

# Lead Generation

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## Angi

Angi (formerly Angie's List) is a very popular service that consumers use to find service providers. When they narrow down what they are looking for, their information is then shared with service providers. If you choose to buy the lead, Angie's List will then send you the consumer's contact info.

Angi supports integrating with serviceminder so you can just click a link and the consumer's info will be added to your account. It takes just a couple of steps to set up the integration and requires you to send some information to Angi so they can set up the connection.

## Create an API Key

The first step is to create an API key. This is a magic identifier that will be given to Angi that uniquely identifies your account. When Angi sends the lead to us, we use that to figure out which account the lead should go in to.

To create an API key, go to Control Panel > API Keys > Add. Type in a name (such as "Angi") and then select a channel and optional campaign to use for these leads. For example, you may choose "Online" for your channel and "Angi" for the campaign. (You may need to set up the channel and campaign if you don't already have one).

*Note: if you set your key to brand-scoped with lead distribution turned on, then you can use this integration to distribute leads based on zip code. You'd only need one key for your entire brand with this method.*

## Notify Angi List

Angi may require the following information to set up your integration:

**Testing Endpoint URL:** <https://staging.serviceminder.io/webhook/angieslist>

**Production Endpoint URL:** <https://serviceminder.io/webhook/angieslist>

**X-API-KEY:** Give them the API key you created in the step detailed above

**Success string:** we will return a JSON response with the word "success" in the payload to indicate the lead was successfully added.

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## Home Advisor

Home Advisor is a very popular service that consumers use to find service providers. When they narrow down what they are looking for, their information is then shared with service providers. If you choose to buy the lead, Home Advisor will then send you the consumer's contact info.

Home Advisor supports integrating with serviceminder.io so you can just click a link and the consumer's info will be added to your account. It takes just a couple of steps to set up the integration and requires you to send some information to Home Advisor so they can set up the connection.

## Create an API Key

The first step is to create an API key. This is a magic identifier that will be given to Home Advisor that uniquely identifies your account. When Home Advisor sends the lead to us, we use that to figure out which account the lead should go in to.

To create an API key, go to Control Panel > API Keys > Add. Type in a name (such as "Home Advisor") and then select a channel and optional campaign to use for these leads. For example, you may choose "Online" for your channel and "Home Advisor" for the campaign. (You may need to set up the channel and campaign if you don't already have one).

## Send Email to Home Advisor

Once the key has been generated, copy it and then send an email to [crmintegrations@homeadvisor.com](mailto:crmintegrations@homeadvisor.com). Include the following information in the email:

serviceminder.io Integration Company Name: your company's name HomeAdvisor Account Number or Phone Number: either your HA account number or the phone number where they all you with new leads CRM Key: put the API Key you generated here.

Once you send them this email, they will update your account and let you know how to fetch the leads.

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## Craftjack

Craftjack is a popular service that consumers use to find service providers. When they narrow down what they are looking for, their information is then shared with service providers. If you choose to buy the lead, Home Advisor will then send you the consumer's contact info.

Craftjack supports integrating with serviceminder so you can just click a link and the consumer's info will be added to your account. It takes just a couple of steps to set up the integration and requires you to send some information to Home Advisor so they can set up the connection.

## Create an API Key

The first step is to create an API key. This is a magic identifier that will be given to Home Advisor that uniquely identifies your account. When Craftjack sends the lead to us, we use that to figure out which account the lead should go in to.

To create an API key, go to Control Panel > API Keys > Add. Type in a name (such as "Craftjack") and then select a channel and optional campaign to use for these leads. For example, you may choose "Online" for your channel and "Craftjack" for the campaign. (You may need to set up the channel and campaign if you don't already have one).

*Note: if you set your key to brand-scoped with lead distribution turned on, then you can use this integration to distribute leads based on zip code. You'd only need one key for your entire brand with this method.*

### Craftjack Webhooks

The URL you'll configure in Craftjack will be: [https://serviceminder.io/webhook/craftjack/\\_api-key\\_](https://serviceminder.io/webhook/craftjack/_api-key_)

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# Thumbtack

The ServiceMinder integration with Thumbtack allows businesses to seamlessly connect their Thumbtack account with ServiceMinder, enabling automatic lead import and streamlined workflow management. This integration is designed to help users manage Thumbtack leads directly within ServiceMinder, improving efficiency and ensuring no opportunities are missed.

## Settings and Navigation

To access and configure the Thumbtack integration:

- **Permissions Required:** You must have access to the ServiceMinder Control Panel and an active Thumbtack account.
- **Navigation Steps:**
  1. Log in to your ServiceMinder account.
  2. Go to the **Control Panel**.
  3. Select the **Integrations** section.
  4. Click on the **Marketing** tab.
  5. Scroll down to find the **Thumbtack** option.
  6. Click **Connect** and follow the prompts to log in to your Thumbtack account.

Once connected, the Thumbtack section will appear in your Shortcuts sidebar.

## Integration Features

- **Automatic Lead Import:** Leads from Thumbtack will automatically populate in ServiceMinder as they come in.
  - **Centralized Management:** Manage all Thumbtack leads and related activities directly from the ServiceMinder platform.
  - **Quick Access:** The Thumbtack integration is accessible from the Shortcuts sidebar for easy navigation.
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