

TAPNET Lead Capture API Developer Brief

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Use this API when a form builder, popup tool, landing page builder, CRM, chat tool, WordPress plugin, or marketing platform needs to send captured leads into TAPNET Lead Engine.

Endpoints

Submit or dry-run a lead:

POST https://tapnet.com/modules/addons/tapnet_lead_engine/api/landing_page_intake.php

Validate a key without creating a lead:

POST https://tapnet.com/modules/addons/tapnet_lead_engine/api/intake_key_validate.php

Content-Type: application/json

Authentication

Each client has a unique intake API key. Send it as `api_key` in the JSON body. TAPNET can rotate keys and restrict them to approved domains. Store keys server-side only; do not expose production keys in browser JavaScript, public HTML, Tag Manager, or client-side plugin assets.

Validation And Dry Run

Use `intake_key_validate.php` for setup screens, vendor demo checks, and WordPress plugin connection tests. Use `dry_run:true` or `?dry_run=1` to validate a payload without creating a lead. For visible end-to-end tests, send `is_test:true`; test leads are labeled, unmetered where supported, and delivery/conversation follow-up is suppressed.

```
{
  "api_key": "t1e_intake_XXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXX",
  "dry_run": true,
  "name": "Jane Test",
  "email": "jane@example.com",
  "page_url": "https://example.com/contact",
  "source_website": "example.com",
  "consent": 1
}
```

Domain Restrictions

Restricted keys use normalized host matching. TAPNET checks `Origin`, `Referer`, `page_url/source_url`, and `source_website/source_domain/site_domain`. Server-to-server WordPress plugins may not send `Origin`, so they should send `source_website` or `site_domain` plus `page_url`.

Minimal Payload

```
{
  "api_key": "t1e_intake_XXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXX",
  "name": "Jane Lead",
  "email": "jane@example.com",
  "phone": "555-0101",
  "message": "Interested in a campaign estimate.",
  "page_url": "https://example.com/landing-page",
  "source_website": "example.com",
  "form_id": "website-contact-form",
  "consent": 1
}
```

Recommended Payload

```
{
  "api_key": "t1e_intake_XXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXX",
  "external_id": "vendor-submission-12345",
}
```

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```
{
  "name": "Jane Lead",
  "email": "jane@example.com",
  "phone": "555-0101",
  "company": "Example Co",
  "message": "Interested in a campaign estimate.",
  "service_interest": "Qualified lead generation",
  "target_location": "Brampton Ontario",
  "preferred_contact_method": "email",
  "callback_time": "Weekdays after 2 PM",
  "page_url": "https://example.com/landing-page",
  "source_website": "example.com",
  "page_title": "Example Landing Page",
  "referrer": "https://google.com",
  "utm_source": "google",
  "utm_medium": "cpc",
  "utm_campaign": "spring-campaign",
  "form_id": "campaign-estimate",
  "vendor": "Example Vendor",
  "tags": ["website", "estimate", "spring-campaign"],
  "custom_fields": {"budget": "$2,500-$5,000", "timeline": "This month"},
  "consent": 1
}
```

Core Fields

Field	Required	Description
api_key	Yes	Client intake key issued by TAPNET.
email / phone	One required	At least one usable contact method is required.
name	No	Lead or contact name.
message	No	Visitor message, notes, or request details.
dry_run	No	Validate without creating a lead; also supported as ?dry_run=1.
is_test	No	Create a visible test lead without delivery or billing.
page_url	Recommended	URL where the form was submitted.
source_website	Recommended	Registered site host for backend/domain-restricted calls.
form_id	Recommended	Vendor form identifier.
external_id	Recommended	Vendor submission/contact ID for traceability.
vendor	Recommended	Vendor or platform name.
tags	No	Tags to preserve source or segment context.
custom_fields	No	Additional structured form values.
consent	Conditional	Required when the intake source requires consent.

Supported Aliases

TAPNET field	Accepted aliases
name	full_name, visitor_name, contact_name, customer_name, tapnet_estimate_name
email	visitor_email, submitted_email, contact_email, customer_email, tapnet_estimate_email
phone	visitor_phone, phone_number, mobile, contact_phone, customer_phone, tapnet_estimate_phone
message	comments, notes, additional_notes, tapnet_estimate_notes
service_interest	service, service_needed, interest, business_type, industry
target_location	location, service_area, city, region

TAPNET field	Accepted aliases
page_url	landing_page_url, landing_page, source_url, source_page, url
preferred_contact_method	preferred_channel, callback_channel, contact_channel, best_contact_method

Responses

```
Success:
{
  "success": true,
  "code": 200,
  "lead_id": 123,
  "status": "accepted",
  "missing_fields": []
}

Common errors:
Dry-run success:
{
  "success": true,
  "status": "dry_run",
  "lead_created": false,
  "lead_id": 0
}

401 - Missing intake API key.
403 - Invalid key, disabled source, disabled Lead Engine account, or domain mismatch.
422 - Consent is required for this intake source.
500 - Server-side intake error.
```

Native Integration UI Recommendations

A vendor-native integration should include a server-side API key input, test connection button that calls `intake_key_validate.php`, dry-run submit button before live leads, field mapping for core fields, optional static tags or source labels, consent checkbox mapping, event trigger selection, and visible error logging for failed submissions.

Conversation Handling

When TAPNET Assistant tables are available, an accepted form submission can create a seeded assistant conversation. Form-created conversations are opened with AI paused by default until visitor ownership or channel opt-in is verified.

Security And Privacy

Treat the intake API key as a server-side secret. Use HTTPS only. Preserve consent status and wording when available. Do not send payment details, passwords, government IDs, or unrelated sensitive data.

Developer Support

TAPNET can provide a sandbox intake key, test client account, example payloads for your platform, field mapping review, and joint QA against a native integration or webhook implementation.

Related files: OpenAPI spec, Postman collection, and vendor outreach template are available in `docs/vendor-integrations`.