

How to Connect Picreel with Towerdata

Picreel and Towerdata can help you get the data you need to increase conversions! Simply collecting an email of your web visitor may be not enough..

You can get age, gender, income and other data about every lead you collect with Picreel. Automatically.

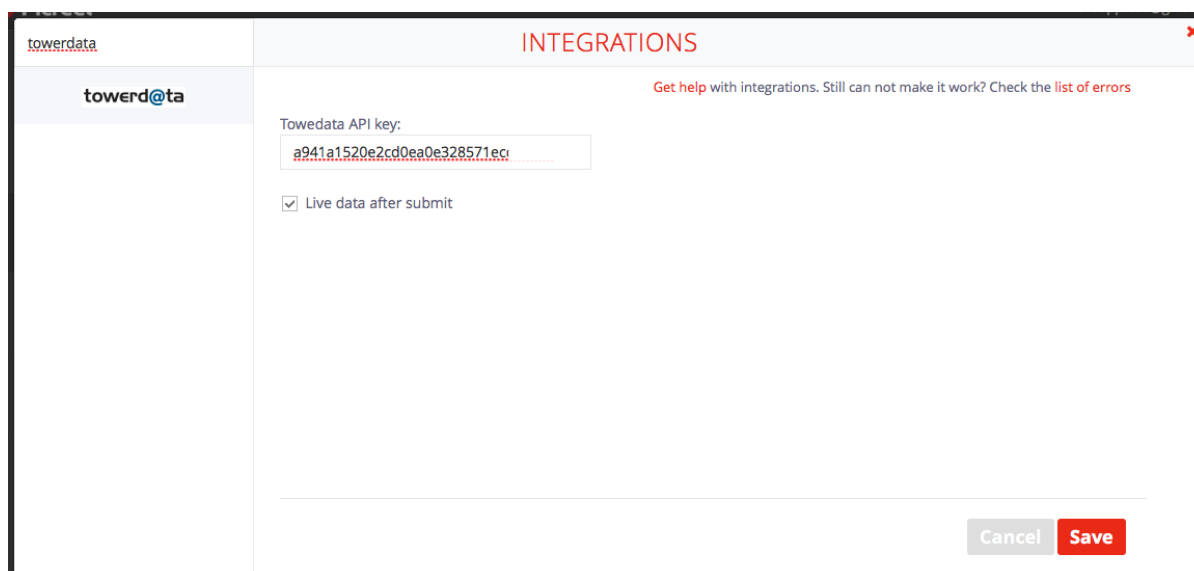
Connect Picreel to Towerdata:

Click on the *Leads* category on the left side of your screen.

Click the *Export to Apps* button.

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

Paste your Towerdata API key.



The screenshot shows a web interface for connecting Towerdata. The page title is "INTEGRATIONS" and the Towerdata logo is visible in the top left. A search bar on the left contains "towerd@ta". The main content area is titled "Towerdata API key:" and contains a text input field with the value "a941a1520e2cd0ea0e328571ecr". Below the input field is a checkbox labeled "Live data after submit" which is checked. At the bottom right, there are "Cancel" and "Save" buttons. A red link "Get help with integrations. Still can not make it work? Check the list of errors" is located in the top right of the form area.

Don't forget to check the *Live export after submit* to enable this connection.

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

When you're done with the steps above, any time 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.

REQUEST URL	REQUEST TIME		
http://template.picreel.com/	2018/03/19 01:23	Details ▼	Delete
Custom data			
Env: streetviewboone@google.com	Gender: Female		
http://template.picreel.com/	2018/03/19 01:23	Details ▼	Delete
http://template.picreel.com/	2018/03/19 01:21	Details ▼	Delete
http://template.picreel.com/	2018/03/19 01:20	Details ▼	Delete

You will see all data we can find. Leads from the United States have the highest chance to get all data.

It can be:

Age, Gender, Education, Presence Of Children, Household Income, Marital Status, Home Owner Status, Occupation