

Inmobalia WebLead email format

Overview

In order to parse and register your lead information in Inmobalia CRM, you can forward the Lead information by HTML email to an specified email address. The email HTML structure is not fixed, but the fields to be parsed and registered must be wrapped within an HTML tag with the attribute **innoba-lead**. Attribute's value defines the field type.

See below all available field types:

Data Fields

WebLead Source

- **source**: URL address that origins the web lead. **Mandatory**. Must be a valid URL.
- **ip**: IP address that origins the web lead. **Optional**. Must be a valid IP address.

WebLead Contact

Although contact info is optional, it is highly recommended.

- **name**: Contact's full name.
- **phone**: Contact's phone number. International prefix is required.
- **email**: Contact's email address.

WebLead Comments

- **comment**: Lead text. **Optional** but recommended.

Property Info

- **property-reference**: The reference of the property to which the WebLead refers. **Optional**. Repeat for all properties if there are several.

Example

```
<html>
  <p>Source Info</p>
  <ul>
    <li>
      <strong>Source:</strong>
      <span inmoba-lead="source">http://www.example.com</span>
    </li>
    <li><strong>IP:</strong> <span inmoba-lead="ip">127.0.0.1</span></li>
  </ul>
  <table>
    <caption>Contact Info</caption>
    <tr>
      <td>Name:</td>
      <td inmoba-lead="name">John Doe</td>
    </tr>
    <tr>
      <td>Phone:</td>
      <td inmoba-lead="phone">+34 900 000 000</td>
    </tr>
    <tr>
      <td>Email:</td>
      <td inmoba-lead="email">email@example.com</td>
    </tr>
  </table>
  <p>Properties:</p>
  <ul>
    <li inmoba-lead="property-reference">Property-1</li>
    <li inmoba-lead="property-reference">Property-2</li>
    <li inmoba-lead="property-reference">Property-3</li>
    <li inmoba-lead="property-reference">Property-4</li>
  </ul>
  <p>Comment:</p>
  <div inmoba-lead="comment">Web lead comment</div>
</html>
```