



LeadJaw REST API

Developer Reference Guide

A complete reference for integrating LeadJaw visitor intelligence data into your own tools, CRMs and workflows. Covers authentication, endpoints, request parameters, response formats and practical examples.

What you will need

A LeadJaw Pro account

An API key generated in Settings > API

A tool that can make HTTP requests (curl, Postman, your application code)

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1

How LeadJaw data works

Understanding the data model helps you get more from the API. Every visitor session moves through a simple lifecycle, and the API reflects that.

The visitor lifecycle

Stage	What it means
Anonymous visitor	The tracker fires and a session is created. The company is not yet known.
ISP / infrastructure	The IP resolves to an internet provider or data centre rather than a business. Filtered out of identified results.
Identified company	The IP has been matched to a known company. <code>company_name</code> , domain and enrichment data are populated.
Contact captured	A form fill has been recorded. The visitor now has a name and email attached.
Stage assigned	A sales stage (lead, MQL, SQL, client) has been set manually or via the API.

What the API exposes

The API gives you read access to everything in your LeadJaw dashboard, plus the ability to write back two things: a visitor's sales stage and notes. This makes two-way sync with a CRM possible without any manual work.

Identification rate

Not every visitor will resolve to a company. Mobile data, VPNs, home broadband and residential ISPs do not match against the business IP database. A typical identification rate for a B2B website sits between 20% and 40% of all sessions. The analytics endpoint returns your `identification_rate` so you can monitor this over time.

Data freshness

Visitor data is available via the API within minutes of a session being recorded. Enrichment data (company industry, employee count, logo) is added asynchronously and may not be present on very recent sessions. If enrichment fields are null on a fresh record, poll again after a few minutes.

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Authentication and API keys

The LeadJaw API uses Bearer token authentication. Every request must include your API key in the Authorization header. Your key is generated in your account settings and is only shown once at the point of creation.

Generating a key

1. Log in to your LeadJaw account.
2. Go to Settings and click the API tab.
3. Enter a label for the key, for example Make integration or HubSpot sync.
4. Click Generate API key.
5. Copy the key immediately. It will not be shown again.

Important: treat your API key like a password. Do not commit it to version control or share it in plain text. If a key is compromised, revoke it immediately and generate a new one. Revoking a key takes effect immediately.

Using your key in requests

Add the Authorization header to every API request:

```
Authorization: Bearer lj_yourkeyhere

# Example curl request

curl -H "Authorization: Bearer lj_yourkeyhere" \
https://app.leadjaw.com/api/v1/analytics.php
```

Key limits

Parameter	Type	Required	Description
Maximum active keys	Integer	-	10 per account
Daily request limit	Integer	-	1,000 requests per day, resets midnight UTC
Key visibility	String	-	Full key shown once only at creation

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Base URL and request format

All API endpoints are served over HTTPS from the following base URL:

```
https://app.leadjaw.com/api/v1/
```

GET requests pass parameters as query string values. POST and DELETE requests pass a JSON body. Always set the Content-Type header to application/json for requests with a body.

```
# GET request with filters

curl -H "Authorization: Bearer lj_yourkeyhere" \

"https://app.leadjaw.com/api/v1/visitors.php?limit=50&date_from=2026-05-01"

# POST request with JSON body

curl -X POST \

-H "Authorization: Bearer lj_yourkeyhere" \

-H "Content-Type: application/json" \

-d '{"visitor_id": 12345, "stage": "mql"}' \

https://app.leadjaw.com/api/v1/stage.php
```

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Response format

All responses are JSON. Every response includes a success field. Successful responses include a data field. List endpoints also include a meta field with pagination details.

Successful response

```
{  
  
  "success": true,  
  
  "data": { ... },  
  
  "meta": {  
  
    "count": 50,  
  
    "has_more": true,  
  
    "next_cursor": 48231,  
  
    "date_from": "2026-04-10",  
  
    "date_to": "2026-05-10",  
  
    "timezone": "UTC"  
  
  }  
}
```

Error response

```
{  
  
  "success": false,  
  
  "error": {  
  
    "code": "invalid_token",  
  
    "message": "API key not recognised."  
  
  }  
}
```

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Rate limiting

Each account is limited to 1,000 requests per day across all its API keys combined. The counter resets at midnight UTC. Every response includes rate limit headers so you can monitor your usage programmatically.

Parameter	Type	Required	Description
X-RateLimit-Limit	Integer	-	Daily request limit (1000)
X-RateLimit-Remaining	Integer	-	Requests remaining today
X-RateLimit-Reset	Unix timestamp	-	When the counter resets (midnight UTC)

When the limit is reached the API returns a 429 status with the error code `rate_limit_exceeded`. Wait until midnight UTC before making further requests.

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Endpoints overview

GET	/api/v1/analytics.php	Summary stats, top sources, daily breakdown
GET	/api/v1/visitors.php	Paginated visitor list or single visitor by ID
GET	/api/v1/companies.php	Distinct identified companies
GET	/api/v1/form-fills.php	Form submissions captured by the tracker
POST	/api/v1/stage.php	Update a visitor's sales stage
POST	/api/v1/notes.php	Add a note to a visitor record
GET	/api/v1/webhooks.php	List registered webhook endpoints
POST	/api/v1/webhooks.php	Register a new webhook endpoint
DELETE	/api/v1/webhooks.php	Remove a webhook endpoint

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GET /api/v1/analytics.php

Summary statistics for a date range

Returns a summary of visitor activity for your account, including visit counts, identification rate, top sources, top countries, top companies and a daily breakdown. Defaults to the last 30 days.

Query parameters

Parameter	Type	Required	Description
date_from	Date (Y-m-d)	No	Start of the date range. Defaults to 30 days ago.
date_to	Date (Y-m-d)	No	End of the date range. Defaults to today.

Example request

curl

```
curl -H "Authorization: Bearer lj_yourkeyhere" \  
"https://app.leadjaw.com/api/v1/analytics.php?date_from=2026-05-01&date_to=2026-05-10"
```

Python

```
import requests  
  
headers = {"Authorization": "Bearer lj_yourkeyhere"}  
  
params = {"date_from": "2026-05-01", "date_to": "2026-05-10"}  
  
r = requests.get(  
    "https://app.leadjaw.com/api/v1/analytics.php",  
    headers=headers, params=params  
)  
  
print(r.json()["data"]["summary"])
```

JavaScript (fetch)

```
const res = await fetch(  
    "https://app.leadjaw.com/api/v1/analytics.php?date_from=2026-05-01&date_to=2026-05-10",  
    { headers: { Authorization: "Bearer lj_yourkeyhere" } }  
)
```

```
);

const { data } = await res.json();

console.log(data.summary);
```

Example response

```
{

  "success": true,

  "data": {

    "period": { "date_from": "2026-05-01", "date_to": "2026-05-10", "timezone": "UTC" },

    "summary": {

      "total_visits": 124,

      "unique_sessions": 124,

      "identified_count": 31,

      "unique_companies": 22,

      "isp_count": 93,

      "form_fills": 4,

      "identification_rate": 25.0

    },

    "stages": { "lead": 2, "mql": 1, "sql": 0, "client": 1 },

    "top_sources": [ { "source": "organic", "visits": 44 }, ... ],

    "top_countries": [ { "country": "United Kingdom", "country_code": "GB", "visits": 38 }, ... ],

    "top_companies": [ { "name": "Acme Ltd", "domain": "acme.co.uk", "visits": 6 }, ... ],

    "daily": [ { "date": "2026-05-01", "visits": 14, "identified": 4 }, ... ]

  }

}
```

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Visitors

GET /api/v1/visitors.php

List visitors or fetch a single visitor by ID

Returns a paginated list of visitor sessions. Add ?id={id} to fetch full details for a single visitor, including page views and form fills.

Query parameters (list)

Parameter	Type	Required	Description
date_from	Date (Y-m-d)	No	Start date. Defaults to 30 days ago.
date_to	Date (Y-m-d)	No	End date. Defaults to today.
limit	Integer	No	Results per page. Default 50, max 200.
cursor	Integer	No	Pagination cursor from previous response next_cursor.
stage	String	No	Filter by stage: tbc, subscriber, lead, mql, sql, client.
source	String	No	Filter by traffic source. Partial match.
identified	0 or 1	No	Filter to identified (1) or unidentified (0) visitors only.

Query parameters (single visitor)

Parameter	Type	Required	Description
id	Integer	Yes	The visitor ID. Returns full record including page views and form fills.

Example request

```
# List identified visitors from organic search

curl -H "Authorization: Bearer lj_yourkeyhere" \

"https://app.leadjaw.com/api/v1/visitors.php?identified=1&source=organic&limit=10"

# Single visitor

curl -H "Authorization: Bearer lj_yourkeyhere" \

"https://app.leadjaw.com/api/v1/visitors.php?id=51416"
```

Visitor object fields

Parameter	Type	Required	Description
id	Integer	-	Unique visitor ID.
session_id	String	-	Session identifier from the tracker.
ip_address	String	-	Visitor IP address.
company	Object	-	name, domain, logo, pdl_industry, pdl_employees.
contact	Object	-	first_name, last_name, email, phone.
location	Object	-	city, region, country, country_code.
traffic	Object	-	source, source_name, medium, campaign, referrer, landing_page.
stage	String	-	Current sales stage.
identified	Boolean	-	Whether a company was matched to this visitor.
is_isp	Boolean	-	True if the visitor is an ISP or infrastructure IP.
visit_count	Integer	-	Total page views for this visitor.
notes	String	-	Notes added in the app or via the API.
first_seen	ISO 8601	-	UTC timestamp of first visit.
last_seen	ISO 8601	-	UTC timestamp of most recent visit.

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Companies

GET `/api/v1/companies.php`

Identified companies and their visit counts

Returns distinct identified companies that have visited your tracked pages. Add `?domain={domain}` to look up a specific company by domain.

Query parameters (list)

Parameter	Type	Required	Description
date_from	Date (Y-m-d)	No	Start date. Defaults to 30 days ago.
date_to	Date (Y-m-d)	No	End date. Defaults to today.
limit	Integer	No	Results per page. Default 50, max 200.
cursor	String	No	Pagination cursor from previous response.
country_code	String	No	Filter by ISO 3166-1 alpha-2 country code, e.g. GB.
industry	String	No	Filter by industry. Partial match.

Query parameters (single company)

Parameter	Type	Required	Description
domain	String	Yes	Company domain, e.g. acme.co.uk. Returns most recent enrichment data.

```
# UK companies only

curl -H "Authorization: Bearer lj_yourkeyhere" \
"https://app.leadjaw.com/api/v1/companies.php?country_code=GB&limit=20"

# Single company

curl -H "Authorization: Bearer lj_yourkeyhere" \
"https://app.leadjaw.com/api/v1/companies.php?domain=acme.co.uk"
```

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Form fills

GET `/api/v1/form-fills.php`

Form submissions captured by the LeadJaw tracker

Returns form submissions captured by the LeadJaw tracker. Each fill includes the contact details submitted and the visitor context at the time of submission.

Query parameters

Parameter	Type	Required	Description
date_from	Date (Y-m-d)	No	Start date. Defaults to 30 days ago.
date_to	Date (Y-m-d)	No	End date. Defaults to today.
limit	Integer	No	Results per page. Default 50, max 200.
cursor	Integer	No	Pagination cursor from previous response.
form_type	String	No	Filter by form type. Partial match.

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Update visitor stage

POST /api/v1/stage.php

Update the sales stage for a visitor

Updates the sales stage for a visitor. Useful for keeping LeadJaw in sync when a lead progresses in your CRM.

Request body (JSON)

Parameter	Type	Required	Description
visitor_id	Integer	Yes	The visitor ID to update.
stage	String	Yes	One of: tbc, subscriber, lead, mql, sql, client.

```
curl -X POST \  
  
-H "Authorization: Bearer lj_yourkeyhere" \  
  
-H "Content-Type: application/json" \  
  
-d '{"visitor_id": 51416, "stage": "mql"}' \  
  
https://app.leadjaw.com/api/v1/stage.php
```

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Add a note to a visitor

POST /api/v1/notes.php

Append a note to a visitor record

Appends a timestamped note to a visitor record. Notes added via the API are marked [API] and appear alongside notes added manually in the LeadJaw dashboard.

Request body (JSON)

Parameter	Type	Required	Description
visitor_id	Integer	Yes	The visitor ID to add the note to.
note	String	Yes	The note text. Maximum 2,000 characters.

```
curl -X POST \  
  
-H "Authorization: Bearer lj_yourkeyhere" \  
  
-H "Content-Type: application/json" \  
  
-d '{"visitor_id": 51416, "note": "Spoke to sales. Interested in Growth plan."}' \  
  
https://app.leadjaw.com/api/v1/notes.php
```


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Webhooks

Webhooks let LeadJaw push data to your systems in real time rather than you polling the API. Register an HTTPS endpoint and LeadJaw will send a signed POST request when an event occurs.

GET	/api/v1/webhooks.php	List your registered webhook endpoints
POST	/api/v1/webhooks.php	Register a new webhook endpoint
DELETE	/api/v1/webhooks.php	Remove a webhook endpoint

Supported events

Parameter	Type	Required	Description
visitor.identified	-	-	A company has been matched to a visitor session.
form.filled	-	-	A form submission has been captured.
stage.changed	-	-	A visitor's sales stage has been updated.

Registering an endpoint

Parameter	Type	Required	Description
url	String	Yes	Your endpoint URL. Must use HTTPS.
label	String	No	A name for this endpoint. Max 100 characters.
events	Array of strings	Yes	Events to subscribe to. See supported events above.

```
curl -X POST \  
  
-H "Authorization: Bearer lj_yourkeyhere" \  
  
-H "Content-Type: application/json" \  
  
-d '{  
  
  "url": "https://yourapp.com/leadjaw-webhook",  
  
  "label": "CRM sync",  
  
  "events": ["visitor.identified", "form.filled"]  
  
}' \  
  
https://app.leadjaw.com/api/v1/webhooks.php
```

Webhook security

When you register an endpoint, LeadJaw returns a signing secret (whsec_...). This is shown once only. LeadJaw signs every webhook payload using HMAC-SHA256 and includes the signature in the X-LeadJaw-Signature header. Verify this signature in your endpoint to confirm the request came from LeadJaw.

```
# PHP example: verify webhook signature

$payload = file_get_contents('php://input');

$sig = $_SERVER['HTTP_X_LEADJAW_SIGNATURE'] ?? '';

$expected = hash_hmac('sha256', $payload, $your_signing_secret);

if (!hash_equals($expected, $sig)) {

    http_response_code(401); exit;

}
```

Deleting an endpoint

```
curl -X DELETE \

-H "Authorization: Bearer lj_yourkeyhere" \

"https://app.leadjaw.com/api/v1/webhooks.php?id=3"
```

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Filtering and pagination

List endpoints use cursor-based pagination. This handles live data cleanly - unlike page numbers, a cursor does not skip or repeat records if new data arrives between requests.

How it works

1. Make a request with your desired limit.
2. If `has_more` is true in the meta object, there are more results.
3. Pass the `next_cursor` value as the cursor parameter in your next request.
4. Repeat until `has_more` is false.

```
# Page 1

curl -H "Authorization: Bearer lj_yourkeyhere" \

"https://app.leadjaw.com/api/v1/visitors.php?limit=50"

# Page 2 - use next_cursor from page 1 meta

curl -H "Authorization: Bearer lj_yourkeyhere" \

"https://app.leadjaw.com/api/v1/visitors.php?limit=50&cursor=51200"
```

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Timezones and dates

All timestamps in API responses are returned in UTC, formatted as ISO 8601:

```
"first_seen": "2026-05-10T14:32:00Z"
```

Date filter parameters (date_from, date_to) use the format YYYY-MM-DD and are interpreted as UTC. Convert timestamps to your local timezone client-side. Most integration platforms including Make, Zapier and HubSpot handle this automatically.

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Integration examples

Make (formerly Integromat)

Use the HTTP module in Make to call any LeadJaw endpoint. Set the method, URL and Authorization header, then map the response fields to your scenario.

Parameter	Type	Required	Description
Module	-	-	HTTP > Make a request
URL	-	-	https://app.leadjaw.com/api/v1/visitors.php
Method	-	-	GET
Headers	-	-	Authorization: Bearer lj_yourkeyhere
Parse response	-	-	Yes

Zapier

Use a Zapier Webhooks action or Code step to call the LeadJaw API. Pass the Bearer token in a custom header and parse the JSON response to map fields to your Zap.

HubSpot

Use a HubSpot workflow with a webhook action or connect via Make/Zapier. The stage endpoint lets you push CRM stage changes back into LeadJaw to keep both systems in sync.

Slack alerts

Poll the visitors endpoint on a schedule and post to Slack when a target company is identified. Alternatively, register a webhook for the visitor.identified event and route it to a Slack incoming webhook via Make or Zapier.

Google Sheets

Use Google Apps Script to call the analytics or visitors endpoint on a daily schedule and append the results to a sheet for reporting.

```
// Google Apps Script example

function fetchLeadJawVisitors() {

  var options = {

    headers: { Authorization: 'Bearer lj_yourkeyhere' }
```

```
};  
  
var response = UrlFetchApp.fetch(  
  'https://app.leadjaw.com/api/v1/analytics.php',  
  options  
);  
  
var data = JSON.parse(response.getContentText());  
  
Logger.log(data.data.summary.identified_count);  
  
}
```

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Error reference

Parameter	Type	Required	Description
400	missing_field	A required field is missing from the request body.	
400	invalid_stage	The stage value is not one of the accepted values.	
400	invalid_url	The webhook URL is not a valid HTTPS URL.	
400	too_long	A field exceeds the maximum character limit.	
400	limit_reached	The maximum number of webhook endpoints has been reached.	
401	missing_token	No Authorization header was provided.	
401	invalid_token	The API key was not recognised.	

401	revoked_to ken	The API key has been revoked.
403	account_in active	The account associated with this key is not active.
403	plan_requir ed	API access requires a Pro plan.
404	not_found	The requested resource was not found.
405	method_no t_allowed	The HTTP method is not supported for this endpoint.
429	rate_limit_e xceeded	The daily request limit of 1,000 has been reached.

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Troubleshooting

401 Unauthorized on every request

Check the Authorization header is formatted correctly: Authorization: Bearer lj_yourkeyhere. Ensure there are no extra spaces and the key has not been revoked. Generate a new key if needed.

403 plan_required

API access is only available on the Pro plan. Upgrade from the billing page in your account.

Empty data array on visitors or companies

Check your date_from and date_to parameters. The defaults cover the last 30 days. If you have no visitors in that period, the response will be empty.

form-fills returns no results

Form fill capture requires the LeadJaw tracker to be installed and form tracking enabled. Check your tracker setup in Settings > Tracker Setup.

429 rate_limit_exceeded

You have used all 1,000 daily requests. The counter resets at midnight UTC. To avoid hitting the limit, cache responses where possible and use date filters to reduce result sets.

Webhook not receiving events

Confirm the endpoint URL is publicly accessible over HTTPS. Check for firewall rules blocking inbound requests. Use the signing secret to verify payloads are reaching your server.

Timestamps in the wrong timezone

All timestamps are UTC. Convert to your local timezone after receiving the response. Your application or integration platform should handle this automatically.

Need help? Visit leadjaw.com or contact support from within your LeadJaw dashboard.