How to Post Rideshare Leads to AffiMedia

These instructions describe how to post leads to AffiMedia's Rideshare campaign and understand what to expect in response.

Direct Post

Post URL	https://leads.affimedia.nl/api/v1/post
Request Method	POST or GET are supported. We strongly recommend using POST.

Posting Fields

#	Field	Required	Data Type	Description
1	affm_campaign_id	Yes	String	Provided to you by AffiMedia **Your Campaign ID:** KDJ06QS518FI8RL
2	affm_api_key	Yes	String	Provided to you by AffiMedia **Your API Key:** w5bKANiWUbefx3XpHy0igYi1Fk1CLFAnSpNl4qNtVu1hT7U6iNQN2oiVTZAd
3	lp_test	No	Number	1 for Test Post
4	first_name	Yes	String	First Name
5	last_name	Yes	String	Last Name
6	abuse_assault	Yes	List	What type of abuse/assault did you suffer? **Example:** Sexual abuse/assault
7	incident_date	Yes	String	What is the date of the incident? **Example:** 01/30/2023
8	attorney	Yes	List	Do you already have an attorney representing you regarding rideshare assault? **Example:** No
9	ride_assault	Yes	List	Were you or someone you know assaulted by your driver during an Uber or Lyft ride between 2012-Present? **Example:** Yes
10	ip_address	Yes	String	IP Address
11	affid	Yes	List	Affid
12	zip_code	Yes	String	Zip Code
13	trusted_form_cert_url	Yes	String	Trusted Form Cert Url
14	phone	Yes	US Phone Number	Phone

#	Field	Required	Data Type	Description
15	email	Yes	String	Email
16	state	No	String	State
17	jornaya_leadid	No	String	Jornaya Leadid
18	description	No	String	Description
19	trusted_form_cert_id	No	String	Trustedform Certificate ID
20	proof	No	String	Proof
21	proof_of_receipt_ride	No	String	Proof OF Receipt Ride
22	driver_or_passenger	No	String	Driver OR Passenger
23	disclaimerText	No	String	DisclaimerText

TCPA Compliance

#	Field
1	jornaya_leadid
2	trusted_form_cert_id

List Values

When posting leads, make sure you only include the allowed values for each list field types.

attorney
Do you already have an attorney representing you regarding rideshare assault?
Example: No

Info	#	Label	Value
⊘ 👆	1	No	No
⊗	2	Yes	Yes

ride_assault
Were you or someone you know assaulted by your driver during an Uber or Lyft ride between 2012-Present?
Example: Yes

Info	#	Label	Value
⊘ 👆	1	Yes, in a Lyft	Yes, in a Lyft
⊘ 👆	2	Yes, in an Uber	Yes, in an Uber
⊗	3	Yes	Yes
⊗	4	No	No

abuse_assault

What type of abuse/assault did you suffer?

Example: Sexual abuse/assault

Info	#	Label	Value
⊘ 👆	1	Inappropriate Touching	Inappropriate Touching
⊘ 👆	2	Kissing	Kissing
⊘ 👆	3	Fondling	Fondling
⊘ 👆	4	Oral Sex	Oral Sex
⊘ 👆	5	Sexual Intercourse	Sexual Intercourse
⊘ 👆	6	Sexual abuse/assault	Sexual abuse/assault
⊘ 👆	7	Indecent exposure	Indecent exposure
⊗	8	Physical abuse/assault	Physical abuse/assault
⊗	9	Verbal abuse/assault	Verbal abuse/assault
⊗	10	Other abuse/assault	Other abuse/assault
⊗	11	No abuse/assault	No abuse/assault

Posting Tests

You can post test leads using the lp_test field:

- Use value **1** in the **lp_test** field

Post Responses

When a lead is posted, you will get a real-time response in JSON format.

Success	
Success	```json { "status": "success", "message": "Matched", "errors": [], "price": 100, "buyer_type": "CPL", "lead_id": "MDUBNTP9TC" } ```
No Match	```json { "status": "error", "message": "No Match", "errors": [], "price": 0, "lead_id": "MDUBNTP9TC" } ```

Duplicate	
	<pre>{
"status": "error",
"message": "Duplicate",
"errors": [
"phone": [
"Phone number already exists."
]
],
"price": 0,
"lead_id":
}</pre>
Failure	<pre>{
"status": "error",
"message": "Invalid request",
"errors": [
"affm_campaign_id": [
"The affm_campaign_id field is required."
],
"affm_api_key": [
"The affm_api_key field is required."
]
],
"price": 0,
"lead_id":
}</pre>