**API Information**

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| --- | --- |
|  | **API URL** |
| **Lead Generation** | https://www.m-icicibank.com/api/gold-loan/gl/post |

**ModeOfLead** should be Vendor

|  |  |  |  |
| --- | --- | --- | --- |
| **Parameter name** | **Description** | **Validations** | **Required** |
| UserName | Username | String (will be shared separately) | Yes |
| Password | Password | String (will be shared separately) | Yes |
| ModeOfLead | Lead Mode   * Vendor | String | Yes |
| ApiProductName | gold-loan | String | Yes |
| ApiCompanyName | Snapdeal | String | Yes |
|  | | | |
| Name | Name of the Lead | Alphabets with space | Yes |
| EmailId | Email ID of Lead | Internet e-mail format | No |
| Mobile | Mobile of Lead | 10 digit numeric starting from 6,7,8,9 | Yes |
| City | City of Lead | alphabets only | Yes |
| Pincode | Pincode of Lead | String | Yes |
| Authorization | DND status of Lead | Digit 0 OR 1 | Optional |
| SearchEngine | Search Engine | String | No |
| Campaign | Campaign | String | No |
| Adgroup | Adgroup | String | No |
| Adtype | Adtype | String | No |
| Keyword | Keyword | String | No |
| Referer | Referral URL | String | No |
| GclId | Google gclid | String | No |
| Product | Gold loan | String | No |
| Page | Landing Page identifier in case of multiple landing pages are in use | String | No |
| Device | Device on which lead is generated | Desktop|Mobile|Tablet | No |
| UtmInfo | For Internal Use | String | No |
| iMobileUniqueID | For Internal Use | numeric | No |
| SavingsUniqueID | For Internal Use | numeric | No |
| PersonalLoanUniqueID | For Internal Use | numeric | No |
| HomeLoanUniqueID | For Internal Use | numeric | No |
| CreditCardUniqueID | For Internal Use | numeric | No |
| BrowserName | For Internal Use | String | No |
| BrowserVersion | For Internal Use | String | No |
| NavigatorAppName | For Internal Use | String | No |
| NavigatorUserAgent | For Internal Use | String | No |
| ScreenHeight | For Internal Use | String | No |
| ScreenWidth | For Internal Use | String | No |

**Response Parameters**

|  |  |
| --- | --- |
| **Response parameter in JSON** | **Description** |
|  |  |
| Result | Success OR Fail |
| Id | Unique id generated on successful lead |
| Description | Information about lead |
| Device | Lead Device |
|  |  |