Leads API overview

What is the Leads API?
The Yelp Leads API provides a means for Yelp Partners to:

- ❏ Receive lead notifications
- ❏ Read and respond to lead conversations

For RAQ leads, generated by Yelp users in order to improve lead response times and improve the accuracy of attribution of those leads to Yelp.

This data can then be imported into the Partner's own CRM along with other leads generated by other platforms: i.e Google, Facebook, Angi, ServiceTitan, HubSpot, etc.

Are you the right candidate?
The Leads API is available to any Partner who:

- ❏ Is a Yelp advertising (https://business.yelp.com/partners/) and/or Listing Management Partner (https://knowledge.yelp.com/listings/), so please inquire about becoming a Partner on those pages if you'd like to access this API.
- ❏ Has development/programming resources.

Please note: Partners will only be granted lead data for businesses that are currently advertising (i.e. purchased an Enhanced Profile, CPC campaign, etc.) on Yelp.

Technical requirements:
Partners will need to set-up authorization and webhooks before they can use the Lead APIs and each of these setups are explained in detail in our Leads API next sections.

Once the initial authentication and webhook setups are done, Partners will get notified about every new interaction for the businesses they have subscribed to (see Business Subscriptions API with type WEBHOOK, which can be found here: https://docs.developer.yelp.com/docs/business-subscriptions-api).

Partners can then use our Leads API Read/Write endpoints (https://docs.developer.yelp.com/reference/get-lead) to retrieve a full list of interaction events for a particular lead as well as mark a lead as read, reply to a lead, and mark a lead as replied outside of Yelp.

A full overview of our Leads API technical documentation can be accessed here: https://docs.developer.yelp.com/docs/leads-api

Average integration timeline:
1 to 3 months: dependent of Partner development resources