







Integrating Zapier


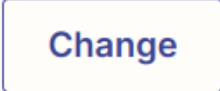
- AgentRoof Provides [WebHook](#) to connect your Zaps
- Using AgentRoof WebHook you can send data of leads from any application connected to [Zapier](#) to AgentRoof CRM
- The WebHook Accept the following information
 - Name
 - Email
 - Phone
 - Campaign Name
 - Adset Name

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**  

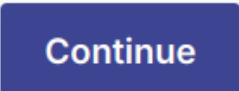

App & event  **Action**  **Test** 

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

*** Event (required)**



This is performed when the Zap runs.

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
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