

How do I connect website leads to voxCRM?

The simplest way to connect new leads (enquiries) from your website to voxCRM is to send a copy of the e-mail generated by the contact form (e.g. as CC) to a dedicated technical e-mail address. voxCRM automatically extracts the lead information from such a message and creates a new record in the database.

Setting up automatic lead import saves a great deal of time, as there is no need to enter clients into the system manually. Lead sources and GDPR consents are also imported automatically.

☐☐ **Benefit** After a one-time configuration, every enquiry from your website form reaches voxCRM on its own, together with the client's details, lead source, marketing consents and (optionally) property preferences.

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1. Connecting enquiry e-mails

To enable lead import, the messages sent from your website must follow the template described below and be forwarded to a dedicated technical address in the following format:

```
[nazwa].lead@voxcrm.eu
```

⚠ **Note:** The exact address is created during the voxCRM implementation process. Please contact the support team to obtain it.

Dedicated parsers are then configured for the client enquiry messages (based on the subject line and the sender's e-mail address). They allow the system to recognise the client's details in the e-mail and save them in the leads tab, with the appropriate lead source and the investment (project) assigned in the preferences.

⚠ **Important:** Once the form content has been adjusted and enquiries are forwarded to the correct address, please send test enquiries from your website and let us know. We can only configure the parsers on the basis of these test messages.

2. Message template

The content of the form message should follow the template below. It is essential to use the headers exactly as shown (they must remain in Polish, as the parser matches them literally) and to provide the relevant information under each of them:

INWESTYCJA:

Testowa

IMIE:

Jan Kowalski

EMAIL:

jan.kowalski@test.pl

TELEFON:

222333444

OPIS:

Witam, proszę o więcej informacji na temat inwestycji.

ZGODY:

ZGODA_MARKETING (Wyrażam zgodę na przetwarzanie przez DANE_SPÓŁKI_I_ADRES_SIEDZIBY, moich danych osobowych zawartych w niniejszym formularzu kontaktowym w celu i zakresie koniecznym do realizacji zgłoszenia.)

ZGODA_MAIL (Wyrażam zgodę na przetwarzanie przez DANE_SPÓŁKI_I_ADRES_SIEDZIBY, moich danych osobowych zawartych w niniejszym formularzu kontaktowym w celu przesłania mi ofert handlowych na produkty własne spółki drogą elektroniczną.)

ZGODA_TEL (Wyrażam zgodę na przetwarzanie przez DANE_SPÓŁKI_I_ADRES_SIEDZIBY, moich danych osobowych zawartych w niniejszym formularzu kontaktowym w celu kontaktu telefonicznego ze strony przedstawicieli spółki w sprawach związanych z ofertą handlową na produkty własne.)

ZGODA_OSWIADCZENIE (Administratorem Państwa danych osobowych jest firma DANE_SPÓŁKI_I_ADRES_SIEDZIBY. Dane wpisane w formularzu kontaktowym będą przetwarzane w celu udzielenia odpowiedzi na przesłane zapytanie zgodnie z Polityką Prywatności.)

ZGODA_SMS (Wyrażam zgodę na przetwarzanie przez DANE_SPÓŁKI_I_ADRES_SIEDZIBY, moich danych osobowych zawartych w niniejszym formularzu kontaktowym w celu przesłania mi ofert handlowych na produkty własne spółki drogą SMS.)

Tip Replace **DANE_SPÓŁKI_I_ADRES_SIEDZIBY** (company details and registered office address) with the full name of your company and its registered office address.

3. GDPR consents and their prefixes

The message should state which consents the client has ticked, together with the full wording of each consent. The consent wording is imported into the system, so it must be placed **in brackets**, and each consent must be preceded by the appropriate prefix:

Prefix	Meaning
ZGODA_MARKETING	Consent to data processing for the purpose of handling the enquiry
ZGODA_MAIL	Consent to contact and commercial offers by electronic means (e-mail)

Prefix	Meaning
ZGODA_TEL	Consent to telephone contact
ZGODA_SMS	Consent to commercial offers by SMS
ZGODA_OSWIADCZENIE	Statement identifying the personal data controller

⚠ **Note:** If a consent has not been ticked, the corresponding header must **not be included**. The system will then automatically untick that consent on the lead card.

4. Passing UTM tags

If you need to pass UTM tags (more information on link tagging: [what UTM tags are](#)), add the UTM tag headers at the end of the message, after the consents section.

Example of a complete message with a UTM section:

INWESTYCJA:

Testowa

IMIE:

Jan Kowalski

EMAIL:

jan.kowalski@test.pl

TELEFON:

222333444

OPIS:

Witam, proszę o więcej informacji na temat inwestycji.

ZGODY:

ZGODA_MARKETING (...)

ZGODA_MAIL (...)

ZGODA_TEL (...)

ZGODA_OSWIADCZENIE (...)

ZGODA_SMS (...)

Campaign Name:
Osiedle_XYZ_01_2022

Campaign Source:
baza_VIP

Campaign Medium:
mailing

Campaign Term:

Campaign Content:
1

Gclid:
9156623703281821

Gaclientid:
GA1.1.40030803.167153367

Fbclid:
7221936439091146

Key point The **Campaign Source** field is essential, as the system uses it to automatically create a lead sub-source.

5. Preference fields

In addition, to pass enquiry information more precisely, you can add a preferences section to the message. This makes it possible to automatically assign the enquiry to the appropriate investment (project), specify the client's requirements and adjust the search parameters in the system.

Available preference headers:

Header	Meaning
POKOJE_OD / POKOJE_DO	Number of rooms (from / to)
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Header	Meaning
POWIERZCHNIA_OD / POWIERZCHNIA_DO	Floor area range (m ²)
CENA_OD / CENA_DO	Price range (PLN)
PIETRO_OD / PIETRO_DO	Floor range

Example of a message with a preferences section (placed after the consents section):

ZGODY:

ZGODA_MARKETING (...)

ZGODA_MAIL (...)

ZGODA_TEL (...)

ZGODA_OSWIADCZENIE (...)

ZGODA_SMS (...)

POKOJE_OD:

1

POKOJE_DO:

3

POWIERZCHNIA_OD:

35

POWIERZCHNIA_DO:

51

CENA_OD:

800 000

CENA_DO:

1 110 000

PIETRO_OD:

0

PIETRO_D0:

2

⚠ **Final step:** Once the content of the forwarded messages has been configured, please send test enquiries and notify the support team. On that basis, we will configure lead import on our side.

Contact

If you have any questions or encounter any issues, please contact our technical support team:

- **E-mail:** kontakt@voxcommerce.pl
- **Phone:** 534 571 638

Unique solution ID: #1280

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