



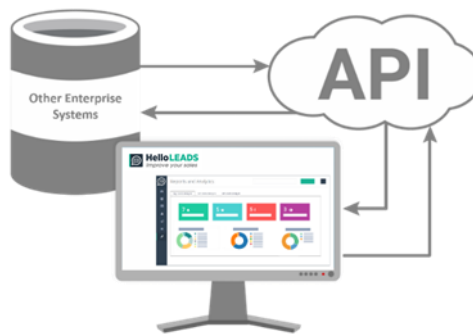
HelloLeads Connect

HelloLeads API Documentation

Version V12 / March 29, 2023

1. Background:

HelloLeads provides Application Programming Interface (APIs) to integrate your HelloLeads account into just about any other system or application you use. This means you can share data between your HelloLeads application and other enterprise systems to streamline your business processes.



Using our APIs, you can link HelloLeads to other enterprise systems such as SAP, Oracle, Salesforce, and other applications or cloud computing products to send and receive details of Leads Lists and Leads Data.

These APIs help you in sharing data between HelloLeads and other systems,

- (i) Send lead details from HelloLeads to External systems
- (ii) Receive Leads and List details from your External systems into HelloLeads

Using APIs, HelloLeads can be integrated to other enterprise systems such as Oracle, SAP, Salesforce, HubSpot, Zendesk and more!



2. API Technical Information and Guidelines:

HelloLeads APIs belong to the **Representational State Transfer (REST)** category. They allow you to perform 'RESTful' operations such as reading, adding from your CRM or other services.

2.1 Supported HTTP methods

Methods	Description
POST	Create an object (Lead)
GET	Get one or more objects (Leads/ Lists)

3. Authentication Methods

In order to use the APIs listed below we need to authenticate your identity using **API Key** and **Authorized Email**. HelloLeads API offers two methods of authentication for your API call.

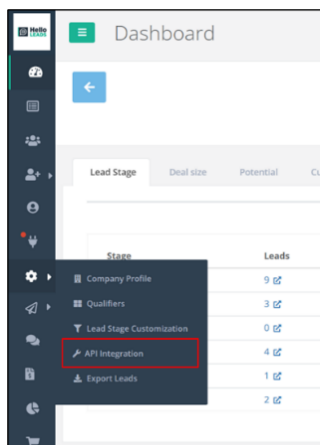
You can use any one of the below methods as per your portal's architecture.

Method 1: Header-Based Authentication

API Key and **Authorized Email** are to be passed in the header

Method 2: URL-Based Authentication

API Key is to be passed as a parameter in the URL



3.1 Steps to get your Authentication Parameters

1. Log in to your HelloLeads web application
2. In the Left Pane Go to Settings >> API Integration
3. Get your API Key, Email and the List key

APIs In addition to capturing leads using Mobile and Web app, HelloLeads provides APIs to integrate with any other system or application you use. This helps to share data between HelloLeads and other enterprise systems to streamline your business processes.

API Authentication Details

[Download .csv](#)

Email

API Key

List Key

Instructions

- HelloLeads offers two kinds of APIs - POST and GET. Download API documentations for detailed instructions on the usage of the HelloLeads APIs.
 - POST**
To create lead records in HelloLeads [PDF](#)
 - GET**
To get lead records from HelloLeads [PDF](#)
- The API Key and List Key are the two essential components for sending and receiving leads via the HelloLeads API.
- The API Key is unique to your account, however, the List Key varies by list. Select the list from the dropdown to get the respective list key.

4. How to use API Key and Email

4.1 Header-based Authentication

Add both parameters in request headers in the below format

hls-key (API Key)	token=94799c8au74ede94d632a051ce091e5d
Xemail (Email)	xxx@xxxxx.com

Example

```
curl -H "hls-key: token=94799c8au74ede94d632a051ce091e5d" -H "Xemail: xxx@xxxxx.com"
```

The above given API key is just sample data, follow the steps given in section **3.1** to get the API key specific to your account.

4.2 URL-based Authentication

Add API Key as a parameter in the **Request URL**

Request URL

<https://app.helloleads.io/index.php/private/Integrate/AuthLead>

Parameter

Key	Token
Value (API Key)	94799c8au74ede94d632a051ce091e5d

Example URL:

<https://app.helloleads.io/index.php/private/integrate/AuthLead?token=94799c8au74ede94d632a051ce091e5d>

The above given API key is just a sample data, follow the steps given in section **3.1** to get the API key specific to your account.

5. To create a lead

5.1. Create a lead in HelloLeads Using Header-based Authentication Method

URL	https://app.helloleads.io/index.php/private/api/leads
Headers	<pre>{ "hls-key" : " token=94799c8au74ede94d632a051ce091e5d", "Xemail" : " xxx@xxxxx.com ", "Content-Type" : "application/Json" }</pre>
Method	POST
Request Sample	<pre>{ "first_name": "Joseph", "last_name": "V.Mauch", "company": "SHARTSIS FRIESE LLP", "designation": "Chief Executive officer", "email": "jmauch@ceo.com", "mobile": "122-123-0909", "phone": "122-555-2828", "fax": "145-234-5677", "website": "ww.ceo.com", "address_line1": "234, One Plus Plaza", "address_line2": "first Floor", "city": "San Francisco", "state": "California", "country": "USA", "postal_code": "94111-3598", "notes": "Test notes", "interests": "HelloLeads", "category": "Business Service", "tags": "Test", "mobile_code": "+1", "deal_size": "50000", "potential": "Low", "list_key": "<Your List Key>" }</pre>
Response Sample	<pre>{ "status": "success", "message": "Lead information created successfully", }</pre>

5.2. Create a lead in HelloLeads Using URL-based Authentication Method

Request URL	https://app.helloleads.io/index.php/private/Integrate/AuthLead	
Parameter	Key	Token
	Value	<Your API Key>
Content Type	JSON	
Method	POST	
Request Sample	<pre>{ "first_name": "Joseph", "last_name": "V.Mauch", "company": "SHARTSIS FRIESE LLP", "designation": "Chief Executive officer", "email": "jmauch@ceo.com", "mobile": "122-123-0909", "phone": "122-555-2828", "fax": "145-234-5677", "website": "ww.ceo.com", "address_line1": "234, One Plus Plaza", "address_line2": "first Floor", "city": "San Francisco", "state": "California", "country": "USA", "postal_code": "94111-3598", "notes": "Test notes", "interests": "HelloLeads", "category": "Business Service", "tags": "Test", "mobile_code": "+1", "deal_size": "50000", "potential": "Low", "list_key": "<Your List Key>" }</pre>	
Response Sample	<pre>{ "status": "success", "message": "Lead information created successfully", }</pre>	

6. List of fields and configurations

Attribute	Data Type/ Maximum Limit	Description
first_name*	Alphanumeric (50)	First name of the lead
last_name	Alphanumeric (80)	Last name of the lead
Designation	Alphanumeric (50)	Designation of the lead
Company	Alphanumeric (100)	Lead organization name
Email**	Alphanumeric and Special characters (100)	Primary email address of the lead
Mobile**	Numeric (30)	Work phone number of the lead
Phone	Numeric (30)	Mobile phone number of the lead
Fax	Numeric (30)	Fax number of the lead
address_line1	Alphanumeric (250)	Address line1 of the lead
address_line2	Alphanumeric (250)	Address line2 of the lead
City	Alphanumeric (30)	City that the lead belongs to
State	Alphanumeric (30)	State that the lead belongs to
postal_code	Alphanumeric (30)	Zip code of the region that the lead belongs to
Country	Alphanumeric (30)	Country that the lead belongs to
Website	Alphanumeric (200)	Website reference of the lead
Notes	Text (2000)	Specify any other details about the lead.
Interests	Alphanumeric (450)	Comma separated values of Product / Interest which offered by you is interested to Lead <i>(Don't use special characters)</i>
Category	Alphanumeric (450)	Customer group of a Lead <i>(Don't use special characters)</i>
Tags	Alphanumeric (450)	Short tags (Tagging words) on lead <i>(Do not use special characters)</i>
Mobile_code	Alphanumeric (50)	Mobile country code
Deal_size	Alphanumeric (15)	Deal value of the business
Potential	Text (100)	How potential is the customer. It can be any one of the below values High / Medium / Low / Not Relevant By default, it will be Low

* Required Filed; ** Either the field is required

7. Error Codes

The error returned by each API is in the below format, also check the HTTP response codes

```
{"status": "error", "message": "Error messages"}
```

8. HTTP Response codes

HTTP Status Code	Message	Description
500	Something went wrong	Due to some server error it returned. Try the request after some time.
422	Validating or data missing errors	Validation failed in case of email, mobile field. If request doesn't have required parameters.
201	Lead created	Lead created successfully
200	Response 'Ok'	List of objects (Lists/Leads) are returned successfully
204	Response 'Empty'	If required object (Leads / Lists) not exists its returns null value
422	API Key Mismatch	The given API does not exist
422	List Key mismatch	The given List key does not exist
422	API and List key combination mismatch	The API key and List key provided does not belong to the same organization
422	First Name missing	First name of the Lead missing
422	Mobile number missing	Mobile number of the lead missing
422	Email id missing	Email Id of the lead missing