



# Marketing Pro Ads Setup Guide: Web Booking Form Attribution

We have created a post-call method for you to connect your web booking solution to your ServiceTitan account. Please review the instructions below and email [adsbeta@servicetitan.com](mailto:adsbeta@servicetitan.com) if you have any questions.

## External Call Attribution API instructions

The external call attribution api allows integrations to post calls from external call tracking software into the Marketing Ads attribution system.

It is assumed that the external software tracks calls at the visitor level which means that visitor session information is also bundled with calls.

Session information consists of utm parameters, click ids and other parameters which are later utilized by the Marketing Ads attribution system.

The external call attribution API is exposed as a ServiceTitan Public API V2 endpoint.

Please, consult the following API reference for a detailed description of the endpoint:  
[https://developer.servicetitan.io/api-details/#api=tenant-marketing-ads-v2&operation=ExternalCallAttributions\\_Create](https://developer.servicetitan.io/api-details/#api=tenant-marketing-ads-v2&operation=ExternalCallAttributions_Create)

For making API requests please follow this guide:  
<https://developer.servicetitan.io/docs/get-going-first-api-call/>