

How to Post Legal - Fires CA Leads to NIB Direct

These instructions describe how to post leads to and understand what to expect in response.

Direct Post

Post URL	https://nationalinjurybureau.leadspediatrack.com/post.do
Request Method	POST or GET are supported. We strongly recommend using POST.

Posting Fields

#	Field	Required	Data Type	Description
1	lp_campaign_id	Yes	String	Provided to you by NIB Direct
2	lp_campaign_key	Yes	String	Provided to you by NIB Direct
3	lp_s1	No	String	Sub Affiliate 1
4	lp_s2	No	String	Sub Affiliate 2
5	lp_s3	No	String	Sub Affiliate 3
6	lp_s4	No	String	Sub Affiliate 4
7	lp_s5	No	String	Sub Affiliate 5
8	lp_test	No	String	1 for Test Post
9	lp_response	No	String	Response back XML or JSON
10	first_name	No	String	First Name
11	last_name	No	String	Last Name
12	phone_home	No	US Phone	Phone Home
13	city	No	US City	City
14	state	No	US State	State
15	zip_code	No	US Zip Code	Zip Code
16	email_address	No	E-Mail	E-Mail Address
17	ip_address	No	IP	IP Address
18	lp_url	No	Text	Landing Page URL

#	Field	Required	Data Type	Description
19	attorney	Yes	String	Attorney Are you currently represented by an attorney for this claim? Accepted - No
20	damage_type	Yes	String	Damage Type How were you affected by the fire? Accepted: Property Damage, Damage to your Business, Bodily Harm, Loss of Income
21	location	Yes	String	Location Which Fire were you affected by? Accepted - Eaton, Hurst
22	description	No	String	Description

TCPA Compliance

jornaya_lead_id OR trusted_form_cert_id is required

#	Field
1	jornaya_lead_id
2	trusted_form_cert_id

Posting Tests

There are multiple ways to post a test lead. You can either post:

- **test** in the first name or last name field; or
- **1** in the **lp_test** field

Post Responses

When a lead is posted, you will get a real-time response. The default response is in XML format; You can request the response to be JSON if you pass json in lp_response field.

Success	<pre> <response> <result>success</result> <lead_id>0UTNS5ND</lead_id> <price>15.00</price> <redirect_url>http://www.example.com/</redirect_url> <msg>Lead Accepted</msg> </response> </pre>
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Failure	<pre><response> <result>failed</result> <lead_id>YZDRPBC7</lead_id> <price>0.00</price> <msg>Lead Rejected</msg> <errors> <error>No Match</error> </errors> </response></pre>
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