**API Information**

|  |  |
| --- | --- |
|  | **API URL** |
| **Lead Generation** | http://www.m-icicibank.com/api/regular-saving/api/SavingAccount/LeadPush |

Note:

* **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 | regular-saving | String | Yes |
| ApiCompanyName | Snapdeal | String | Yes |
|  | | | |
| Name | Name of the Lead | Alphabets with space | Yes |
| EmailId | Email ID of Lead | Internet e-mail format | Yes |
| Mobile | Mobile of Lead | 10 digit numeric starting from 5,6,7,8,9 | Yes |
| City | City of Lead | alphabets only | Yes |
| Pincode | Pincode of Lead | 6 digit | Yes |
| Pancard | Pancard of Lead | String | Yes |
| Otp | Otp of Lead | String | Yes |
| IsOtpVerified | OTP verification status of Lead  True OR False | String | no |
| Authorization | DNS 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 | Expression-debit-card | 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 |
| LeadId | For Internal Use | Numeric | No |
| UtmInfo | For Internal Use | String | No |
| iMobileUniqueID | For Internal Use | Numeric | No |
| GoldLoanUniqueID | 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 |
| Eligibility | Eligible OR Not Eligible |
| Description | Information about lead |
| Device | Lead Device |
|  |  |