Lead Carrier LLC
API Documentation

Version 1.0

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Overview

The API facilitates the transfer of lead information and industry selections from your website to your Lead Carrier database. We currently offer two options for integrating your website with Lead Carrier, depending on your needs.

Two Integration Methods

The first method (the PHP API Kit) allows you to copy our API kit files into your web server and insert a few lines into your HTML to fully integrate your site. It is the simplest method, but requires PHP with cURL support to be installed on your server. Most basic servers come with these already installed.

The second method (direct POST) allows you to fully control the integration of your site with the Lead Carrier database. You can send data directly through the HTTP POST method without the need to use the PHP API Kit or any additional files at all. This method allows you the maximum degree of control, but also requires a strong knowledge of web development to successfully implement.

Quick Comparison:

PHP API Kit
• Quick, Simple Integration
• Requires PHP and cURL support

Direct POST
• Highly Customizable
• Requires Only HTTP Post
• Advanced Users Only

Single or Dual Forms

The Lead Carrier API (both methods) supports submitting lead information in a single form or two separate forms. Forms are separated into information and selections sections, the information being standard identifying information such as name, email, phone number, etc. and the selection form being industries and lists of price ranges for these industries, which you set up from your Lead Carrier panel. Before integrating your site, determine whether you want both forms together or each on separate pages, and follow the instructions for your choice.

Method 1: PHP API Kit

With our PHP API kit, you can utilize our pre-written PHP and Javascript files to quickly and easily integrate your website with Lead Carrier

Server Requirements
1. PHP
2. cURL
3. jQuery (http://www.jquery.org)

Steps
1: Download the PHP API kit from http://www.leadcarrier.com/PhpApiKit.zip

2. Extract the contents of the zip file into your website's root directory.

3. Open the *config.php* file in the API folder to insert your settings.

    Settings Overview:

$company_name	Name of your company (must match what's listed in your Lead Carrier account page)
$apitoken	API Token (listed in your account page)
$site_url	URL of your website (not your Lead Carrier site)
$leadcarrier_url	URL of your Lead Carrier site (e.g. http://example.leadcarrier.com)
$submit_type	Can be either *together* or *separate*, depending on whether you want single or dual forms (see above)
$selection_url	If *$submit_type* is set to *separate*, specify the URL of your page with the industry selections form
$redirect_url	Specify the URL to redirect to when the form is submitted (or the industry form when using dual forms)

3. Insert the following link to jQuery in the header section of the field (you may substitute a local jQuery file instead). This is only necessary on pages where you have Lead Carrier forms.

```
<script src="http://ajax.googleapis.com/ajax/libs/jquery/1.7.1/jquery.min.js"
type="text/javascript"></script>
```

4. Insert a javascript link for your form. For the single form method, use the following code in your header section.

```
<script src="/API/js/leadcarrier-all.js" type="text/javascript"></script>
```

For separate forms, use the following header code on the *Info* form page:

```
<script src="/API/js/leadcarrier-info_page.js" type="text/javascript"></script>
```

Use the following code on the *Selection* page:

```
<script src="/API/js/leadcarrier-select_page.js" type="text/javascript"></script>
```

5. Lastly, insert the following code into the body of your HTML, wherever you want the Lead Carrier form to be rendered:

```
<div id="LeadCarrierForm"></div>
```

If you want, this div can be styled using CSS:

```
<style>
#LeadCarrierForm
{
    /*insert style here*/
}
</style>
```

6. (Optional) You can further control the rendering of your forms by editing the HTML rendered by the PHP API files. You can specify classes for various form elements in the *config.php* file.

$select_label_class	class(es) applied to the form's <label> tags
$submit_button_class	class(es) applied to the submit button <input type="submit">
$input_text_class	class(es) applied to text input boxes <input type="text">
$input_check_class	class applied to check box inputs <input type="checkbox">
$input_textarea_class	class(es) applied to the form's <textarea> tag

Additionally, you can edit the actual HTML that is rendered in the following files:
• form_all.php (renders single form)
• form_info.php (renders info form in dual form mode)

• form_select.php (renders industry selection form in dual form mode)

This does involve editing HTML mixed with PHP code, but only a basic knowledge of PHP is required to make changes. Be sure to edit only areas of the files that are editable (marked by comment lines).

That's it! You should be all set to route leads to your Lead Carrier account.

Method 2: Direct POST Integration

As mentioned above, the Direct POST method allows you full customization of your forms for use with any site, PHP or otherwise.

All examples below use the subdomain 'http://example.leadcarrier.com.' Be sure to substitute this with your own URL.

Requirements:
• Ability to send requests with POSTed variables
• Authentication credentials sent as POSTed variables
    • Credentials should never be included in the HTML files visible to end users for security reasons.

All API calls require the following credentials as POSTed keys (along with any additional keys):

api_token	Your API token (found in your Lead Carrier account page)
company_name	Your company name (as it appears in your Lead Carrier account page)

You can use the following API calls to integrate your website as you like.

API Calls

get_fields   http://example.leadcarrier.com/get_fields

      Returns a JSON encoded string of the fields in the lead information form (i.e. First Name, Phone Number, etc). Parse this string to dynamically create your information form.

No additional POST variables are required.

get_selections   http://example.leadcarrier.com/get_selections

      Returns a JSON encoded string of all industries and price ranges (where applicable). Parse this string to dynamically create your industry selection form. This call can be used in conjunction with the *get_fields* call for the single form integration method.

No additional POST variables are required.

parse_info   http://example.leadcarrier.com/parse_info

Submit the data from a the lead information form. This call is mainly used with the dual forms integration method. This submits only lead demographics information (your fields), and does not submit industry selections.

Each field is submitted as a POST variable. The key of each variable must be identical to the field names as retrieved by the *get_fields* call, with the values set to the form data submitted by the user. You must handle data validation on your site, if desired.

Once submitted, the function returns a number, which is the id of your lead that must be referenced when submitting industry selections (see *parse_selections* call for more details).

parse_selections   http://example.leadcarrier.com/parse_selections

Submit the data from a the industry selection form. This call is mainly used with the dual forms integration method. This submits only lead demographics information (your fields), and does not submit industry selections.

Each industry POST variable has a key named *c* plus the id of that industry, as given in the *get_selections* method's JSON response. So, if the industry "Apartments" had the id 45, your key would be named "c45". Valid values are true or false.

If an industry uses price ranges, you need to send a POST variable named *v* plus that industry's id. So, for the "Apartments" industry, you would send a variable with key "v45" and a value equal to the range_id of the price range (again, retrieved from the *get_selections* method).

parse_all   http://example.leadcarrier.com/parse_all

This is the single form integration method call that follows the same specifications as the *parse_info* and *parse_selections* calls. It allows you to submit all lead information and industry selections at once, simply by POSTing all the variables together. The id variable from the *parse_info* call is not utilized in this function.

Troubleshooting & Help

Issue: Blank Page or No Response

This is almost always caused by incorrect credentials. Double check your credentials with those listed in your Lead Carrier account page. If using the PHP API Kit, make sure your URLs begin with "http://". If you cannot resolve this issue in this way, contact us for additional help.

Issue: "Error: no POST variables set"

Lead Carrier is not receiving all the required authentication credentials. Specifically, make sure you're sending 'api_token' and 'company_name' keys in every request. Note: this error does not mean your company name and/or api token failed validation, it means the server did not receive these keys in the POSTed variables.

Other Issues? Contact Us! We're happy to help you get your site integrated.

Email us at info@leadcarrier.com and include you're phone number. We'll get back to you within 48 hours.