Call new web leads in minutes

Send each new form fill to DialSwarm and the agent calls while they still remember asking. **About 10 min.**

1. **Make an API key**
   In the portal open Integrations, then API keys. Tick the consent confirmation and create a key. Copy it somewhere safe.

2. **Add a consent line to your form**
   Your web form should say people agree to be called by your business, including by an AI voice. Keep the wording and the date they submitted.

3. **Send each lead to DialSwarm**
   In Zapier or Make, add a webhook step: POST to dialswarm.com/api/v1/leads with your key, the name, phone, campaign name, consent source, consent date and your business name. The API page has a ready example.

4. **Start the campaign**
   The leads land in the campaign you named. Start it once, and new leads are called as they arrive, inside your calling window.

5. **Test with your own number**
   Fill in your own form with your mobile. Your phone should ring within a few minutes during calling hours.

TIPS

- Outside calling hours, leads wait and are called first thing in the window.
- Use a webhook back to your CRM (call.completed) so the outcome shows up there too.