activeprospect

A guide to

Marketing automation with LeadsBridge

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LeadsBridge automates your customer acquisition process from major ad platforms. It enables you to synchronize your leads in real-time, target customized audiences, and track online-to-offline conversions to enhance sales and productivity. It's the ideal solution for implying an interconnected digital marketing strategy, and building robust lead generation and lead nurturing.

By creating easy integrations in just a few clicks, you can run your marketing on autopilot, get a full view of your sales funnel, and finally **set your advertising up for success**.

Just getting started with LeadsBridge? Or want to get the most out of your data automation solution? Learn all you need to know here.

Included in this guide:

1
What is lead data automation?

2
How to use the LeadsBridge app.

3
How to build a lead data bridge: Set up and edit integration, mapping fields, testing, and more.

4
Other helpful info: Bridge insights & history, choosing a LeadsBridge plan, and additional features.

5
How to choose the best data bridges for your target industry and business needs.

Agenda

Is this guide for you?

Looking for ways to interact with your leads as they come in, move them through your sales funnel efficiently, and close more deals? Then, **this guide is for you**.

By building automated lead data bridges between your favorite advertising platforms and marketing apps, LeadsBridge helps you create a constant stream of leads so that your marketing team can scale their efforts whilst your sales team can convert your prospects into paying customers.

LeadsBridge is a tool that automates the lead generation process with a steady stream of potential customers by helping to build a system that keeps new leads flowing into your sales pipeline.

In addition to instantly syncing all your new leads, our integrations allow you to connect your lead generation system with your CRM platform, lead management software, and email marketing tools.

Once set up, you'll have a fully-integrated solution that lets you leverage your lead data's full potential, while eliminating all your manual data management tasks. You'll need these integrations if you want to:

- **Synchronize data to create an interconnected data stack.**

    Example: Syncing your lead data into your favorite CRM as they come in.

- **Maintain up-to-date and accurate lead databases.**

    Example: Designing and delivering tailored experiences to your leads.

- **Improve your team's productivity and efficiency.**

    Example: Eliminating manual updates between CSVs and the CRMs and databases.

- **Get real-time insights.**

    Example: Getting instantaneous insights about every lead form submission.

- **Run timely nurturing campaigns and close more deals.**

    Example: Sending time-based and personalized emails to your audience.

- **Stay compliant with privacy regulations.**

    Example: Building consent-based audience segments by filtering the users who opt out of your subscriber list.

- **Run important tasks on autopilot.**

    Example: Scoring leads at every stage of your pipeline automatically.

Here, you'll learn about why you need to create automated workflows, and how to set up and make the most of any of your lead data bridges.

The power of LeadsBridge's automated workflows

LeadsBridge is an automation solution that bridges the gap between the top advertising platforms_Google, Facebook, TikTok, and LinkedIn_ and the main marketing tools. We help advertisers to move lead data in real-time between any point of their data stack by creating an automated and interconnected marketing ecosystem.

Are you using your website to generate leads? Do you want to efficiently convert the visitors who find your website into leads and customers? **Then, you are in luck!**

We offer dedicated integrations with lead capture forms, such as website contact forms and social media lead generation forms. Using this connection, you can automatically create new leads to feed your sales pipeline. But that's not all.

Back in 2015, LeadsBridge became the first company presented by Facebook in the Meta Business Apps as its official partner for integrating Facebook Lead Ads. Today, we are premier partners with all the top ad platforms, enabling us to offer unique advantages to our clients. Some of these perks include:

Having **immediate access** to new products and platform updates before anyone else does.

Obtaining **up-to-date guides and best practices** that you can use to leverage the full potential of your ad campaigns.

And above all, accessing a **direct line of communication** with the top Ad platforms.

With **over 380 ready-to-use data bridges**, you can integrate your favorite platform, marketing apps, or autoresponders with each other in just a few clicks.

Additionally, we offer custom integrations that are **tailor-made for your business**'s unique needs and specifications. There are essentially no limits to what you can create with LeadsBridge when it comes to automated data bridges!

And no matter which one of our integrations you are using, **your lead data privacy remains intact at all times**.

Features

Lead Sync

Looking to establish a dependable lead-generation process that increases your marketing impact? Whether you are running a small or midsize business, an enterprise, or a marketing agency, **lead generation is the main pillar of your business**.

Once a lead is collected from the advertising platform or website in which you have placed your lead capture form, the idea is to instantly move it to the proper CRM list for further nurturing. Any delay in this process could mean losing a potential customer.

With LeadsBridge, you can employ real-time lead data sync to qualify your leads as they are synced into your system, and achieve higher conversion rates and customer satisfaction.
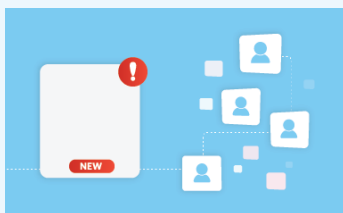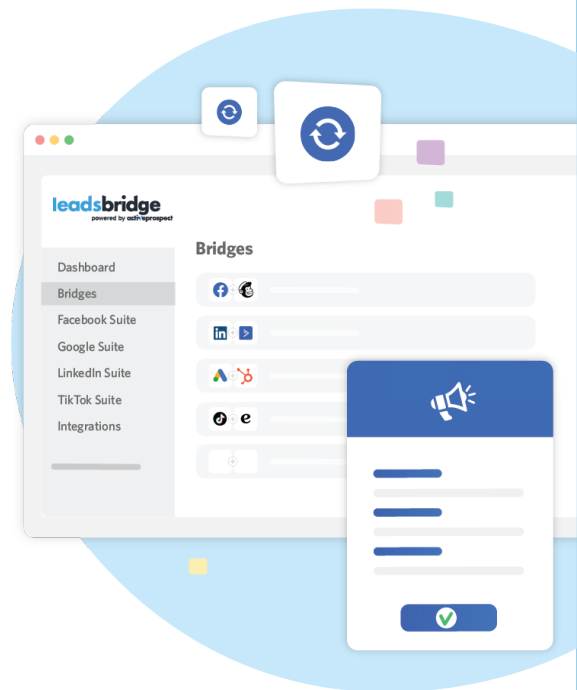
LeadsBridge offers bonus tools for lead management.
Did you know you can use our native tools to **receive incoming lead notifications** and also **send automated emails** without a CRM or an email marketing app?

LeadsBridge Email Receipt feature sends you an email notification for each lead coming in. This is a free service that lets you keep track of your lead generation efforts and run timely, targeted nurturing campaigns.
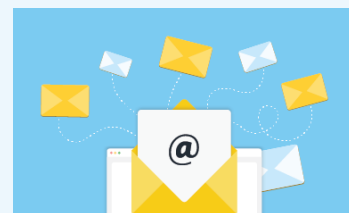
LeadsBridge Welcome Email is an automation tool you can find on our platform that enables you to send automatic emails; such as follow-up emails, welcome messages, lead magnets, or single-use coupons; without the help of any other third-party database.

What does using Lead Sync mean for you?

Real time data sync

LeadsBridge's Lead Sync feature automatically moves your lead data from any advertising platform and runs real-time database updates. Just a few seconds after the Ads Form opt-in, you and your sales team will receive an email that notifies you about the new contact information in your CRM.

Achieving speed to lead

By using LeadsBridge integrations, you don't have to wait for someone to download and upload the lead data to the system before you get in touch with them.

So you'll get to connect with your prospects before your competitors do and move them down your sales funnel. Using an interconnected, modern data stack results in improved productivity by cutting out tedious CSV files from your workflows and achieving better ROIs.
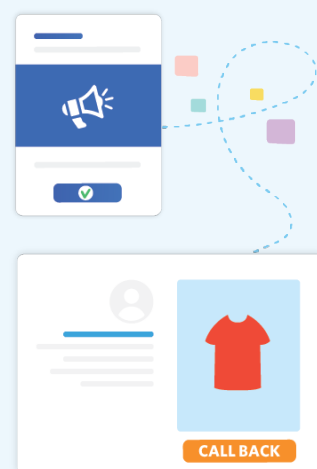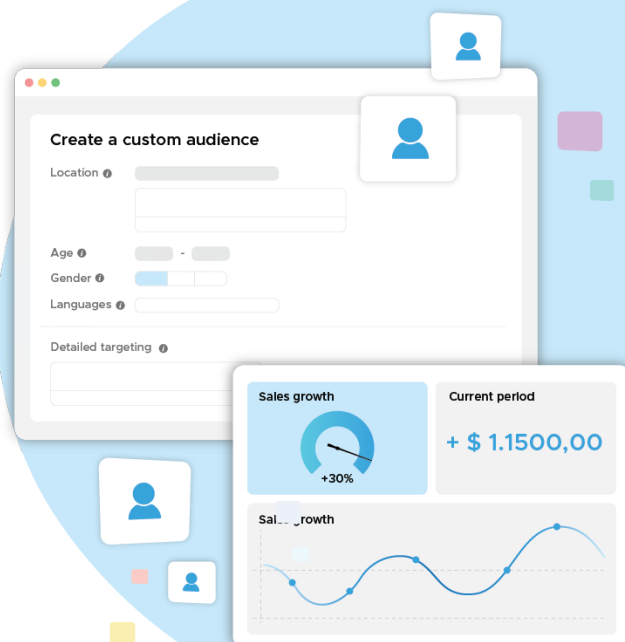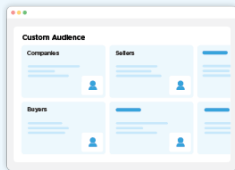
Audience Targeting

Delivering personalized experiences to your audiences and customers who are most likely to purchase improves your ad campaigns' relevance.

So what does that mean for you? A higher click-through rate (CTR) than your competition and a **reduced wasted ad spend**.

In addition to optimizing your lead generation and lead nurturing efforts, our integrations let you create custom audiences and keep them automatically updated.

What does using Audience Targeting mean for you?

More accurate audiences

So what really separates your audience targeting from the rest? Many factors but most significantly, using up-to-date lead information to create hyper-targeting ads.

LeadsBridge integrations help you maintain always-updated audience lists. These data bridges help sync your existing lead data from multiple data sources such as CRM segments, email marketing contacts, or customer lists with advertising platforms. Then, based on your strategy, you can use this fresh lead data to target, retarget or exclude leads at every stage of their journey through the funnel.

Creating consent-based audience lists

Another reason why you need to keep your databases always updated is to avoid breaching user privacy regulations and risk legal penalties. Running continuous updates for your audience allows you to exclude the opted-out lead. By using LeadsBridge integrations, you can remove contact information as soon as users opt out of your list, so that you'll only target the prospects who have given their consent to be contacted.
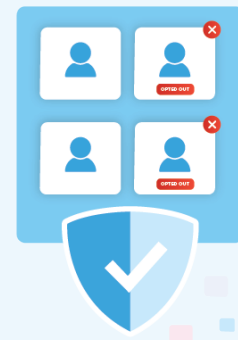
Complete authority over your custom audiences

To help you better regulate your marketing budget, our solution enables you to decide the frequency of the updating process. For example, you can specify how many times the updates should run in a day or week. This way, you'll invest only in the right audience and eliminate all the potential data risks.

Excellent data privacy and security

At LeadsBridge, data security implication is a top priority. Our integrations ensure your entire lead data management processes remain GDPR compliant. By avoiding CSV downloads that also include PII information, you secure your databases and the information identity thieves may use PII to commit fraud.

LeadsBridge Audience Add-ons

By using new customized solutions, LeadsBridge presents audience integrations that facilitate audience targeting more affordably. This system counts the maximum size of your reached audience, while the previous model counted an audience each time a contact was added or removed.

To start the audience counter on your current custom audience plan, contact our sales team by booking a call today.

Online-to-Offline Tracking

Seeing your leads make a conversion or finalize a purchase online is great. But most marketers lose sight of their prospects when making an offline purchase or giving out their information at a physical store.

LeadsBridge bridges the gap between your CRM and the point-of-sale inventory so that you can track your offline transactions and access the information you need to make marketing-driven decisions.

Our offline conversion integrations help you to automatically feed the offline data you've collected back to Facebook, Google, LinkedIn, or TikTok. Then, by matching your customer data on the platform, the platform helps improve your ad targeting and generate higher revenues.

What does Online-to-Offline Tracking mean for you?

Offline conversion tracking for Facebook and Google

LeadsBridge's Online-to-Offline Tracking feature lets you track your transactions on Facebook through Facebook Conversions API and on Google by using Google Offline Conversions.

Achieving better ad ranking

These integrations allow you to sync your sales data, events and conversions with Facebook or Google to track the transactions that took place offline. Then, the platform's algorithm learns which campaign and lead converts better and therefore prioritizes them. These integrations do not run on a real-time basis, since a daily update is adequate.

Tracking user journey with conversions data

These data bridges help the advertising platform create a direct connection between your data and the users who have interacted with your ad online.

Running optimized ad campaigns

All these results in better ad optimization ad targeting, decreased cost per action, and better measurement of the results across the board.
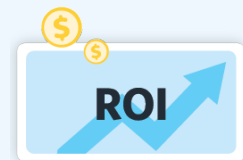
Custom integration

For a business that handles a massive amount of data per day through complex workflows, generic integration processes might not be sufficient.

So how to create a system tailored to your needs without having to build those features from scratch? Whether to map out an adequate data system, create complex workflows, or improve your company's overall efficiency, custom integrations are the ideal solution.

LeadsBridge offers custom-built integrations to meet all your business requirements.

Custom built for your business

Custom integrations can help automate processes that best fit their individual needs, such as unique and customized ERP, incompatible cloud apps that need to be integrated, in-house apps that are not listed on the market, and more.

Predictable costs

You may decide to create your own integrations by employing a whole team of developers, which could lead to higher costs and the time to train and sustain your team. By using our custom integrations instead, you'll have predictable costs and a defined timeline that is aligned with your business's plans and timeframes.

Accessing partner solution engineers

LeadsBridge managed service allows you to access a dedicated team of specialists that offer round-the-clock support and direct access to Facebook/ Google/LinkedIn Direct Support.
Request a demo now.

How to create and manage any lead data bridge

LeadsBridge has simplified the process of creating a bridge, which essentially means moving your data platforms to and from one marketing platform to the other. Our intuitive app is designed to help you build cohesive automation solutions without knowing how to code.

In short, you'll need to spare only a few minutes and follow a few steps.

First, log into your LeadsBridge account. If you don't have an account yet, you can create one here; it's **Free**!

- **Bridge creation**

   By clicking on the "**Create new Bridge**" button, you can start your bridge creation process.

- **Navigation**

   - Under the "Navigation" panel, clicking on the **Dashboard** takes you back to this main page.
   - **Bridges** is where you can also manage and edit your existing bridges.
   - Additionally, you can access your bridges based on the advertising platform and ad accounts under each dedicated Suite.
   - By clicking on the Integration, you can see all your **integrations**.

- **Usage insights**

   This is to keep track of your performance as well as your usage limit based on your existing plan, including the number of:

   - Connected **Ad Accounts**
   - **Leads** processed per month
   - **SMS**s (sent by LeadsBridge to your Destination platform)

- **Plans**

   This is a quick shortcut to help you upgrade your existing plan, request audience Add-ons, and also understand what's included in the pricing.

- **Performance insights**

   Here you can see the number of *Leads Synced Using LeadsBridge* in the past day, 30 days, 60 days and since the beginning of the time you started to use LeadsBridge platform.

- **Bridge insights**

  This is a marketing performance tracker which counts the number of lead success and lead failure. The result is presented as a graph for quick comprehension.

- **Profile, notifications & info**

  - Under your profile, you can find your account information, billing details, teammates, activity & history, etc.
  - The middle 🎁 icon is where you'll receive our notification about LeadsBridge upgrades, new integrations and partnerships and occasional gifts.
  - The "Help" button redirects you to our Help Center where you can find a collection of frequently asked questions to help you get started, troubleshoot any blocks and more.

Now, let's see how you can use any of these sections.

Create new Bridge

With LeadsBridge, you can connect your favorite marketing app to the leading advertising platforms to streamline tasks. These **data bridges allow you to automate tasks by extracting lead data to and from Facebook, Google, TikTok, or LinkedIn** and conducting rule-based mapping to achieve a target outcome.

To build your automated lead data bridge, all you need to do is to follow a few simple steps.

Before you start

To set up any bridge, you must first log in to your account and access your personal LeadsBridge Dashboard.
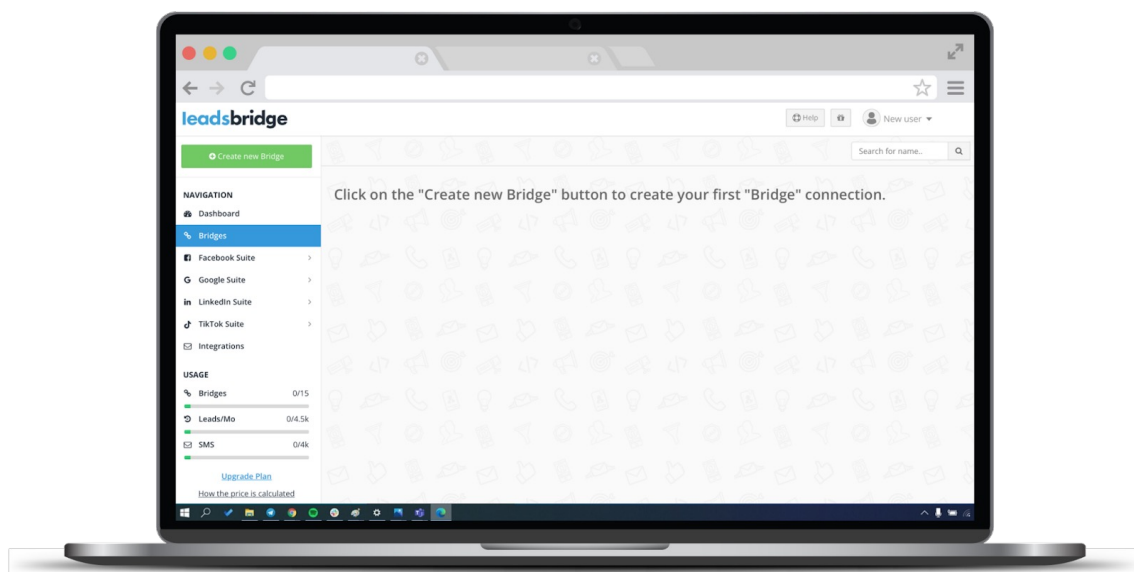
Step 1: Add in your bridge main information

First, click the "**Create new Bridge**" button to create your first "Bridge". Then, you'll be redirected to a new page where you need to fill in the information.
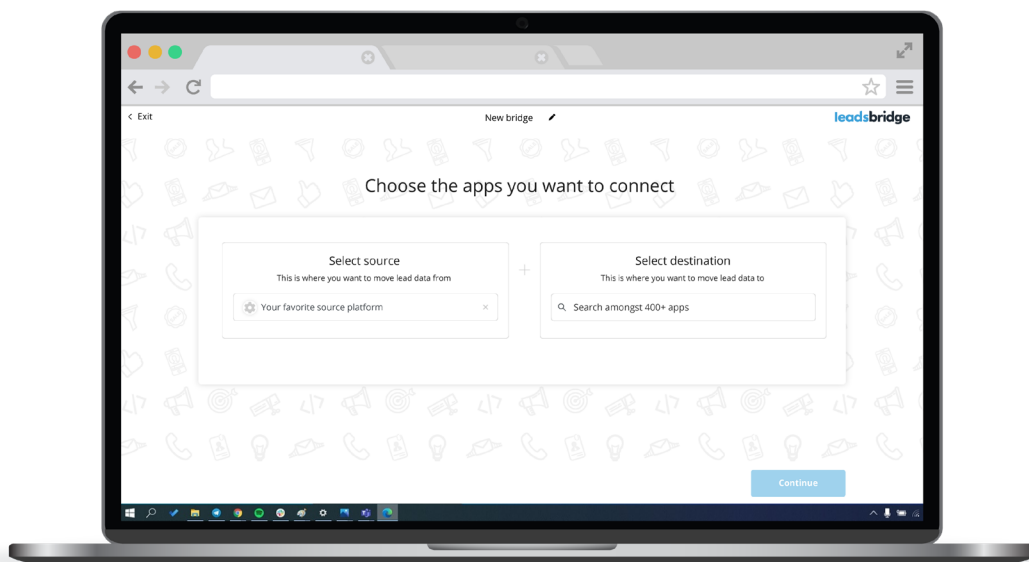
Select the source and destination of this data bridge. For example, we choose Lead Ad from **your favorite advertising platform** as the source and select **any marketing app** as the destination, or vice versa.

Each of the search bars presents you with a list of tools and software. The general idea is that your **source** is where you want to obtain the lead data from, and your **destination** is where you want to send lead data to.

Name your bridge by clicking on the edit pencil ✏️ icon at the top.

Step 2: Connecting your accounts

To access each platform through LeadsBridge, you'll need to **authorize your accounts**. To connect your advertising platform account, follow these simple steps:

1. Choose your platform.
2. **Authorize the connection to your dedicated business account** by logging in. Then, click "**Confirm**" to grant access to LeadsBridge.
3. You may be redirected to another page automatically, where you can "**choose settings**" in that specific Ad account.
4. This process should be done for both destination and source; you'll also need to **integrate both the source and destination platforms** by connecting the selected platform's account.

Please note that additional steps might be involved depending on the app you choose.

5.   Once completed, click "**Continue**".
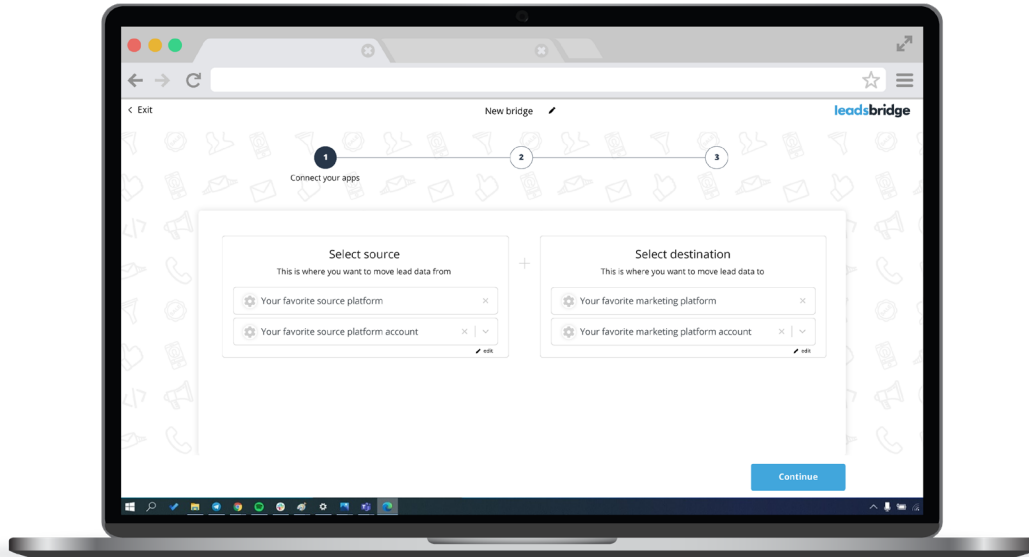
Step 3: Fields mapping

Once your accounts are connected, the next step is to make sure all data fields are **mapped correctly** in order to create a flawless integration.

You can edit the info manually and customize it by reformatting dates and times, modifying text, phone numbers, etc. If you don't want to consider a value, you could leave some fields blank to bypass sending specific data.

Finally, double-check all the data fields, and match the information you wish to pass. Then, click "**Continue**" or "**Testing**".
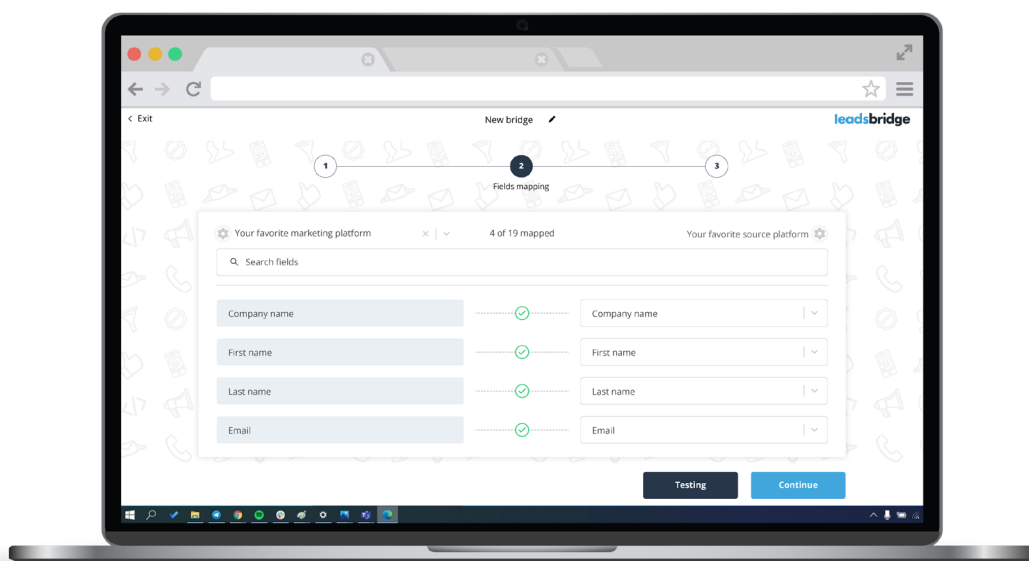
Test

Your bridge is essentially connected at this point. However, you can run a simple test to see whether the configuration works correctly.

1.   After completing the Fields mapping setting, select "**Testing**".
2.   Then, you'll be redirected to the testing page. Here, you'll need to type in your test lead information, such as name, phone number, address, etc.
3.   Click "**Run test**".
4.   If all data fields are configured correctly, you'll receive the following message. If not, you'll need to go back to the Fields mapping section and tweak some fields.
5.   Then, select "**Save & publish**".

And that's all! Your bridge is now active.
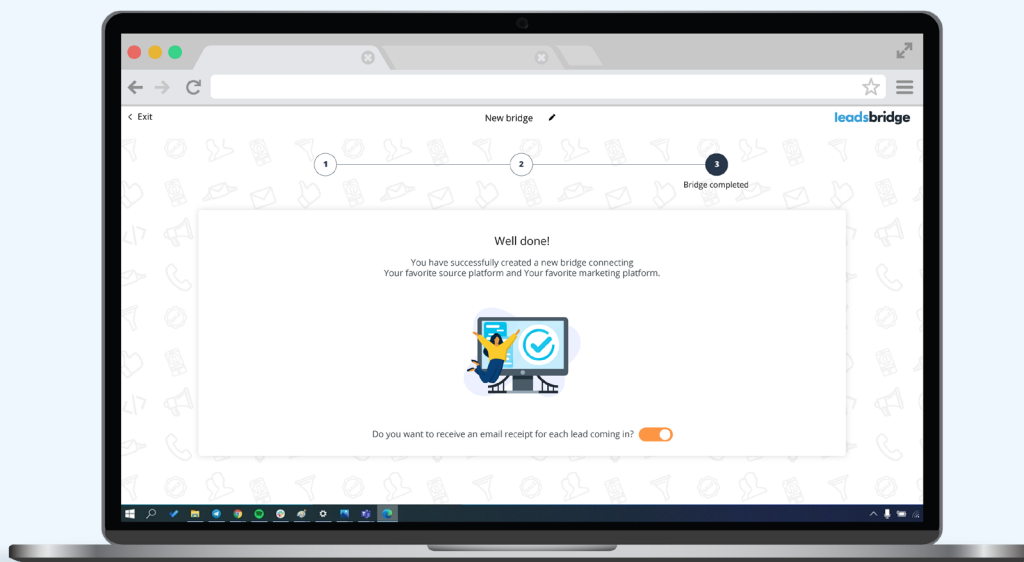
LeadsBridges's email receipt feature

Do you want to get notified about your opt-in? Our email receipt feature allows you to receive an email notification about your incoming leads in real-time. This service is offered to our clients free of charge.

No matter the size of your business, this feature helps you make the best out of your lead generation efforts by running timely nurturing campaigns and follow-ups.

Enabling email receipt for your bridge

All you have to do to activate it is to switch a button at the end of your bridge creation experience.

Once you receive the final bridge completion message, you'll find a button at the bottom that reads, "**Do you want to receive an email notification for each lead coming in?**" (as you can see in the image above). Push the switch button next to it to activate your email receipt feature.

At this point, you'll start receiving notifications about incoming leads in your mailbox. You can decide to activate this feature for any of our integrations.

How to set up webhook integrations

The Webhook offers a unique way to send or receive collected lead data from your Source or Destination to a specific URL, using GET/POST parameters. This URL can also be used multiple times and with different tools.

Step 1: Add new Bridge

After logging to your LeadsBridge account, click "Add new Bridge".

Step 2: Configure your bridge

Select the Source (Incoming Webhook Bridge) and the Destination (i.e., the target software such as Drip).

Here, you are also required to name your bridge. Once completed, click "**Next**".
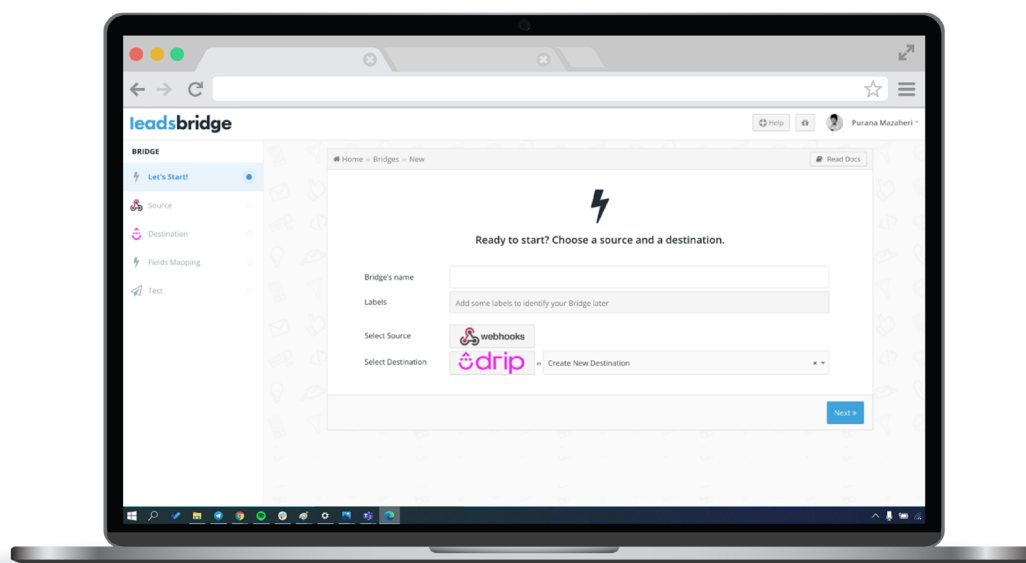
Step 3: Source configuration

Once you are redirected to the source page, you'll receive your webhook URL. If the Bridge reads "Waiting for New Lead", it means that any data you submit to the Webhook URL will be processed by the LeadsBridge as soon as it arrives into the system.
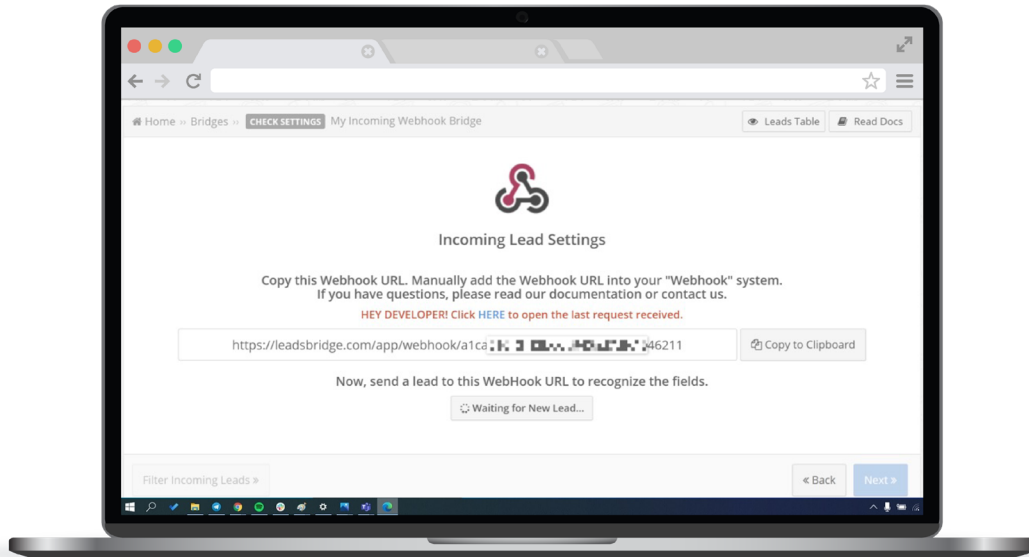
As soon as you submit the data from your Source, it's automatically recognized by LeadsBridge.
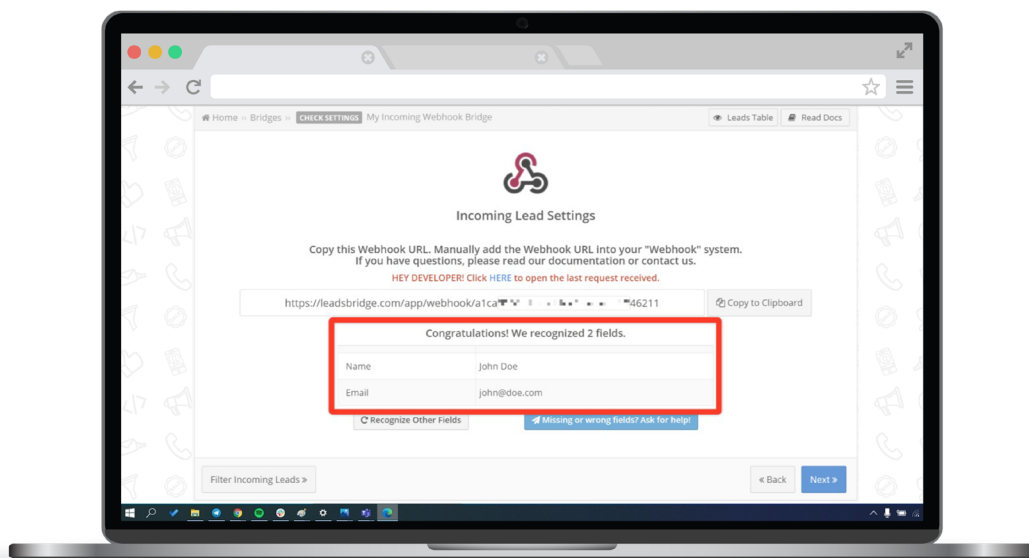
Click on "Missing or wrong fields? Ask for help!" button to reach our support in case the data is not recognized.

Once all the data from your Source is mapped correctly. Click "**Next**".
Then follow through with the steps for a standard bridge to finalize your integration.

Where to find your integrations?

By selecting **Bridges** from the left side panel, you can view all your existing integrations. This page is designed to offer a quick insight into every data bridge, including:

✔ The bridges' source and destination

✔ Real-time sync updates

✔ Bridges' names

✔ Whether a bridge is active or not

✔ Lead information per bridge: the total number and last leads

✔ Clickable links to Actions and Leads databases in CSV format

✔ Admin

✔ The date of creation

You can also select view options at the top by clicking on New, Enables, and All.
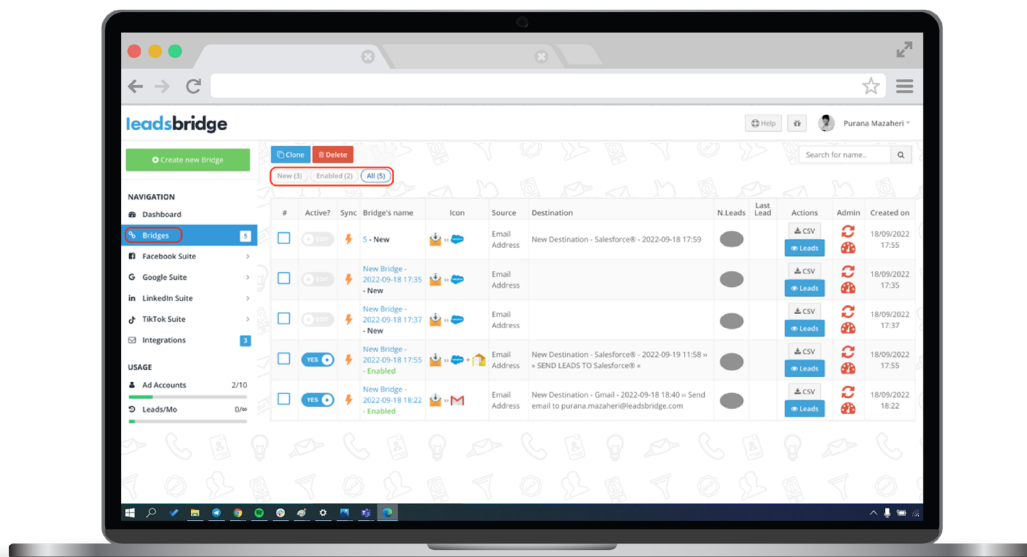
How to clone a bridge?

To clone a bridge, select the bridge you want to duplicate and then click on the "Clone" button at the top.

Once completed, you'll receive a success notification.
You can also choose to clone more than one bridge at a time.

How to delete a bridge?

Select the bridge you want to delete and click on the red "Delete" button at the top.

How to edit your bridge?

On your navigation panel, find **Integrations** and click on it. Here, you can manage your bridges.

How to rename your bridge?

Find the **Integration name** column and click on the name of the bridge you want to change. You'll be redirected to a page where you can change the name. Click "Finish" once completed.

How to configure your bridge?

Find the **Integration name** column and click on the name of the bridge you want to edit. Next, find the line that reads "More Settings?" and select "Yes" by turning the toggle on.

This will open up a sequence of settings that you can use to configure your bridge further. The information you can add or edit changes depending on your integration's source and destination. Click "Finish" once completed.

Please note that not all the information fields on a bridge are editable, and you may have to create a new bridge accordingly.

In addition to the **Bridges** section, you can also delete, clone and refresh a bridge under the **Integrations** section on your **Navigation** panel.

LeadsBridge pricing plans: Which is the best option for you?

LeadsBridge offers **three different pricing plans**:

Free plan
This is a self-service free forever plan. However, it allows you to handle a limited number of leads per month.

Pro plan
This is also a self-service paid plan with customizable price/lead tiers.

Business plan
This is a managed service, best for creating complex workflow and personalized integrations such as in-house apps.

Free plan

What does it offer?

With the Free plan, you can automatically **manage your leads generated from all the top advertising platforms**. As an official partner of Meta, Google, LinkedIn, and TikTok, LeadsBridge is proud to be able to offer the best-in-class and **real-time integrations for FREE**.

This plan allows you to build any number of bridges, but you can only have **1 running bridge at a time, which lets you** move **50 leads every month**.

All of the available lead sync integrations you can use for Free to optimize your marketing strategy include:

Sync leads from
Facebook Lead Ads

Sync leads from
Google Ads lead form extensions

Sync leads from
LinkedIn Lead Gen Forms

Sync leads from
TikTok Lead Generation

Need more than one running data bridge? Using our paid tier packages, you can build more than one active bridge on the LeadsBridge app.

Who's it for?

This plan is best for starting marketers, small businesses, or experienced advertisers who want to test out their options firsthand before actually paying for integrations.

Pro plan

What does it offer?

The Pro plan offers flexible options to choose from based on your business's needs and covers some of the bridges you won't have access to under the Free plan. Your options start with 3 bridges and 800 leads per month for $22 a month (billed annually). This could go up to a maximum of 500 bridges, and 300K leads with correspondent payment.

With the Pro plan, you'll get all that you need to build an interconnected marketing ecosystem and generate a robust omnichannel strategy using Custom Audiences and Online-to-Offline Tracking. This means unifying your online and offline touchpoints as your leads move down the sales funnel by using seamless and cross-platform integrations_Conversions API, Facebook Custom Audiences, Google Offline Conversions, Google Customer Match, LinkedIn Offline Conversions API, LinkedIn Matched Audiences, TikTok Conversion, TikTok Custom Audiences.

Additionally, you can access industry-specific and complex integrations for tools like automotive CRMs, Gym & Fitness apps, SMS integrations, and Dev tools.

While this is a pay-for-use plan, you can still test out the Pro plan for free for 14 days. **No credit card details are required.**

Who's it for?

This plan best suits experienced marketers and small to medium size businesses that handle a large amount of lead data on a daily basis.

You can use it to boost upselling & cross-selling and improve your targeting and retargeting by creating effective ads that are directed toward your ideal custom audience. Most importantly, LeadsBridge Audience Targeting automatically keeps your audiences updated and law compliant at all times.

Business plan

What does it offer?

The Business plan includes personalized services from our team of developers who create custom integrations for you. Besides eliminating the costs of an in-house development team and the time to build, test, and monitor the integration, this plan gives you access to best-in-class data bridges that are built exactly according to your business's requirements.

Additionally, you'll benefit from the **dedicated LeadsBridge Customer Success Manager**, who offers support every step of the way_ anything from setting up and managing your account to troubleshooting with **immediate access to a Partner Solution Engineer**.

Worried about your data security? At LeadsBridge, we will never store or use your lead data. Also, our solution is fully **GDPR and CCPA-compliant**, backed with top security standards and frequent security audits to safeguard all of your data and assets.

Who's it for?

If you run an enterprise with a focus on your workflow quality, want to integrate your own in-house apps, or can't find the integration you need inside our pre-built integrations list, then you'll need it built for you. With the Business plan, you can **develop any integration made specifically for you**.

Find more information on how to choose the
right plan for your business

HERE

LeadsBridge functions

LeadsBridge allows you to build automated data bridges between all your tools and manage your workflows in one single dashboard.

Create custom integrations

Or, select from hundreds of ready-made app integrations

Lead data management with CRMs

LeadsBridge delivers an array of connections to bridge the gap between your CRM system and other platforms. In short, this automates the data sync between your CRM and advertising platforms, email automation apps, and additional marketing management tools.

Our seamless CRM integration services deliver optimized performance to facilitate your campaigns' success on the world's most popular advertising platforms.

Facebook Lead Ads + Zoho CRM
SYNC NOW

Tiktok Lead Generation + Salesforce
SYNC NOW

Linkedin Lead Gen Forms + Pardot
SYNC NOW

Google Ads Lead Form Extentions + Elead
SYNC NOW

Sales funnel monitoring and tracking

Paid advertising funnels create complex and multi-touch journeys that support customer engagement all the way through to the final purchase stage and beyond.

LeadsBridge helps you automate your data sync to optimize your campaigns and maximize conversions. With our wide range of automation integrations, you can streamline every aspect of your ad funnel, despite the ad platform you are using.

ActiveCampaign + Facebook CAPI

SYNC NOW

Hubspot + Facebook CAPI

SYNC NOW

Open widgets for:

Google Offline Conversions Tracking

SYNC NOW

TikTok Offline Conversion

SYNC NOW

LinkedIn Offline Conversions API

SYNC NOW

Evaluate and measure performance with Google Analytics

With Google Analytics, you can view and measure traffic sources, visitor behaviors, advertising ROI, time spent on your pages, etc. It also lets you track your Flash, video, and social networking sites and applications.

Integrating Google Analytics through LeadsBridge allows you to automatically receive periodic traffic reports, track new and existing leads, score your analytics goals, and more.

	Facebook Lead Ads + Google Analytics
	SYNC NOW

	Google Ads Lead Form + Google Analytics
	SYNC NOW

	LinkedIn Lead Gen Forms + Google Analytics
	SYNC NOW

Targeting audiences granularly

LeadsBridge Audience Targeting tool lets you run effective ads by increasing precision in targeting your ideal custom audience. It helps you to automatically **create the best Custom Audiences** by pulling data from your CRM segments, email marketing contacts, or customer lists with advertising platforms (Facebook, LinkedIn, Google, and TikTok). You may also choose to **retarget or exclude** leads at every stage of the funnel.

	Act-On + Facebook Custom Audiences
	SYNC NOW

	HubSpot + Linkedin Matched Audiences
	SYNC NOW

	Google Sheets + Google Customer Match
	SYNC NOW

	TikTok Custom Audiences
	SYNC NOW

Management of centralized databases

Businesses use centralized databases to store data and use it to target, retarget, and nurture leads as they move through the sales funnel. A data integration system helps you integrate your databases.

	Facebook Lead Ads + Database
	SYNC NOW

	Facebook Lead Ads + MySQL
	SYNC NOW

Deliver personalized and optimized communication

Emails

Email Notification tool

LeadsBridge's free email notifications tool allows your sales team to respond to leads as soon as they come in and run immediate nurturing campaigns.

What has made this tool so popular? Our Email Notifications integration lets you send automated notifications to your sales reps, even if you're not using a specific sales management software.

	Facebook Lead Ads + Email Notifications
	SYNC NOW

Tiktok Lead Generation + Email Notifications

SYNC NOW

LinkedIn Lead Gen Forms + Email Notifications

SYNC NOW

Google Ads Lead Form Extensions + Email Notifications

SYNC NOW

Welcome Email tool

LeadsBridge's Welcome Email integrations let you automatically communicate with your leads, even if you are not using an email marketing software. This tool helps you send welcome messages to the leads that have just filled out your form, deliver a lead magnet, send promotions, etc.

Facebook Lead Ads + Welcome Email

SYNC NOW

TikTok Lead Generation + Welcome Email

SYNC NOW

Google Ads Lead Form Extensions + Welcome Email

SYNC NOW

LinkedIn Lead Gen Forms + Welcome Email

SYNC NOW

Third-party email provider app integrations

With our integrations for third-party email provider platforms, you can automate your communication and bridge the gap in your email marketing automation strategy.

Facebook Lead Ads + Sendinblue

SYNC NOW

	Facebook Lead Ads + Mailchimp
	SYNC NOW

Call tracking

With call-tracking software integrations, you can keep track of leads, improve relationships with both current and prospective customers, and even offer the right insights to start off a sales pitch.

	Facebook Lead Ads + RingCentral
	SYNC NOW

	Facebook Lead Ads + Aircall
	SYNC NOW

SMS

These are SMSs sent by LeadsBridge to your Destination platform.

SMS Notification tool

The SMS Notification tool notifies you or your sales reps when a new prospect enters your sales funnel. It means that you receive an SMS with the lead details directly on your mobile phone!

This integration allows you to send SMS to:

One agent at a time   To all the agents simultaneously   To a different agent for each lead collected

	Facebook Lead Ads + SMS notifications
	SYNC NOW

Welcome SMS tool

The Welcome SMS tool to send automatic follow-ups to your leads and increase your conversions. This native tool allows you to:

Send a welcome text to the lead as they come in

Deliver a lead magnet or other downloadable material

Deliver offers

Facebook Lead Ads + Welcome SMS
SYNC NOW

Third-party SMS app integrations

These integrations streamline the sending and receiving of SMS to communicate marketing messages, send purchase notifications, automate alerts, offer customer support, and much more.

Facebook Lead Ads + SendPulseSMS
SYNC NOW

Facebook Lead Ads + ClickSendSMS
SYNC NOW

Chatbot

Or chatbot integrations help you expand your system functionalities and bring your enterprise apps together.

Facebook Lead Ads + Cliengo
SYNC NOW

Manychat + ActiveCampaign
SYNC NOW

Management of collected data from surveys & forms

Forms contain specific data, while surveys are more suitable for collecting subtle feedback both from your clients and employees.

Using LeadsBridge integrations with the top form and survey platforms, you can automate the data transfer between your favorite software and your in-house databases.

Jotform + VinSolutions
SYNC NOW

Gravity Forms + Webhook
SYNC NOW

Typeform + Oracle Eloqua
SYNC NOW

Integrating a payment solution

Use our secure integrations to incorporate payment processes so that your business can take a hands-off approach to managing your accounts and payables.

Stripe + Facebook CAPI
SYNC NOW

PayPal + Facebook CAPI
SYNC NOW

Management of leads and data generated from events

No matter the event platform you are using, these integrations let you automate the process of moving lead data from events software to the rest of your marketing stack.

LinkedIn Event Lead Gen Forms

SYNC NOW

Eventbrite + Email Notifications

SYNC NOW

Facebook Lead Ads + Bizzabo

SYNC NOW

App integration with webhook bridges

You can use LeadsBridge integrations to simplify the webhook configuration process, making the transfers fast, automated, and user-friendly.

Facebook Lead Ads + Webhook

SYNC NOW

Webhook + ADF/XML (automotive)

SYNC NOW

Webhook + Google Sheets

SYNC NOW

Responsive and consistent support creation

Our customer support-oriented integrations enable automated customer support by streamlining the data transfer between channels and customer databases. This way, you can automate workflows, get a unified view of all customer data, and track and amend processes for a personalized and convenient customer experience.

Facebook Lead Ads + Intercom
SYNC NOW

Facebook Lead Ads + Zendesk
SYNC NOW

Facebook Lead Ads + Freshdesk
SYNC NOW

LinkedIn Lead Gen Forms
SYNC NOW

Better management of human resource system

We offer integrations for the unification of data between all systems to manage human resources and databases effectively for the best results. With our robust and secure data management integrations, you can easily handle all of your company's data for hiring, contracting, payroll, accounts, onboarding and training, and much more.

Facebook Lead Ads + Tenstreet
SYNC NOW

LinkedIn Lead Gen Forms + JobAdder
SYNC NOW

in + **A**

LinkedIn Lead Gen Forms + Avature

SYNC NOW

**f** + **J**

Facebook Lead Ads + JobAdder

SYNC NOW

Summary

Thank you for downloading this ebook and congrats on taking the first step towards creating a modern data stack. Sign up for your Free LeadsBridge account and set up your first data bridge in just a few minutes. Then, test and and try each of these integrations to find out what works best for your business.

Not sure about of all our available integrations? Visit the integrations page to explore by simply typing the name of your favorite tool in the search bar, or viewing all the integrations by alphabetical order, category, or industry.
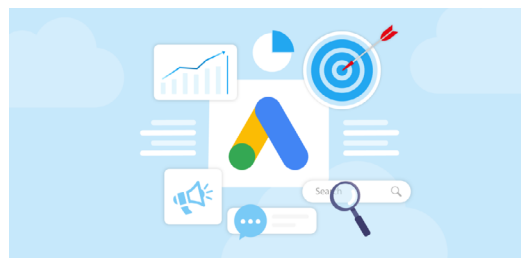
Need more information? We're always happy to help. Visit our help center or contact us for more information.
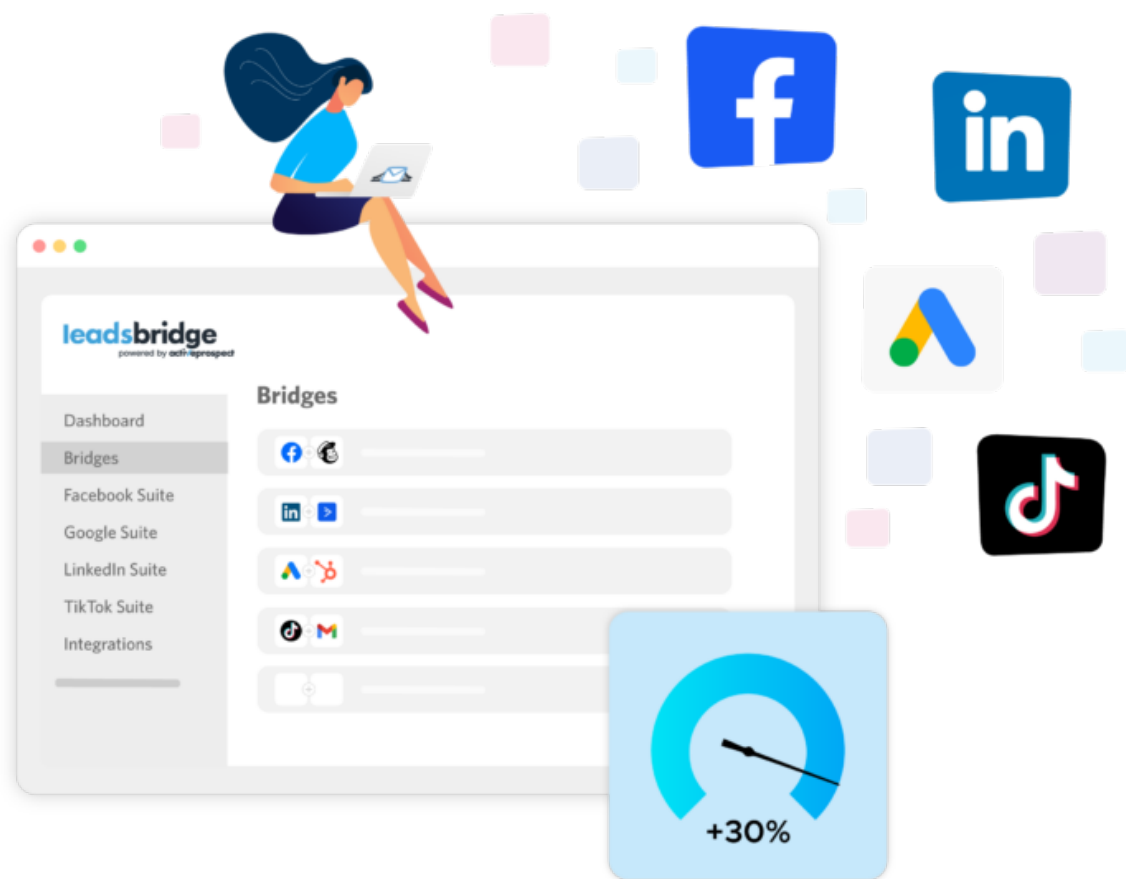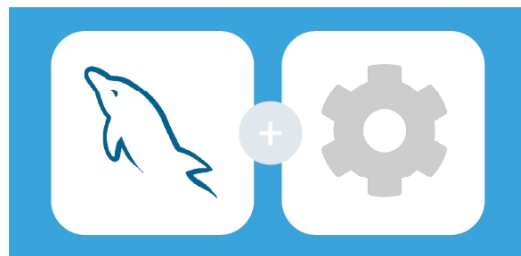
Further reading links
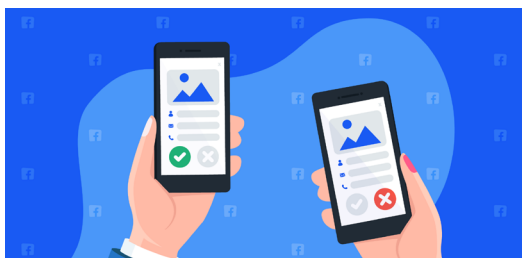
[How to use the Facebook Lead Ads Testing Tool via LeadsBridge](#)

[How to skyrocket your ad campaigns with Google Ads](#)
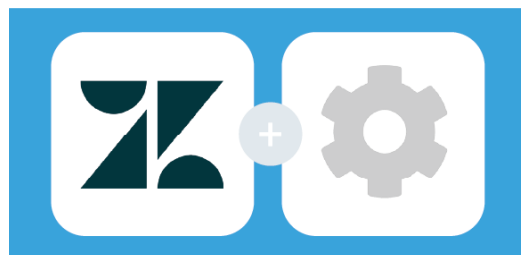

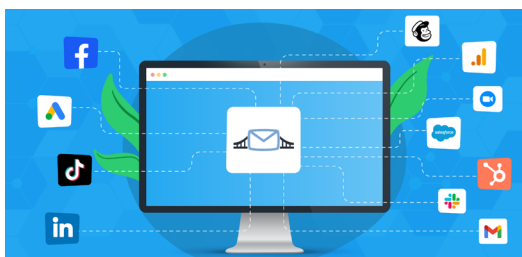[How to connect your LinkedIn advertising account](#)

[How to configure the MySQL integration](#)

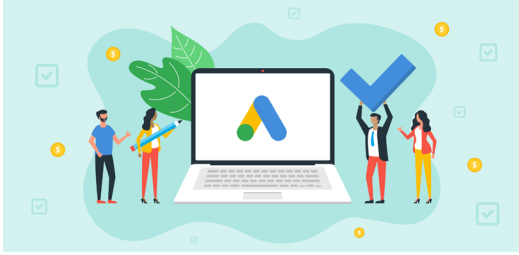
[How to configure the Marketo integration](#)

[How to configure the Zendesk integration](#)

[LeadsBridge integrations & how they can help you](#)

[What is a CRM Integration? Definition & Strategies](#)

[Google Ads Checklist: The Ultimate Guide](#)

[Custom CRM: pros and cons of in-house VS ready-made CRM software](#)

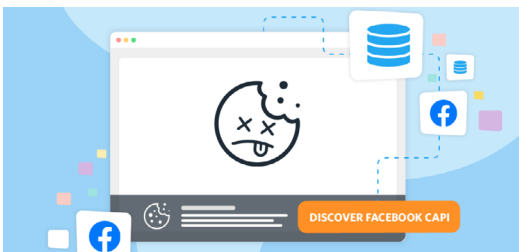[How lead enrichment practices can elevate your strategies](#)

[7 Best Zapier Alternatives for Businesses](#)

[The complete guide to TikTok advertising (with ad examples)](#)

[Best target audience examples for your campaigns](#)

[Everything you need to know about Facebook Conversions API](#)

[How to Create a Successful Marketing Automation Strategy: The Complete Guide](#)

LeadsBridge is how Facebook, Google, TikTok and LinkedIn communicate with your CRM

There are over **380 integrations** ready to be connected at the click on a button. LeadsBridge also offers custom tailor-made solutions, depending on your needs. We have a team of experts ready to make it happen

SIGN UP FOR FREE