

How to Connect Picreel With Towerdata

Integrating **Picreel** with **Towerdata** helps you **authenticate** your contact list and retrieve user behavior with demographic data: age, sex, education, occupation & income, etc., to **increase conversions**.

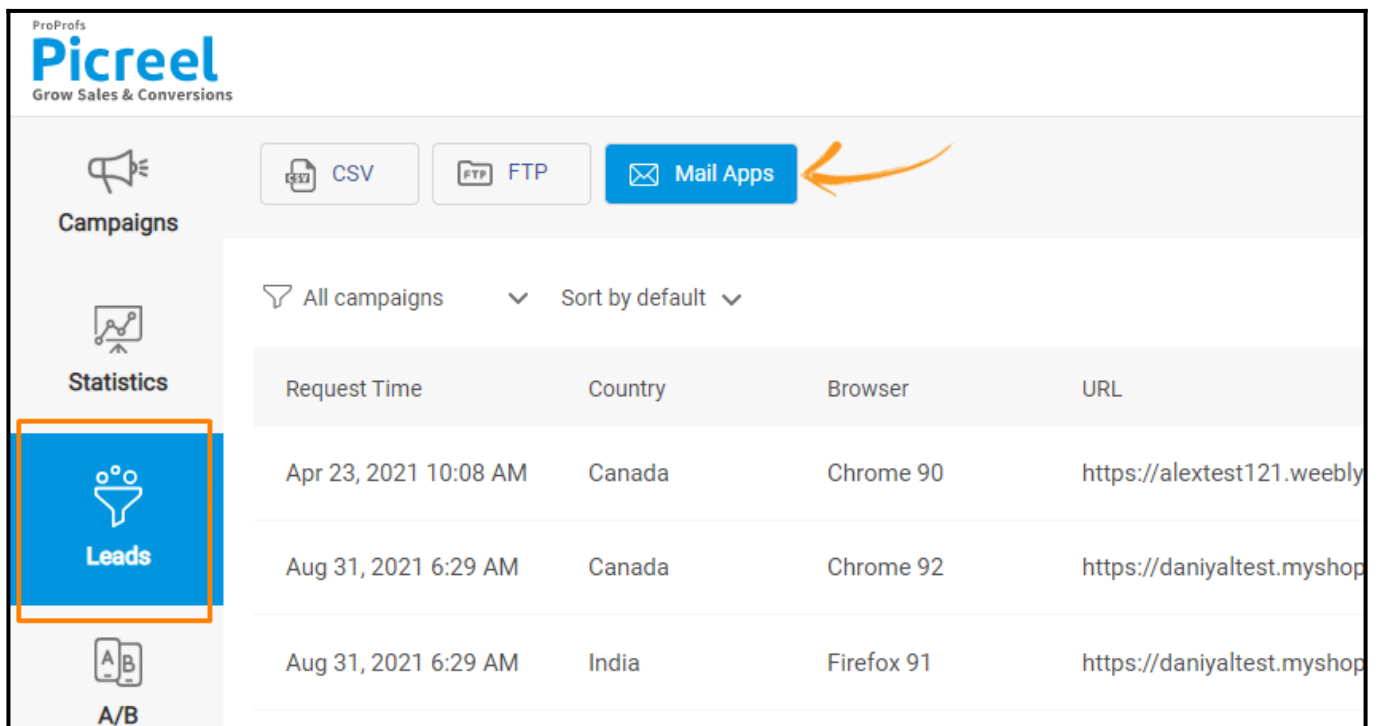
Benefits of integrating Picreel with Towerdata:

1. **Optimize** user data with added value
2. **Competitive** plans to kickstart your popup campaigns
3. **Customized** content as per your target visitors

To integrate Picreel with Towerdata:

Step 1: In your Picreel account, click on the “**Leads**” category on the left side of your screen.

Step 2: Click the “**Mail Apps**” button.



The screenshot shows the Picreel dashboard interface. The top navigation bar includes buttons for 'CSV', 'FTP', and 'Mail Apps'. The 'Mail Apps' button is highlighted with an orange arrow. The left sidebar contains icons for 'Campaigns', 'Statistics', 'Leads', and 'A/B'. The 'Leads' icon is highlighted with an orange box. The main content area displays a table of leads with columns: Request Time, Country, Browser, and URL.

Request Time	Country	Browser	URL
Apr 23, 2021 10:08 AM	Canada	Chrome 90	https://alextest121.weebly
Aug 31, 2021 6:29 AM	Canada	Chrome 92	https://daniyaltest.myshop
Aug 31, 2021 6:29 AM	India	Firefox 91	https://daniyaltest.myshop

Step 3: Find **Towerdata integration**. You may use the search field in the top left corner of the window.

Step 4: Paste your **Towerdata API key**.

Integrations

to

towerrd@ta

Towerrd API key:

b3caaf6d9efd4a9632eedb1c1b181a24

☒ Live data after submit

Cancel

Save


Get help with integrations. Still can not make it work? Check the [list of errors](#)

Note: Don't forget to check the Live export after submitting to enable this connection.


Read here: [How to get your Towerdata API key.](#)

When you're done with the steps above, whenever a new email appears in your Leads section, we send it to Towerdata to enrich with more data.


This data will appear next to all your leads.




Campaigns




Statistics




Leads




A/B Testing




Billing




CSV



FTP



Mail Apps



All campaigns

Sort by Country

▼

Request Time	Country	Browser	URL
Aug 31, 2021 6:29 AM	India	Firefox 91	https://daniyaltest.myshopify.com/

Lead data

Email - daniyal@proprofs.com

Feb 1, 2021 6:07 AM	India	Chrome 88	https://alextest121.weebly.com/
Oct 27, 2021 12:47 PM	India	Chrome 95	https://alextest121.weebly.com/lead.html
Feb 5, 2021 6:33 AM	India	Chrome 88	https://alextest121.weebly.com/

You will see all the data we can find. Leads from the United States have the highest chance of getting all the data. It could be:

Age, Gender, Education, Presence Of Children, Household Income, Marital Status, Homeowner Status, Occupation, etc.

That's all about integrating Picreel with Towerdata.

Related Articles:

- [How to Get New Leads Notification in My Inbox](#)
- [How to Configure Campaigns for Multiple Pages](#)
- [How to Use Overlays for Retargeting & Boosting Conversions](#)