

Zapier

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Overview

To set up a webhook so you can send leads from Zapier to serviceminder, first create an API key (**Control Panel > API Keys**). Be sure to set how you want to handle duplicates. You can set a default channel/campaign for the API key but we also support accepting channel and campaign information in the webhook payload.

This integration also supports lead distribution so if you're capturing data for all organizations in your brand, you can still use the Zapier integration to send the leads to the correct locations.

Zapier Webhooks is a premium feature so you will need to have a paid Zapier account that includes webhooks to use this integration.

About Webhooks

This page has more detailed information on Zapier's webhooks capabilities.

<https://zapier.com/help/create/code-webhooks/send-webhooks-in-zaps>

At a high level, serviceminder.io supports HTTP POST operations in JSON format.

Setup

Log in to Zapier and choose to add a new Zap. Then follow these steps to create your zap to catch the data from the other application and send it to serviceminder.io. For our example, we're going to show how to do this with a Facebook Lead Capture Ad.

1. Choose Trigger

Choose where the lead is coming from. For example, you might choose to trigger for a new Facebook lead. You'll need to connect Zapier to your Facebook account, choose the correct page and select which form.



1. Trigger

A trigger is an event that starts your Zap

[Learn more](#)



App Event

Start the Zap when something happens in an app



Google Sheets



Gmail



Slack



Google Calendar



Mailchimp



Twitter



Trello



Google Drive



Facebook Lead Ads

PREMIUM



HubSpot

...and over 4,400+ more



Schedule

Start the Zap every day, hour, or a custom interval



RSS

Start the Zap when an RSS feed updates



Webhook **PREMIUM**

Start the Zap when another app sends a webhook

2. Choose Action

Search for "Webhooks by Zapier" and select that option.

2. Action

An action is an event a Zap performs after it starts

[Learn more](#)

App Event

Do something in an app

- Web Parser by Zapier BETA
- Webhooks by Zapier PREMIUM
- Webflow
- AWeber
- WebinarJam / EverWebinar
No action available
- GoToWebinar PREMIUM

Path

Build different steps for different rules

Filter

Only proceed when a condition is met

Format

Change how incoming data is formatted

Delay

Pause actions for a certain amount of time

3. Choose POST as the Type

Action

2. POST

Choose app & event

Webhooks by Zapier PREMIUM [Change](#)

Action Event (required)

POST

This is performed when the Zap runs.

[Continue](#)

4. Set Up your Action

Put in the URL for the webhook, making sure your API key is on the end. Set the Payload Type to json. Then add all of the fields. We *do* support Custom Fields in this integration. The first input is the name of the field in serviceminder.io. Refer to the previous page for the names of the fields. The right hand side is where you pick what fields from your form to map.

 Action
2. POST

Choose app & event ✓

Set up action

URL (required)

Any URL with a querystring will be re-encoded properly.

Payload Type

Pay special attention to the proper mapping of the data below.

Data

| | | |
|--------|---|---|
| name | <input type="text" value="1. Full Name: test lead: dumm...a for full_name"/> | ✕ |
| email | <input type="text" value="1. Email: test@fb.com"/> | ✕ |
| phone1 | <input type="text" value="1. Phone Number: test lead: dumm...or phone_number"/> | ✕ |
| | | + |

These are key-value pairs that will form the data portion of the request. If you leave these empty, all fields from the previous step will be used. If you want to send your own raw JSON or form-encoded values here, please use the **Custom Request** action instead.

5. Test, then Save

Confirm that your screen matches these settings (except for any specific fields you're mapping) and select Test and Continue. You should get the test lead data into your serviceminder.io account pretty quickly. Then name and save this Zap. That's all there is to it.

Test action

[Skip Test](#)



Send Request to Webhooks by Zapier

To test Webhooks by Zapier, we need to create a new request. This is what will be created:

Search request data...

URL: https://serviceminder.io/webhook/zapier/<api-key-goes-here>

Payload Type: json

Data:

name: test lead: dummy data for full_name

email: test@fb.com

phone1: test lead: dummy data for phone_number

Wrap Request In Array: no

File:

Unflatten: yes

Basic Auth:

Headers:

EMPTY FIELDS:

File: empty (optional)

Basic Auth: empty (optional)

Headers: empty (optional)

Test & Review

Test & Continue