

Lead Email Metadata from Tax & Financial Leads

General FYI <https://www.leadmetadata.org/>

Does my CRM integrate with BiggerPockets lead emails?

- Check with your CRM to validate that they parse the lead emails with metadata. If your CRM does not automatically scrape MetaData you can use a third party tool like Zapier.

How does it work?

- Once a lead is submitted through Tax & Financial Finder we send an email to the email address you provided in your business account. That email has metadata information that lives in the email.

What information is sent?

- We will include the metadata fields that correspond with the information we already include in a human-readable format. These are:

- `<meta name="lead_information_version"`
- `<meta name="lead_source"`
- `<meta name="lead_name"`
- `<meta name="lead_email"`
- `<meta name="lead_phone"`
- `<meta name="lead_message"`
- `<meta name="lead_market"`
- `<meta name="lead_strategy"`
- `<meta name="lead_business_subtype"`
- `<meta name="lead_business_speciality"`
- `<meta name="lead_number_of_investments"`
- `<meta name="lead_annual_household_income"`
- `<meta name="lead_investor_primary_residence_city"`

Test Lead

Note in the Company page we can send a test lead that includes some of these fields but not all. So you can test they are at least getting Name, Email, Phone number and Message.

Copy of email

New Lead From BiggerPockets

Tiamo Test Account ,

Here are the details for your new lead:

Name: [Dyego Costa](#)

Email: dyegocosta@biggerpockets.com

Phone: (555) 555-5555

Location: Florianópolis, Brazil

Number Of Investments: 1-2

Market: California

Strategy: Long-term Rental

Owns Businesses: Yes

Business Subtype: Financial Planning

Business Specialty: Commission/Fee Based

Annual Household Income: \$40,000 - \$74,999

Investor Primary Residence City: Fresno, CA

Source: Business Directory