You Rule With Lapps
LeadSquared Apps for Better Integration

Join 750+ happy businesses growing with LeadSquared
What is a Lapp?

• Allows you to write custom business logic
• Minimalistic effort to integrate different systems via REST APIs
• Published as REST API
• Adds infinite power to LS APIs and Automation
• Quick deployment to achieve quick integration
• Leave hosting, security, scalability worries to us
Inbuilt Lapp Capabilities

Code Editor

INFO
DEBUG
WARN
ERROR
DEBUG
FATAL

Logs

Call REST APIs

Key-Value Pair DB

Key 1 → Value 1
Key 2 → Value 2

Your App

API

REQUEST

/data

Their App

DATA

Encrypted Settings

HTML Template Engine

PDF Generator

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Quick Look into previous webinars

For Business Owners/Marketing/Sales

For Developers
https://help.leadsquared.com/webinars/introduction-to-lapps/
Lapp Marketplace

Search Lapps

Format Lapp Response As XML
This Lapp is designed to demo how to format XML output in different ways. For demo, we pick the recently modified leads and format the output based on queryString param “format” that can be one of:
vertical: the result array contains all the lead properties as XML node
horizontal: the result array

Author: LeadSquared
Read more

Mark Leads With Bogus Email As Invalid
This Lapp is designed to validate a lead’s email id. It uses email id validation API to check if the email id actually exist or bogus. In case its found as invalid, the lead is marked as invalid using LeadSquared mark invalid API

Please note the following assumptions:
1. The Lapp will typically be...

Author: LeadSquared
Read more

Sync Lead Data Between 2 LS Accounts When Updated
This Lapp is designed to sync lead field values between two LeadSquared accounts. When a lead is updated, Lapp fetches the lead from second account based on the triggered lead email. Once found, it syncs the mapped fields, specified in the configuration, to the destination account. Also note that it...

Author: LeadSquared
Read more

Track Leads Referred By A Lead
This Lapp is designed to calculate the number of leads referred by another lead and to calculate the conversion ratio to a stage, for e.g. Customer. When a lead is created and contains email of referred by lead, the counter for number of referral increments for that lead. Also the conversion ratio...

Author: LeadSquared
Read more

Total: 16
Lapp Marketplace – some e.g.

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Author: LeadSquared

Send Dynamic Email To Lead Based On Lead’s City

This Lapp is designed to send dynamic email to lead based on their City. This Lapp demonstrates the email to be send for real estate listing with different properties when city is one of Delhi or Bengaluru. For other cities a generic email is sent.

To make this Lapp work, please follow the guideline... Read more

Author: LeadSquared

Create Invoice From Sales Activity In PDF Format

This Lapp is designed to generate an invoice in PDF format based on Sales Activity. The invoice products are assumed to be present in sales activity. Other invoice fields like lead name, address etc are picked from Lead Fields

Below are the Sales activity fields that are expected to be present:
1. ... Read more

Author: LeadSquared
Other Notable Features

- XML data can be sent to Lapp API, code receives JSON
- Response can be received as XML

- Islapp - NPM package for offline development
- Code spanning multiple files
- Develop and Test without exposing important security keys

- Version upgraded to 8.10
- Faster than before
- Write async/await – cleaner code
THANK YOU FOR LISTENING

ANY QUESTIONS?

mangesh@leadsquared.com

https://apidocs.leadsquared.com/lapps/