

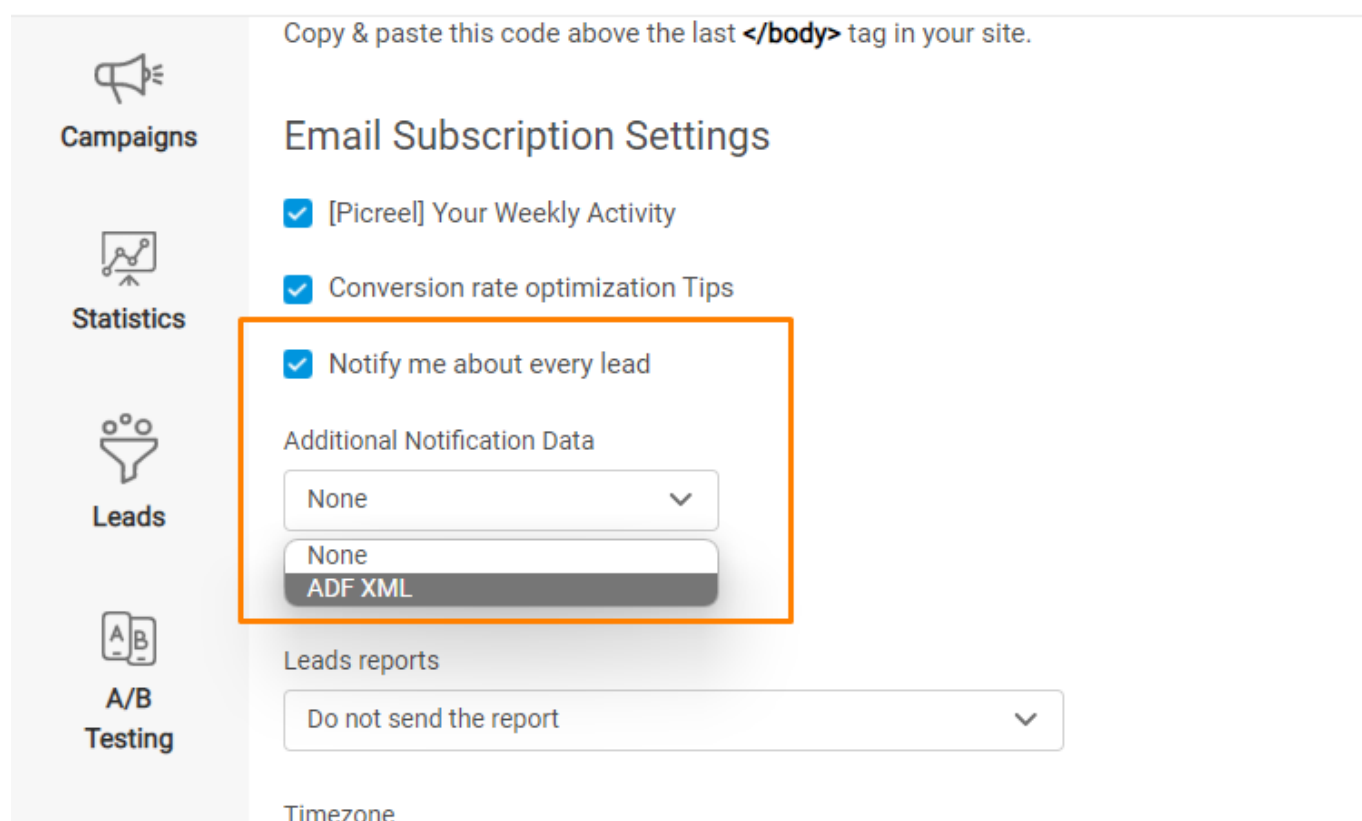
How to Add ADF/XML Option to Lead Notification Emails

If you want to opt in to get ADF/XML data in addition to regular lead data, proceed with the following steps.

Step 1: Go to account settings in the upper right corner.

Step 2: Find the option 'Notify me about every lead.' If you have not been receiving leads before, choose this option.

Step 3: From the drop-down in the Additional Notification Data field, select ADF/ XML.



The screenshot shows the 'Email Subscription Settings' page. On the left is a sidebar with icons and labels for 'Campaigns', 'Statistics', 'Leads', and 'A/B Testing'. The main content area has a header instruction: 'Copy & paste this code above the last `</body>` tag in your site.' Below this is the title 'Email Subscription Settings'. There are three checked checkboxes: '[Picreel] Your Weekly Activity', 'Conversion rate optimization Tips', and 'Notify me about every lead'. The 'Notify me about every lead' section is highlighted with an orange box. Below it is the 'Additional Notification Data' label and a dropdown menu. The dropdown menu is open, showing 'None' and 'ADF XML' (which is highlighted). Below the dropdown is the 'Leads reports' section with a dropdown menu showing 'Do not send the report'. At the bottom is the 'Timezone' label.

Copy & paste this code above the last `</body>` tag in your site.

Email Subscription Settings

- ☒ [Picreel] Your Weekly Activity
- ☒ Conversion rate optimization Tips
- ☒ Notify me about every lead

Additional Notification Data

None ▼

None

ADF XML

Leads reports

Do not send the report ▼

Timezone

As a result, as the new lead is sent to the email inbox, it comes with attached data:

[Picreel] New Lead Notification dipunsoumya.pattanaik668@gmail.com

 Inbox x



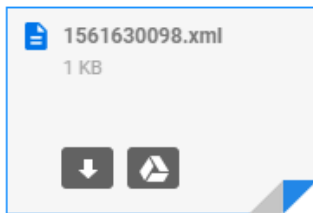
delight@picreel.com

to me ▾

Hi, You have 1 new lead: dipunsoumya.pattanaik668@gmail.com. Other parameters:

- name set Soumya Ranjna Pattanaik
- phone set 7735282103
- request_url set <http://template.picreel.com/>

Date:2019-06-27 06:08:18 Regards, The Picreel Team



Related Articles:

- [How to Manage Existing Campaigns](#)
- [How to Set up a Countdown Timer Overlay](#)
- [How to Add Picreel Snippet Code via Google Tag Manager](#)