

Form-Fill Webhook

User guide — capture form submissions as identified visitors

The webhook URL you need

For capturing **form submissions**, always use your site's **Form-Fill webhook** URL. It looks like this:

```
https://bizscan-pro.vercel.app/api/webhooks/form-fill/<your-token>
```

■ **THIS is the correct webhook for forms.** Copy your exact URL from BizScan → Tracked Websites → your site → View Snippet → **Step 3 — Form-fill webhook** → **Copy Webhook URL**. Each website has its own unique token.

Do **NOT** use the pixel / RB2B URL for form captures:

```
https://bizscan-pro.vercel.app/api/rb2b-webhook?pixel_id=...
```

■ **Wrong for forms.** The `rb2b-webhook?pixel_id=...` URL (Step 2) is for anonymous visitor reveal, not form submissions. If you point a form at it, it returns `ok: true` but does **not** capture the email — a silent failure. Use the Step 3 form-fill URL above.

What this feature does

Every tracked website in BizScan Pro gets a unique form-fill webhook URL. Point any form, tool, or app at that URL, and every submission becomes a fully identified visitor in your Visitors tab — name, email, phone, company, whatever the form captured. It's a free alternative to services like RB2B — the visitor identifies themselves by filling out the form.

Cost: Free to receive form fills on any tracked website. Unlock names and full details for \$10/month per website. Counts are always visible; details are gated.

Part 1 — Get your form-fill webhook URL

- 1 Log into BizScan Pro at bizscan.3sixtyevolution.com.
- 2 Open **Tracked Websites** (globe icon in the header).
- 3 Find your website and click **View Snippet**.
- 4 In the Tracking Setup modal, scroll to **Step 3 — Form-fill webhook** and click **Copy Webhook URL**.

Your copied URL will look like the highlighted example (with your own token):

```
https://bizscan-pro.vercel.app/api/webhooks/form-fill/adc949affbab29706465b68a59ff524f
```

Keep this URL private. Anyone who has it can send form submissions to your BizScan account. If it leaks, use **Rotate URL** next to Copy to generate a fresh one — the old URL immediately stops working.

Part 2 — Connect a GoHighLevel form (recommended)

If your form is hosted in GHL, use a Workflow with a native Webhook action.

- 1 GHL → **Automation** → **Workflows**.
- 2 Create or open the workflow that fires when the form submits.
- 3 Trigger: **Form Submitted** → pick your form.
- 4 Add a **Webhook** action (External Communication → Webhook).
- 5 Set **Method: POST** and paste your **Step 3 form-fill URL** in the URL field.
- 6 Add the field mapping (Custom Data), then **Save & Publish**.

Field mapping (Custom Data / JSON body):

```
email → {{contact.email}}
name → {{contact.full_name}}
phone → {{contact.phone}}
company → {{contact.company_name}}
title → {{contact.job_title}}
```

Minimum required: the payload must contain at least an **email** or **phone** to create a visitor row. If the name shows as '—', switch name to `{{contact.full_name}}`.

Part 3 — Accepted field-name variants

BizScan accepts many common variations. Send whichever matches your form.

Standard field	Accepted variants (any of these)
Email	email, email_address, e_mail
Name (full)	name, full_name, contact_name, contactName
First / Last	first_name, last_name (combined automatically)
Phone	phone, phone_number, telephone
Company	company, company_name, companyName, organization
Title	title, job_title, jobTitle, position, role
Website	website, company_website, url
City / State / Country	city, state, country (+ common variants)
Message	message, notes, comments
Any other field	Captured into 'Additional details' automatically

Part 4 — Test that it's working

Fastest check — from Terminal, POST to your **form-fill** URL:

```
curl -X POST "https://bizscan-pro.vercel.app/api/webhooks/form-fill/adc949affbab29706465b68a59ff524f" \
  -H "Content-Type: application/json" \
  -d '{"email":"test@example.com","name":"Test User","company":"Test Co","phone":"555-1234"}'
```

■ Correct response: `{"success":true,"visitor_id":"..."}`. If you instead see `"hasEmail":false`, you're hitting the wrong (pixel / rb2b) endpoint — go back to the Step 3 form-fill URL.

Then submit your real form once and refresh the BizScan Visitors tab — a new row with the **Form** badge should appear.

Need help? bizscan@3sixtyevolution.com • (423) 264-2334 • bizscan.3sixtyevolution.com

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