integration Page

1. Navigate to the left-hand menu.
2. Click **Integration**.

The Integration page will be displayed.

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## Connect Facebook Lead Ads

1. Locate the **Facebook Lead Ads** integration.
2. Click **Connect Now**.

You will be redirected to the Facebook Lead Ads configuration page.

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## Configure the Integration

1. Click **Connect Facebook**.

## Import Existing Facebook Leads

If you would like to import leads that already exist in your Facebook Lead Center:

1. Select **Yes**.

If you only want to receive new leads going forward:

1. Select **No**.
2. Click **Continue**.

You will be redirected to the Facebook login page.

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## Log in to Facebook

1. Enter your Facebook credentials.
2. Complete the login process.

After successfully logging in, a list of Facebook Pages associated with your account will be displayed.

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## Select Facebook Pages

1. Select the Facebook Page or Pages you want to connect to AgentRoof CRM.
2. Click **Next**.

The permissions page will be displayed.

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## Grant Required Permissions

To allow AgentRoof CRM to automatically receive leads submitted through Facebook Lead Ads:

1. Review the requested permissions.
2. Select **Yes** for all permissions.
3. Click **Done**.

### “ Note

The requested permissions are required for AgentRoof CRM to retrieve leads from your Facebook Lead Center automatically.

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## Complete the Integration

1. Click **OK** on the confirmation screen.

Your Facebook Lead Center is now successfully connected to AgentRoof CRM.

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## Activate Connected Pages

After the connection is completed:

1. Return to the Facebook Lead Ads configuration page.
2. Locate the connected Facebook Pages.
3. Click **Activate** next to each page you want to receive leads from.

Once activated, leads submitted through those Facebook Lead Ads will automatically be added to AgentRoof CRM.

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## Manage Connected Pages

At any time, you can:

- Add additional Facebook Pages
- Remove connected Facebook Pages
- Activate or deactivate lead synchronization
- Disconnect the Facebook integration entirely

All management options are available from the Facebook Lead Ads configuration page.

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## Conclusion

You have successfully learned how to connect Facebook Lead Ads to AgentRoof CRM, import existing Facebook leads, activate connected pages, and manage your Facebook Lead Ads integration.

# Integrate Twilio SMS