

# Copy Lead Integration Code for Google Ads Scribe

- 1 Log into your Nrich Learning LMS and navigate to the "**Lead Integration**" section from the main menu.

The screenshot shows the Nrich Learning LMS interface. On the left, there is a sidebar with the following navigation options:

- LMS Dashboard
- Leads (selected)
- Dashboard (highlighted in blue)
- All Leads
- Campaigns
- Lead Integration (circled in orange)
- Emails
- WhatsApp
- WorkFlow

The main content area is titled "Leads Dashboard". It displays the following statistics:

- Today's Lead: 5 (represented by a bar chart)
- Converted Leads: Na
- Follow-up Leads: Na
- Total Leads: 5

A timeline at the bottom shows the months from Jan to Sep.

- 2 Click the “**Get Started**” button to initiate the integration setup.

The screenshot shows the "Lead Integration" section of a software interface. At the top right are a bell icon and a user profile icon. Below them is a "CONNECTED INTEGRATIONS" button. Three integration cards are displayed:

- Meta AD's**: Seamless Fetch Meta campaign leads instantly into your CRM system. Fast, simple & fully automated integration for better results. Includes a "View Integration" button.
- Google Sheet**: Sync Google Spreadsheet data directly to your CRM. Capture leads instantly and manage them with seamless, automated integration. Includes a "Get Started" button.
- Google ADWords**: Fetch leads from Google campaigns using Google Asset Form. Add details in Custom CRM Integration, and it's ready to start instantly. Includes a "Get Started" button, which is highlighted with an orange circle.

- 3 Click “**Click here to Copy**” to copy the Webhook URL and Webhook Key.

The screenshot shows the "Google AdWords" campaign settings page. At the top right are a bell icon and a user profile icon. The "Selected Campaign" section shows a "New Campaign" button and an "Edit Campaign" button. Below it is the "Webhook URL" field containing the value "https://api.findandconsult.com/add-lead-addsense/68f9ee6520ca4a60d7d3c395". To the right of the field is a "Copy" icon with the text "Click here to Copy", which is highlighted with an orange circle. Below the URL is the "Webhook Key" field containing the value "68f9ee6520ca4a60d7d3c395".

- 4 Log Onto your Google AdWord Account and click on “**Assets**” in the top navigation (or sidebar) to proceed to the Google Ad setup area.

The screenshot shows the Google AdWords interface. On the left, there's a sidebar with icons for Create, Campaigns (selected), Goals, Tools, Billing, and Admin. Below the sidebar, the word "Assets" is highlighted with an orange circle. The main content area is titled "Overview" and shows a paused campaign named "Campaign #1". The campaign details include Type: Performance Max, Budget: ₹1,400.00/day, Last 7 days: 21 - 27 Oct 2025. The performance summary shows 0 Clicks, 0 Impressions, and 0 Avg. CPC. A search bar at the top says "What are my top performing campaigns?"

- 5 Within the “Assets” section, again select “**Assets**” to drill down to the correct asset type.

This screenshot is similar to the previous one, but it shows the "Assets" section being further drilled down. In the sidebar, the "Assets" category is expanded, and the "Assets" option within it is selected and highlighted with an orange circle. The main dashboard remains the same, showing 0 Clicks, 0 Impressions, and 0 Avg. CPC for the paused campaign "Campaign #1". The search bar at the top still says "What are my top performing campaigns?"

- 6 From the list of asset types, choose **the Lead form (Asset Type)** on which you want to Integrate your CRM With.

The screenshot shows the Google Ads interface with the 'Assets' tab selected. On the left, there's a sidebar with various tabs like 'Create', 'Campaigns', 'Goals', 'Tools', 'Billing', and 'Admin'. The main area displays a list of assets under 'LMS for Online Classes'. One asset, 'LMS for Online Classes', is highlighted with a red circle. To its right, there's a detailed view of a campaign named 'Campaign #1' for the last 7 days (21 - 27 Oct 2025). The detailed view includes columns for Asset, Asset type, Level, Status, and Source. At the bottom, there are options to 'Export leads' (which is also circled in red) and download CSV files.

- 7 Scroll Down to Export Leads from Google Ads (Exporting Leads Via Webhook and Click on Other Data Integration options

The screenshot shows the 'Other data integration options' section in the Google Ads interface. It includes options for 'Export leads from Google Ads' (via webhook or manually), 'Import conversions' (to optimise the marketing funnel), and other integration options. The 'Other data integration options' section is highlighted with a red circle.

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You will paste the previously copied Webhook url and Key, after pasting the url and Keys in the correct field, click “**Save**”

To finalise your setup and ensure the code is active.

The screenshot shows the Google Ads Advisor interface. At the top, there's a search bar with the query "What are my top performing campaigns?". On the right, there's a "BETA" badge with a star icon and the text "Ads Advisor". Below the search bar, a message says "None of your ads are running - Your campaigns and ad groups are paused or removed. Enable them to begin showing your ads." A progress bar indicates "1 / 2".

**Webhook integration (optional)**

Create a webhook integration to send leads directly to your CRM software. [Learn more](#)

Webhook URL: `https://backend.nrichlearning.com/add-lead-addsense` ⓘ

Key: `68f9ee6520ca4a60d7d3c395` ⓘ

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[Send test data](#)

**Import conversions** Import conversion data to Google Ads to optimise for your marketing funnel

**Save** ⓘ **Cancel**