**Background Information**

Our client Fontaine Trailer has subscribed to a new lead management system with Rollick. Fontaine/Rollick would like to have all leads submitted into their system; so via Rollick’s API, we’ll need to have our Webflow forms connected to their platform.

We have 3 types of leads.

* All Leads
  + Trailer CTA
  + Compare Trailer CTA
  + Customize Trailer CTA
  + Contact Fontaine
* Dealer
  + Dealer Locator > Dealer Form
  + Current Page <https://fontaine-trailers.webflow.io/fontaine-trailer-dealers>
    - Will update so the dealer contact info is hidden and the only CTA will send you to a dealer locator form.
* Email Newsletter subscriber
  + Email sign up above the footer

**Client**

<https://www.fontainetrailer.com/index_platform.html>

https://www.fontaineheavyhaul.com/

**New Webflow Website**

<http://fontaine-trailers.webflow.io>

(Heavy Haul dev. has not begun but is based on Trailer site)

**CRM/Technology Vendor**

<https://gorollick.com/company/oem-solutions>

**API Documentation for Steel Croissant**

· For Developers: <https://help.gorollick.com/75859-developer-tools>

o API Authentication: <https://help.gorollick.com/75861-api-documentation/authentication>

o Newsletter Subscriber API: <https://help.gorollick.com/92294-subscriber/subscriber-service-specification?from_search=48660949>

o Lead API: <https://help.gorollick.com/92295-lead/lead-api>

o Dealer Locator API: <https://help.gorollick.com/92293-dealer/dealer-locate-api>

Note: Aimbase has a dealer locator API we should use it to fuel the “Find a Dealer Near You” page so it’s managed in one place. <https://help.gorollick.com/92293-dealer/dealer-locate-api>

o Websession Tracking: <https://ws.aimbase.com/>

**Notes from** [Kevin Holland](mailto:kevin@steelcroissant.com)

Dealer

<https://help.gorollick.com/92293-dealer/dealer-locate-api?from_search=64793061>

*Active For: the dealer must have a selected value of “Both”*

Can you explain this mandatory value? Not sure I’m following there.

*In addition to having the values selected above, there needs to be enough location data on the dealer details or some assigned territories.*

Are Longitude and Latitude coordinates mandatory, or does Postal Code suffice?

Subscriber

<https://help.gorollick.com/92294-subscriber>

No questions at this time

Lead

<https://help.gorollick.com/92295-lead>

Overall I think, the best course of action is to build Aimbase a testbed form, stuff it with all the viable fields and make that our foundation for the primary contact form and any additional forms.

For our part, we plan to capture leads via form submission only, and record behavior with a HeatMap and Google Analytics.

Webflow Forms:

A comprehensive overview here

<https://university.webflow.com/lesson/intro-to-forms#anatomy-of-a-form>

In short, we have, by default, Class ID, Normal, Success and Errors state, Embed within the form for hidden fields, Form Action and can choose to GET or POST. Additionally, we can redirect upon successful submissions.

More advanced forms like, multi-step, or calculations and logic require custom code.

Data Schema:

Matching up Class ID’s for inputs to your Data Schema is routine for us. I have questions about the validation process. I can generate an API token and Add A webhook manually. There’s a teachable moment at that point since we are a low-code outfit and rely on Zapier for webhooks.

**API Details**

[API Details for Web Team - Steel Croissant .xlsx](https://avalamarketing.sharepoint.com/:x:/g/Project%20Management/EfFKz7t6FplOtsUSih7Hd2cBPbAahCbOQax9IT4wspvoxw?e=JxSGNb)