



# USING ZAPIER or LEADSBRIDGE TO GET YOUR FACEBOOK LEADS INTO CLUBREADY

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## What is Zapier and LeadsBridge?

Both are web applications that allows you to link multiple platforms together and help automate repetitive tasks. Both offer seamless integrations between Facebook Lead Ads and the rest of your marketing stack. For ClubReady, both offer functionality that will sync your leads from Facebook and automatically enter those Prospects into your ClubReady site.

*The below assumes that you have a reasonable understanding of how Zapier and/or LeadsBridge operates and have created an account on these platforms. Please also make sure that you have set up your Facebook ads account and have already configured your ad forms. Lastly, you should have already filled out the JotForm request for an API key which is required before you begin... <https://form.jotform.com/202044182473044>. While this document focuses on Facebook, you can use any source these platforms support. The data and format in which it is sent to ClubReady will basically be the same, as shown below.*

Zapier

<https://zapier.com/>

LeadsBridge

<https://leadsbridge.com/>

ClubReady offers limited support for this advanced functionality. As a last resort, you can submit a ticket to [support@clubready.com](mailto:support@clubready.com). Include screenshots of all your configurations., especially the Action section. *Note: We cannot offer you support for anything in your Facebook business account including Facebook Ads, or assist with configurations within the Facebook/Meta platform.*



 Trigger  
**1. Facebook Lead Ads**

Choose app & event 

 Facebook Lead Ads **Premium** [Change](#)

Event (required)  
Choose an event 

This is what starts the Zap.

To continue, choose an event

 Trigger  
**1. Facebook Lead Ads**

Choose app & event 

 Facebook Lead Ads **Premium** [Change](#)

Event (required)  
Choose an event  

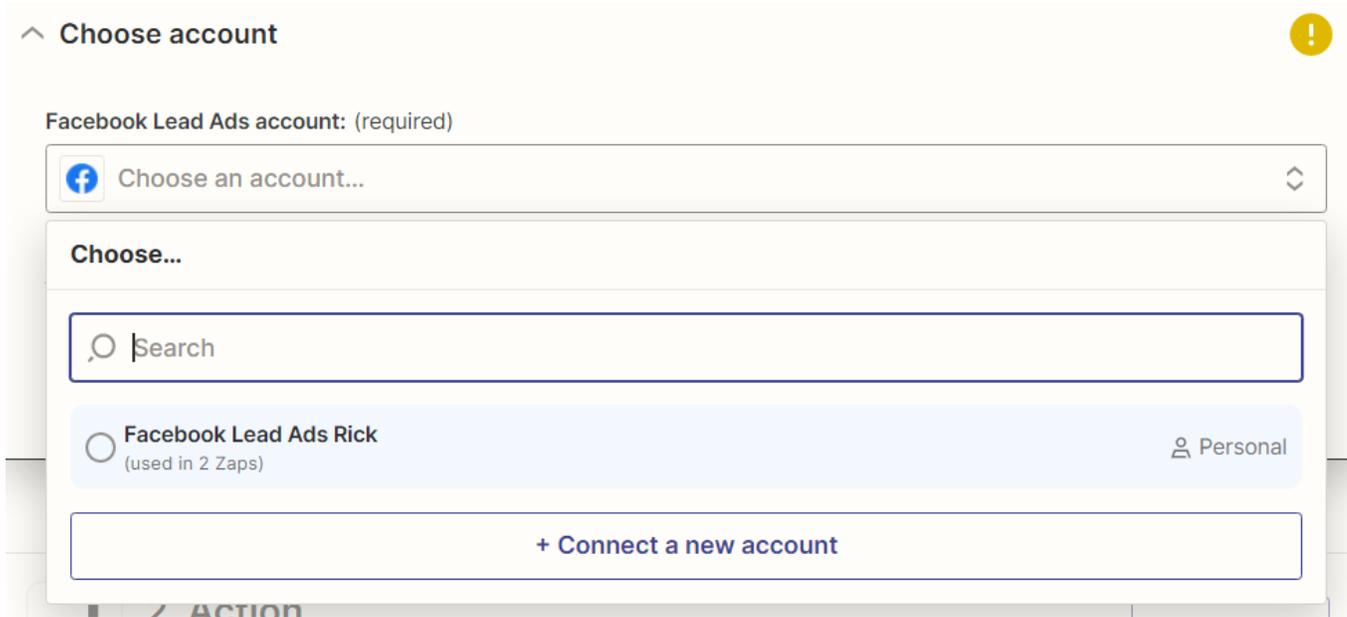
This is what starts the Zap.

To continue, choose an event

Event (required)  
Choose an event 

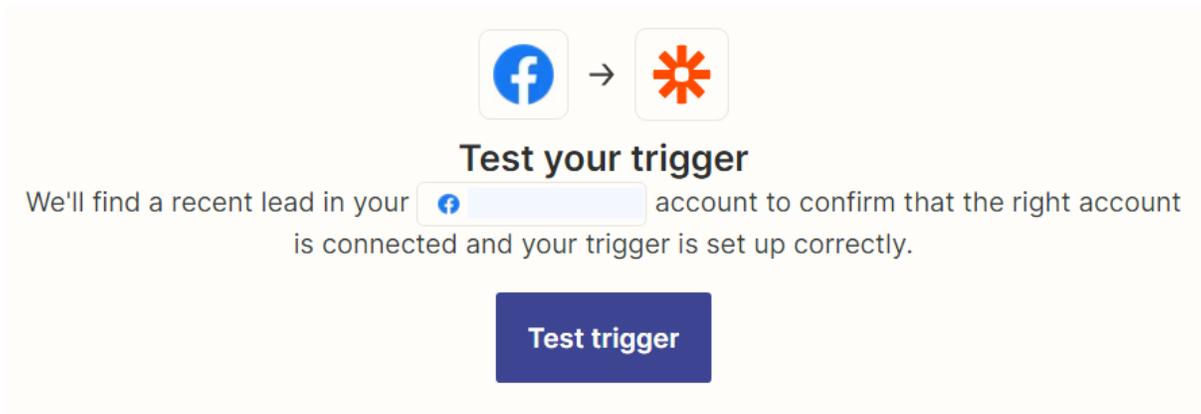
**New Lead** **Instant**  
Triggers when a new lead is created.

Click Continue. Next, choose your Facebook Ads Account or click on the “Connect a New Account” button to open the window that will take you through an authorization process with Facebook.



Next, assure the Page and Form options are both correct. Use the dropdowns if necessary to make any changes.

*You should now test the trigger you just set up to assure it is successfully connecting to your Facebook account.*



Next, you need to add an Action:



## 2. Action

An action is an event a Zap performs after it starts

Learn more

⋮

### App event

Do something in an app

✕


Google Sheets


Microsoft Excel


Google Drive


Gmail


Microsoft Office 365


Slack



Webhooks by Zapier

Premium


Filter by Zapier


Google Calendar


Formatter by Zapier

...and over 4,900+ more

### Built-in tools

Try one of our built-in actions



Path

Build different steps for different rules



Delay

Pause actions for a certain amount of time



Filter

Only proceed when a condition is met



Format

Change how incoming data is formatted

Select the 'Webhooks by Zapier' option.

Click the Event box and select the POST option and click Continue...



Action

## 2. Webhooks by Zapier

⋮

Choose app & event
!



Webhooks by Zapier

Premium

Change

Event (required)

⌵

CREATE

Custom Request

Fire off a custom request by providing raw details. Very flexible but unforgiving.

GET

Fire off a single GET request with optional querystrings.

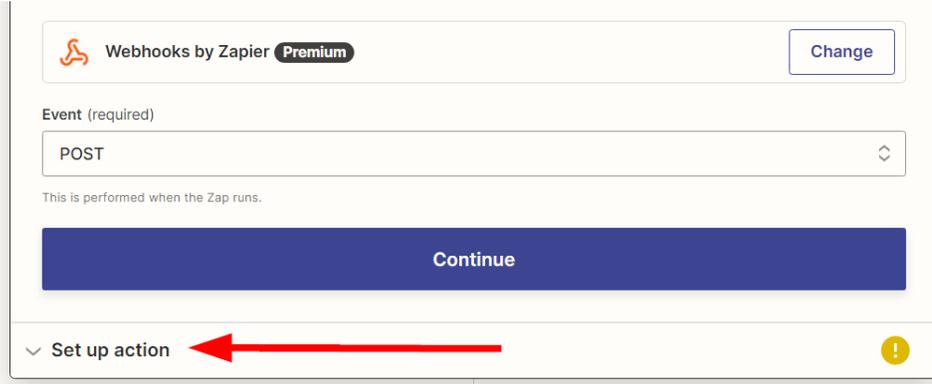
POST

Fire off a single POST request as a form or JSON.

PUT

Fire off a single PUT request as a form or JSON.

Then click on “Set up action” ...



Example action. You may choose to not include the ProspectTypeID which any new prospect will then use the ‘Default Lead Type’ as configured in ClubReady under Setup > Leads > Lead Types. Data fields you include are up to you. You MUST include at a minimum the StoreID, First and Last name, and the Email fields.

**URL** (required)

`https://www.clubready.com/api/current/users/prospect?apikey=ebb7df00-5088-4880-9d7f-8f78a4d472d1`

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

**Payload Type**

form

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

**Data**

StoreID	1865	X
SendEmail	true	X
Email	1. Email: rick@clubready.com	X
FirstName	1. First Name: Rick	X
LastName	1. Last Name: Pomygalski	X
ProspectTypeID	58769	X
ReferralTypeID	120183	X
		+

These are key-value pairs that will form the data portion of the request. If you leave these empty, all fields from the... [more](#)

**Wrap Request In Array**

No

Wraps the request in an array if that is something the service requires.

Some key points:

- The URL should be the same as shown, with your API key added.  
**https://www.clubready.com/api/current/users/prospect?apikey=**
- The Payload type is Form.
- Data coming from Facebook should reflect the FB logo.
- Be sure you have the correct ClubReady **StoreID** for where the Zap data will be sent in ClubReady. *Do not use a ChainID or anything else in this field.*
- LastName, FirstName, and Email are required fields.
- SendEmail set to true is necessary if you want the default new prospect email, as configured in ClubReady, sent to the customer. If you *leave this out, no email will be sent!*
- Any other Data fields you add are up to you. To add the prospect type or referral type be sure to obtain those ID numbers from ClubReady and add them to your form. A list of data options is shown at the end of this document.

Once you have everything configured correctly, **TEST your Zap:**

If the connection to ClubReady was good, you should see “200” for the status code and “Success” for the message. Go into ClubReady and look for your new prospect. If everything appears as you expect it to and you are happy with the result, you can publish your Zap. That’s it!

^ Test action ✔

 →  **Send request to Webhooks by Zapier**  
We'll use this as a sample for setting up the rest of your Zap.

 A request was sent to Webhooks by Zapier about 5 minutes ago

Search item data...

UserId: 87554666  
Success: true  
EmailSent: true  
PackageAdded: false  
StatusCode: 200  
Message: Success

**Retest & review** **Publish Zap**

In ClubReady, I see my newly added prospect with the parameters I set up above, and passed by Zapier:

Detail
Agreements (0)
Bookings (0)
Notes (0)
Files (0)
Forms
Tasks (0)
Past 30



**Rick Pomygalski** [87554666] Unknown

Amenities None

 WORK IT
  GO POS
  NEW DEAL
  BILLING
  BOOKINGS
  PRESENT
  PROFILE
  WELLNESS
  LOGIN AS
  ALL DETAIL
  LEAD HIST

 No key note yet 

 [rick@clubready.com](mailto:rick@clubready.com) 

 (cell) 

 (home) 

 (work) 

Added 5/25/2022 10:41 AM API

Tags 

Guest Pass *(None)* 

Lead Source **Facebook via Zapier**

Lead Type **Zapier Test** 

## Troubleshooting

Most issues are a result of mis-labeled data fields. For example, you must have “FirstName”, not “First Name”. The Store ID must be correct. Your API key will only allow you to use Store ID’s which you have access to. Also assure any other data you add, like the Prospect or Referral type ID’s, are also correct. Like the Store ID, your API key will only work with those ID’s associated to your locations!

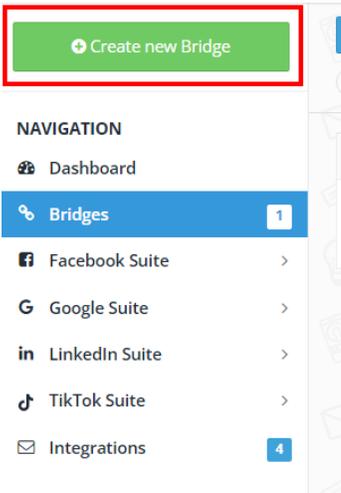
Before seeing additional support, perform a test by the most basic Zap configuration. Instead of linked Facebook fields, just use the fields shown below and simple text for the data. Test that. If that succeeds and is sent into ClubReady, then you can start further troubleshooting by adding additional fields, including your FB linked data.

Data	
StoreID	12345
FirstName	Zapier
LastName	Test
Email	youremail@test.com

If this still doesn’t work, check the URL line and your API key!

# LEADSBRIDGE

## leadsbridge



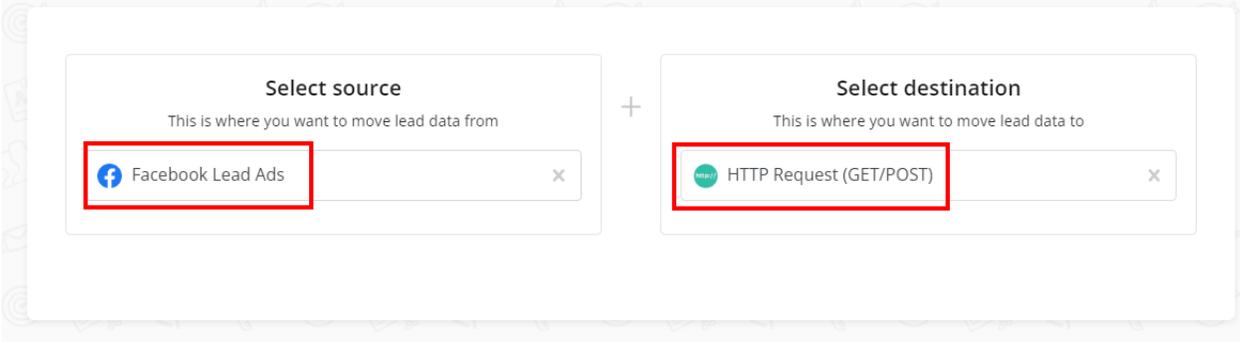
+

Create new Bridge

NAVIGATION

- Dashboard
- Bridges** 1
- Facebook Suite >
- Google Suite >
- LinkedIn Suite >
- TikTok Suite >
- Integrations 4

### Choose the apps you want to connect



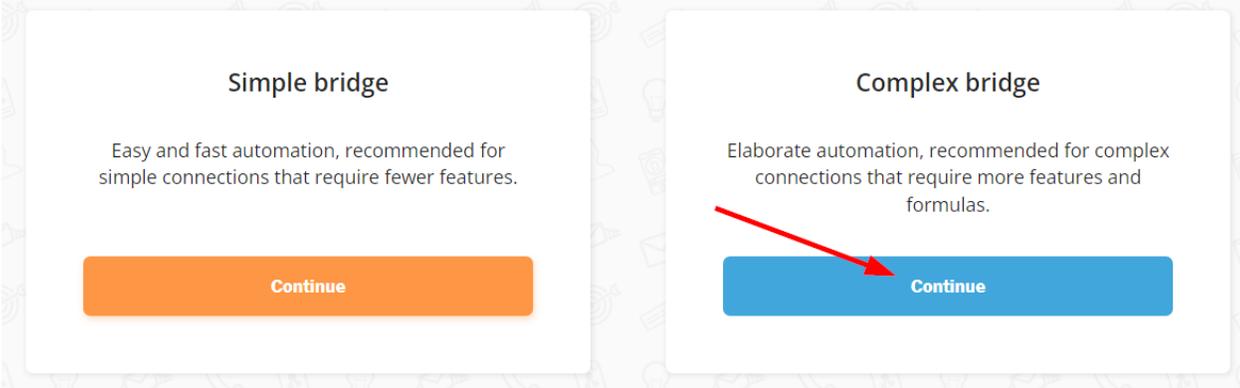
Select source  
This is where you want to move lead data from

Facebook Lead Ads

Select destination  
This is where you want to move lead data to

HTTP Request (GET/POST)

### Choose what kind of bridge you want



Simple bridge

Easy and fast automation, recommended for simple connections that require fewer features.

Continue

Complex bridge

Elaborate automation, recommended for complex connections that require more features and formulas.

Continue



Ready to start? Choose a source and a destination.

Bridge's name

Labels

Select Source **FACEBOOK**

Select Destination

Next >

You must now connect your Facebook account to LeadsBridge...

Example completed configuration:



Select your Facebook Lead Ads Form from the list

Select your User

[Connect with Facebook](#)

Select your Ad Account

Facebook Page

If your Facebook Page doesn't appear, click [here](#), select your account and reauthorize it

Facebook Form

If your Facebook Ad Form doesn't appear, click [here](#) and read documentation.

[Add Ad Form](#)

[Filter Incoming Leads >](#)

[« Back](#)

[Next >](#)

The wizard will connect to your Facebook account. Go through the various screens to authorize the integration and once completed, you should see a very similar screen to the above. For the form, this will be your FB Add Form which you should have already set up.

To configure the Destination, you will Your configuration should be similar to the screenshot below. The items in **yellow** are REQUIRED. The items in **green** are optional.

The URL line would be the same as shown in the Zapier configuration for the URL line, along with your API key.

For the Custom Fields... be SURE to enter them in using all small letters... no spaces or any punctuation... they should appear in your screen the same as they appear below! Like with the Zapier option, the "sendemail" option, which you will set to true in a screen below is necessary if you want the customer to receive the default new prospect email. Other fields are optional.



### Configure your destination integration

Integration's name	<input type="text" value="New Destination - HTTP Request (GET/POST) - 2022-05-26 14:21"/>
URL	<input type="text" value="https://clubready.com/api/current/users/prospect?ApiKey=ebb7df..."/>
Method	<input type="text" value="POST"/>
Timeout (seconds)	<input type="text" value="30"/>
Content type	<input type="text" value="application/x-www-form-urlencoded"/>
Body	<div style="border: 1px solid #ccc; height: 80px;"></div>
OR Custom Fields	<input type="text" value="*storeid *firstname *lastname *email *prospectypeid *referraltpeid *sendemail"/>
Success Patterns	<input type="text" value="Success"/>
Failure Patterns	<input type="text" value="Fail"/>

**!** NOTE: This integration is used by other 1 bridges. Please pay attention if you need to edit these settings.

On the next screen, the top two fields should be set for you and you don't need to change them. If you want to edit the previous options again, click the edit button next to the destination. You can choose to receive an email for each incoming lead... just assure that option is active.



### Choose where you want to send the incoming lead

Destination	New Destination - HTTP Request (GET/POST) - 2022-05-26 14:21	x	Edit
Which Action?	Send leads to URL	x	

### Do you also want to receive an email receipt for each lead coming?

Active?  NO

[« Back](#) [Next »](#)

On the next screen, you should see the fields that were pulled from your FB form which should already be matched to the fields you added in the Custom Fields earlier...

### FACEBOOK » HTTP Request

#### Match the fields between the systems

 Email	<input type="text" value="f Email"/>	▼
 Firstname	<input type="text" value="f First Name"/>	▼
 Lastname	<input type="text" value="f Last Name"/>	▼
 Sendemail	<input type="text"/>	▼
 Prospectypeid	<input type="text"/>	▼
 Referraltypesid	<input type="text"/>	▼

In the test screen shown, the StoreID was missing so you need to add that field... click the option at the bottom to map another field... you should only see a few options here. In my case, just the one:

Don't find a HTTP Request (GET/POST) custom field? Choose from the list and map it.

Select one value. ▲

|

Storeid

Map this field

« Back Next

Select it and click 'Map this Field'. If you added more fields to the Custom Fields option earlier, you may have to add those here as well. Make sure all the fields you added in the Custom Fields box earlier are showing for your fields.

You now need to enter in the exact parameters for the non-Facebook fields. Be sure to use YOUR StoreID, and the applicable ID's for your prospect type, referral type, etc. as set in your location. The below are only for the purpose of this documents. Your actual setup, fields included, etc. will likely differ.

FACEBOOK »  HTTP Request

Match the fields between the systems

Email	<input type="text" value="Email"/>
Firstname	<input type="text" value="First Name"/>
Lastname	<input type="text" value="Last Name"/>
Sendemail	<input type="text" value="true"/>
Prospectypeid	<input type="text" value="58762"/>
Referraltypeid	<input type="text" value="120166"/>
Storeid	<input type="text" value="1865"/>

Once you have everything configured, you should use the Test Now button.

FACEBOOK »  HTTP Request

Test with a new lead  Test with existing leads

First Name

Last Name

Email

Debug

Be sure to check your ClubReady prospects... use the filter for added and set it to 1 Day. You should see the one just send by LeadsBridge.

Main Bookings **Prospects** Members Staff Reports Setup

Membership Prospects Add A New Prospect

**Additional Filters**

PIN-OPEN  SAVE

Lead Assigned To

All Lead Types

All Contact Types

All Genders

Gymnastics

Belt Type

**Lead Lookup**

My Saved Filters (0)

Search By Name

2 Matches 

[show lead assignments](#)

[show recent](#) | [reset all](#)

ClubReady, FB Leadsbridge

Test2, Leadsbridge2

Click **Save & Publish** to activate your new Bridge. Make sure it shows “Enabled”...

YES   LB to CR HTTP Test - Enabled  » 

Next, use the Facebook Ad’s interface to create a test lead and assure that is added to ClubReady as well.

If everything worked, you should see two leads, like what is shown in the screenshot above. If you see the same, you are ready to go with LeadsBridge!

Here is a partial list of the data fields that can be included in your configurations. Try to *keep it as simple as possible*. For your FB ad form, you want the customer to have to enter as little info as possible, and not get discouraged by a lengthy form. First and Last Name, and their Email address is generally sufficient. If you want your Facebook leads to show as that in ClubReady, be sure to create a Referral or Prospect Type to match and use the ID for in the data section within your Zapier action.

StoreId	<input type="text" value="(required)"/>	ClubReady Club ID (StoreID internally)
FirstName	<input type="text" value="(required)"/>	First Name
LastName	<input type="text" value="(required)"/>	Last Name
Email	<input type="text" value="(required)"/>	Email Address
Gender	<input type="text"/>	Gender (Format:'M' 'F')
Address	<input type="text"/>	Address
City	<input type="text"/>	City
State	<input type="text"/>	
Zip	<input type="text"/>	
Phone	<input type="text"/>	Home phone
WorkPhone	<input type="text"/>	Work phone
DateOfBirth	<input type="text"/>	Date of Birth (Format:YYYY-MM-DD)
CellPhone	<input type="text"/>	Cell phone
AddPackageId	<input type="text"/>	Specify a Package to apply to the new prospect
ProspectTypeId	<input type="text"/>	Specify a specific Prospect Type for the new prospect
ReferralTypeId	<input type="text"/>	Specify a specific Referral Type for the new prospect
SendEmail	<input type="text" value="true"/>	Send a Welcome email to the new prospect (Format:true false)
EmailTemplateId	<input type="text"/>	Only used if SendEmail = True