How to Post Roundup Leads to Tort Experts LLC

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

Direct Post

Post URL	https://trk.totalinjuryhelp.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 Tort Experts LLC
2	lp_campaign_key	Yes	String	Provided to you by Tort Experts LLC
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	Yes	String	First Name
11	last_name	Yes	String	Last Name
12	phone_home	Yes	US Phone	Phone Home
13	phone_cell	No	US Phone	Phone Cell
14	phone_work	No	US Phone	Phone Work
15	phone_ext	No	Number	Phone Ext
16	address	No	US Address	Address
17	address2	No	String	Unit / Apt / Suite
18	city	No	US City	City

#	Field	Required	Data Type	Description
19	state	No	US State	State
20	zip_code	No	US Zip Code	Zip Code
21	county	No	String	County
22	country	No	String	Country
23	email_address	Yes	E-Mail	E-Mail Address
24	dob	No	Date	Date of Birth
25	ip_address	No	IP	IP Address
26	age_range	No	List	Age range
27	ef_aff_id	No	String	ef_aff_id
28	ef_offer_id	No	String	ef_offer_id
29	description	No	String	Description
30	affid	No	String	affid
31	attorney	No	List	Has Attorney?
32	pageurl	No	String	Landing Page URL
33	gclid	No	String	Gclid
34	lp_caller_id	No	String	Caller ID
35	cancer	Yes	List	Cancer Type
36	cr	No	String	Creative
37	year_diagnosed	No	String	Year Diagnosed
38	exposure_type	Yes	List	Exposure Type
39	ef_creative	No	String	EF_Creatives
40	exposure	Yes	List	1+ Yr Exposure
41	fbclid	No	String	fbclid
42	fsid	No	String	FullStory ID
43	anura_response	No	String	Anura Response
44	abTestName	No	String	ABTestname
45	variationName	No	String	Variationname
46	original_campaign	No	String	Original Campaign
47	ua	No	String	User Agent
48	ef_campaign_id	No	String	ef_campaign_id

#	Field	Required	Data Type	Description
49	ef_affiliate_id	No	String	ef_affiliate_id
50	connection_id	No	String	Connection ID
51	referrer	No	String	Referrer
52	utm_campaign	No	String	FB Ads Campaign Name
53	fb_adset_name	No	String	FB Ads Adset Name
54	utm_content	No	String	FB Ads Ad Name
55	efid	No	String	Everflow txid
56	mediabuy	No	String	Media Buy
57	pagetype	No	String	Landing Page Variation

TCPA Compliance

#	Field
1	jornaya_lead_id
2	trusted_form_cert_id

List Values

When posting leads, make sure you post the list value.

Cancer Type

#	Label	Value
1	B-Cell Lymphoma	B-Cell Lymphoma
2	Breast Cancer	Breast Cancer
3	Chronic Lymphocytic Leukemia (CLL)	Chronic Lymphocytic Leukemia (CLL)
4	Diffuse Large B-Cell Lymphoma (B-DLCL)	Diffuse Large B-Cell Lymphoma (B-DLCL)
5	Follicular Lymphoma (B-FL)	Follicular Lymphoma (B-FL)
6	Hairy Cell Leukemia (HCL)	Hairy Cell Leukemia (HCL)
7	Hodgkin's Lymphoma (HL)	Hodgkin's Lymphoma (HL)
8	Lung Cancer	Lung Cancer
9	Mantle Cell Lymphoma (MCL)	Mantle Cell Lymphoma (MCL)
10	No Cancer	No Cancer

#	Label	Value
11	Non-Hodgkin's Lymphoma (NHL)	Non-Hodgkin's Lymphoma (NHL)
12	Not Sure	Not Sure
13	Other Cancer	Other Cancer
14	Other Leukemia/Blood Cancer	Other Leukemia/Blood Cancer
15	Skin Cancer	Skin Cancer
16	Small Lymphocytic Lymphoma (B-SLL)	Small Lymphocytic Lymphoma (B-SLL)
17	T-Cell Lymphoma	T-Cell Lymphoma

1+ Yr Exposure

#	Label	Value
1	1 year	1 year
2	2 or more years	2 or more years
3	Less than 1 year	Less than 1 year
4	Not exposed	Not exposed

Has Attorney?

#	Label	Value
1	No	No
2	Yes	Yes

Exposure Type

#	Label	Value
1	Not exposed	Not exposed
2	Yes, directly exposed	Yes, directly exposed
3	Yes, indirectly exposed	Yes, indirectly exposed

Age range

#	Label	Value
1	18 to 29	18 to 29
2	30 to 49	30 to 49
3	50 to 65	50 to 65
4	65+	65+

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	`<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>`

Failure	`<response>`
	    `<result>failed</result>`
	    `<lead_id>YZDRPBC7</lead_id>`
	    `<price>0.00</price>`
	    `<msg>Lead Rejected</msg>`
	    `<errors>`
	        `<error>No Match</error>`
	    `</errors>`
	`</response>`