Agile CRM - Unbounce Integration

This document will help you integrate your Unbounce landing pages to Agile CRM. You can send leads from your Unbounce landing form to Agile CRM by setting up a Webhook. Here is how.
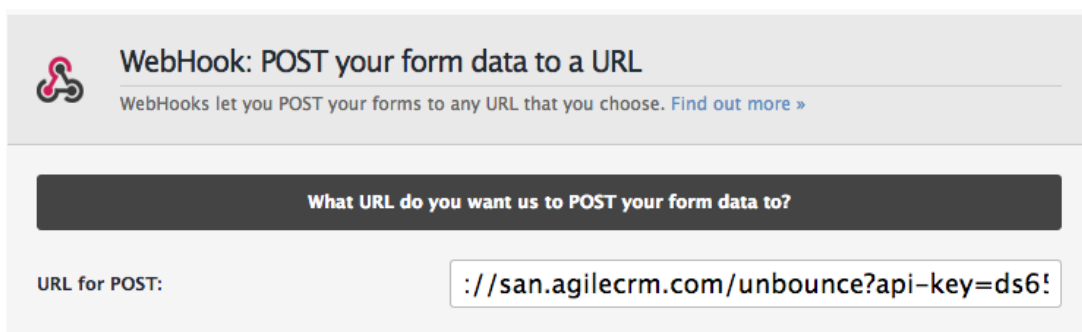
Setup

1. Go to your Agile CRM account and obtain the API key from **Admin settings** under the **API / Analytics** tab.

2. Open your landing page in Unbounce. Under the **Leads & Form integrations** on the right, choose the Webhook : POST to URL option.

3. Enter the following URL in the **URL to POST** field

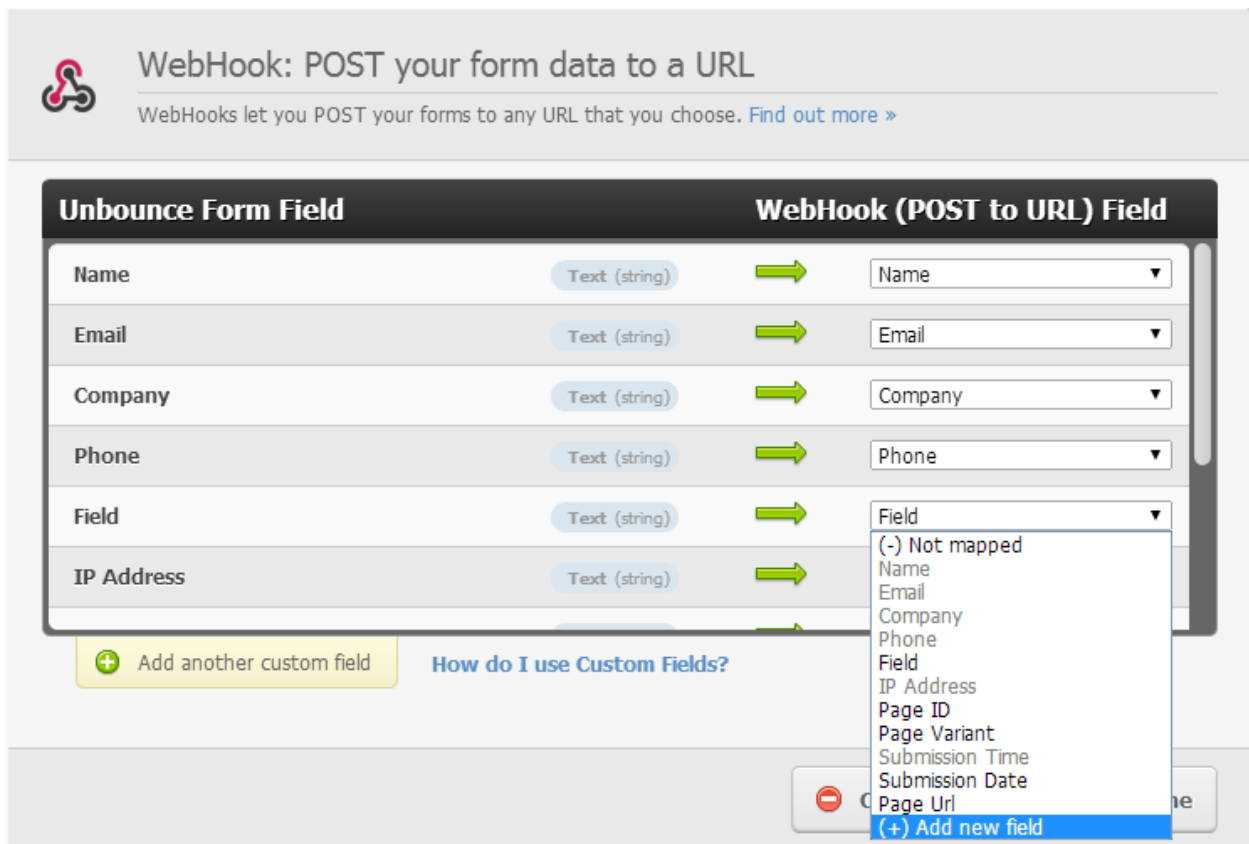https://*your_domain*.agilecrm.com/unbounce?api-key=*your_api_key*

Your_domain is your Agile CRM domain (obtained from Admin settings -> API)

Click **Continue** to complete the integration.

4. Configuring field mapping

If you want to configure how the fields are mapped from the landing page from to Agile CRM contact fields, click on **Configure field mappings** button. This allows you to define how Unbounce sends data (field names) to Agile CRM.

For example, If you have a field in your landing page form with Label as 'Field', if you wish to map it to 'Website' in agile - Choose the option 'Add new field' in the drop down (as shown below) and give the new field name as 'Website'

The table below illustrates how various agile fields can be mapped

Agile CRM Contact Fields	Field name to be used in mapping
First Name	'first name'
Last Name	'last name'
company	'organization', 'company', 'organisation'
designation	'title' or 'designation'

email	'email', 'email id', or 'email address'
Phone (Main)	'phone' or 'phone number'
phone (work)	'work phone'
phone (mobile)	'mobile' or 'mobile phone'
Website (website)	'url' or 'website'
Website (Skype)	'skype' or 'skype id'
Website (Twitter)	twitter
Any custom fields	Form field name should match the custom field name exactly (including case). Avoid using multiple custom fields with same name.
Country	'country'.
City	'city' or 'province'.
State	'state'
Zip	zip', 'zip code', 'postal code',
Street address	'street', 'street address', 'location', 'address'.

5. If you want to **add a Tags** to the contact, you can provide the tags in the Webhook URL after the api-key, separated by comma. Example below.
https://DOMAIN.agilecrm.com/unbounce?api-key=API_KEY,tag1,tag2

Note: First name and Email are required to create a contact in Agile CRM, we recommend to make these form fields mandatory in your form.