

Lead Webhook API Documentation

Overview

The Lead Webhook API allows external systems to submit lead information to the Alpaca Medical system. The API automatically creates lead records that can be processed and converted to patient contacts.

Base URL

`https://your-domain.com/api`

Authentication

No authentication required for webhook endpoints.

Endpoints

1. Standard Lead Webhook

Endpoint: `POST /api/lead`

Route Name: `api.lead.store`

Description: Submit a new lead from external forms or integrations.

Request Headers

Content-Type: `application/json`

Request Body (Standard Format)

```
{
  "client_name": "John Doe",
  "phone": "+972501234567",
  "email": "john.doe@example.com",
  "url": "https://example.com/contact-form",
  "form_id": "contact_form_123",
  "comment": "Patient interested in dental consultation",
  "created_at": "2023-08-23 06:49:51"
}
```

Request Parameters

Parameter	Type	Required	Description
client_name	string	No	Full name of the lead/patient
phone	string	Yes	Phone number (required)
email	string	No	Email address (must be valid email format)
url	string	No	Source URL/page where lead originated
form_id	string	No	Identifier of the form that captured the lead
comment	string	No	Additional notes or comments
created_at	datetime	No	Timestamp when lead was created (defaults to current time)

Response (Success)

```
{  
  "status": true  
}
```

Response (Error)

```
{  
  "status": false,  
  "error": "No active integration"  
}
```

2. Taplink Integration Webhook

Endpoint: POST /api/taplink/lead

Route Name: api.taplink.lead.store

Description: Receive leads from Taplink integration.

Request Body (Taplink Format)

```
{
  "data": {
    "fullname": "Jane Smith",
    "phone": "+972507654321",
    "email": "jane.smith@example.com",
    "block_id": "taplink_block_456",
    "page_link": "https://taplink.cc/my-clinic",
    "page_title": "Medical Consultation Request",
    "records": [
      {
        "title": "Preferred Date",
        "value": "2024-01-15"
      },
      {
        "title": "Preferred Time",
        "value": "14:00"
      }
    ]
  }
}
```

Taplink Parameters

Parameter	Type	Required	Description
data	object	Yes	Container for lead data
data.fullname	string	No	Full name of the lead
data.phone	string	No	Phone number
data.email	string	No	Email address
data.block_id	string	No	Taplink block identifier
data.page_link	string	No	Taplink page URL
data.page_title	string	No	Title of the Taplink page
data.records	array	No	Additional form fields as key-value pairs

Response

```
{  
  "status": true  
}
```

Response Codes

HTTP Status	Description
200	Success - Lead created successfully
400	Bad Request - Invalid data format
422	Validation Error - Required fields missing or invalid
500	Server Error

Examples

cURL Example (Standard)

```
curl -X POST https://your-domain.com/api/lead \  
-H "Content-Type: application/json" \  
-d '{  
  "client_name": "John Doe",  
  "phone": "+972501234567",  
  "email": "john@example.com",  
  "comment": "Website contact form submission"  
}'
```

cURL Example (Taplink)

```
curl -X POST https://your-domain.com/api/taplink/lead \  
-H "Content-Type: application/json" \  
-d '{  
  "data": {  
    "fullname": "Jane Smith",  
    "phone": "+972507654321",  
    "email": "jane@example.com",  
    "page_title": "Consultation Request"  
  }  
}'
```

JavaScript Example (Fetch API)

```
fetch("https://your-domain.com/api/lead", {  
  method: "POST",  
  headers: {
```

```

    "Content-Type": "application/json",
  },
  body: JSON.stringify({
    client_name: "John Doe",
    phone: "+972501234567",
    email: "john@example.com",
    url: window.location.href,
    form_id: "contact_form",
    comment: "Request for more information",
  }),
})
.then((response) => response.json())
.then((data) => console.log("Success:", data))
.catch((error) => console.error("Error:", error));

```

PHP Example

```

$data = [
    'client_name' => 'John Doe',
    'phone' => '+972501234567',
    'email' => 'john@example.com',
    'comment' => 'New lead from website'
];

$ch = curl_init('https://your-domain.com/api/lead');
curl_setopt($ch, CURLOPT_POST, true);
curl_setopt($ch, CURLOPT_RETURNTRANSFER, true);
curl_setopt($ch, CURLOPT_HTTPHEADER, ['Content-Type: application/
json']);
curl_setopt($ch, CURLOPT_POSTFIELDS, json_encode($data));

$response = curl_exec($ch);
curl_close($ch);

$result = json_decode($response, true);

```

Notes

- All leads are automatically assigned to the system for processing
 - Phone number is the only required field for standard webhooks
 - Email addresses are validated if provided
 - URLs are validated if provided
 - The system tracks first and last admin touches on leads
 - Leads can be converted to patient contacts through the admin panel
 - Marketing attribution data is stored when provided (for Smartomica format)
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