# Lead Integration Guide – Post Page

## Usage

http://edgeleads.icanbenefit.com/iCanEnterprise.Leads/ Remote.aspx?param1=''&param2=''...

## Parameter List and Definition

| Name | Required (Yes/No) | Description | Value/Notes |
|---|---|---|---|
| LeadType | Yes | Lead Type (1 or 2) | Pass value as 2 always |
| LeadProvider | Yes | Lead Provider name | |
| FirstName | Yes | Lead's first name | |
| MiddleName | No | Lead's middle name | |
| LastName | Yes | Lead's last name | |
| Address | No | Address Line 1 | |
| City | No | City | |
| State | Yes | State | State code values only (i.e. AL, AR, FL) |
| Zipcode | Yes | ZipCode | **ZipCode: 99999** |
| DayPhone | Yes | Lead's daytime phone number | **Format: 9999999999** |
| NightPhone | No | Lead's night time phone number (or alternate number) | **Format: 9999999999** |
| CallerPhone | No | ANI | **Format: 9999999999** |
| BestDay | Yes | Best day to reach caller | Pass day code (XXX) as follows: **NON**: None **MON**: Monday **TUE**: Tuesday **WED**: Wednesday **THU**: Thursday **FRI**: Friday **SAT**: Saturday **SUN**: Sunday |
| BestTime | Yes | Best time of the day to reach caller | Pass time of day code (XXX) as follows: **NON**: None **MOR**: Morning **AFT**: Afternoon **EVE**: Evening |
| Email | No | Email | **address@domain.com** |
| Gender | No | Gender | Pass gender (X) code as follows: **F**: Female **M**: Male |
| Dob | No | Date of Birth | **Format: MM/DD/YYYY** |
| Toll number | No | Toll Number | **Format: 9999999999** |

| ProductCodes | No | Product codes corresponding to those caller is interested in | Pass value as one or more of the following: **Mini Med** **Major Med** **Senior** **Life** **Auto** **Nationwide** **Lifestyle** <br><br> If passing two values, delimit each one with a pipe (\|).  No space between each.  The first will define the product type, and the 2<sup>nd</sup> will define the product subtype |
|---|---|---|---|
| MediaSourceCode | No | Media source where caller saw the commercial that made him/her call us. | List of Media Source Codes will be provided separately. |
| MediaSourcePhone | No | Toll Free dialed by caller | List of Media Source Phones will be provided separately.   Ignore this parameter isfMediaSourceCode is provided. <br><br> **Format: 9999999999** |
| ReceivedDate | No | Date when lead was received. | Pass only if lead information was received on a different date. <br><br> **Format: MM/DD/YYYY** |
| RedirectURL | No | URL where you want to be redirected after the post page is processed | Ex: http://www.hccua.org/thankyou.cfm?message=4 |
| AgentID | No | Agent Identifier | Alphanumeric field |
| PolicyNo | No | Policy Number | Alphanumeric field (30 chars max) |