AgencyIQ Generic Lead HTTP Post Format Version 2

POST the following fields to the following web address:

```
https://www.net-lead-apps.net/web_post_lead2.php
```

RESULT will either be

```
SUCCESS: Lead accepted
```

or

```
FAILURE: message
```

OPTIONALLY
If you include the field(s)

```
return_url_success
return_url_failure
```

in your post to the above URL, and these fields are populated with URLs to pages on your website, we will redirect the prospect back to those URLs after the lead is accepted. Additionally, the query string parameter "message" will be appended to the URL to include the outcome of the post (either a failure message if something went wrong, or "Lead accepted" if everything was good). You may omit the `return_url_failure` field, in which case we will use the `return_url_success` value for all return pages.

For All Lead Types

fields: (**bolded fields are required**)

source	required, name of lead provider
source_id	required, unique source lead identifier
agency_id	required, AgencyIQ agency ID for receiving agency

leadtype	one of the following:
	    auto
	    home
	    health
	    life
	Optionally, if you are sending multiple lines on a single request, you can include more than one leadtype separated by commas. For example, to send both an auto and home lead together, send
	    auto,home
	as the leadtype.

source_classification	classification of lead (geographic, for example). 32 char max.
firstname	
middlename	
lastname	
companyname	
email	
address	
city	
state	
zipcode	
county	
phone_home	
phone_work	
phone_work_ext	
phone_mobile	
phone_fax	
additionalinfo	free text

For Auto Leads

fields: (**bolded fields are required**)

`auto_insurance_company`	
`auto_renewal_date`	date, formatted mm/dd/yyyy or yyyy-mm-dd
`auto_continuous_coverage`	Y/N
`auto_current_premium`	
`auto_current_liability`	
`auto_shop_for_liability`	
`auto_shop_for_umuim`	
`auto_shop_for_comp`	
`auto_shop_for_coll`	
`auto_shop_for_towing`	
`auto_shop_for_rental`	
`auto_shop_for_medical`	
`auto_shop_for_pip`	
`auto_claims`	
`auto_household_own`	
`auto_household_timeatcurrent`	
`auto_household_timeatprevious`	
`auto_credit_assessment`	
`auto_insured_since_date`	date, formatted mm/dd/yyyy or yyyy-mm-dd
`auto_continuously_insured_since_date`	date, formatted mm/dd/yyyy or yyyy-mm-dd
`auto_notes`	
`auto_driver_count`	integer (1,2,3…)
`auto_vehicle_count`	integer (1,2,3…)

for each **`auto_driver_count`***, where X is the # of the driver (1,2,…)*

`driver_firstname_X`	
`driver_lastname_X`	
`driver_dob_X`	date, formatted mm/dd/yyyy or yyyy-mm-dd
`driver_ssn_X`	
`driver_gender_X`	M/F
`driver_maritalstatus_X`	
`driver_relationship_X`	
`driver_dlnumber_X`	
`driver_dlstate_X`	
`driver_dlstatus_X`	
`driver_dldate_X`	date, formatted mm/dd/yyyy or yyyy-mm-dd
`driver_dlexpiration_X`	date, formatted mm/dd/yyyy or yyyy-mm-dd
`driver_education_X`	
`driver_occupation_X`	

driver_timeatemployment_X	
driver_defensivedriving_X	
driver_defensivedrivingdate_X	date, formatted mm/dd/yyyy or yyyy-mm-dd
driver_drivers_ed_X	
driver_drivers_ed_date_X	date, formatted mm/dd/yyyy or yyyy-mm-dd
driver_militaryservice_X	
driver_notes_X	

for each **auto_vehicle_count**, *where X is the # of the vehicle (1,2,…)*

vehicle_vin_X	
vehicle_year_X	
vehicle_make_X	
vehicle_model_X	
vehicle_color_X	
vehicle_doors_X	
vehicle_cylinders_X	
vehicle_abs_X	
vehicle_airbags_X	
vehicle_alarm_X	
vehicle_own_X	
vehicle_usage_X	
vehicle_garaged_X	
vehicle_workmileage_X	
vehicle_yearlymileage_X	
vehicle_county_X	
vehicle_collision_X	
vehicle_comp_X	
vehicle_rental_X	
vehicle_towing_X	
vehicle_comments_X	
vehicle_description_X	
vehicle_lienholder_X	

For Home Leads

fields: (**bolded fields are required**)

home_property_address	
home_property_city	
home_property_state	
home_property_zip	
home_property_county	
home_new_purchase	Y/N
home_year_built	
home_num_stories	
home_full_baths	
home_half_baths	
home_garage_cars	
home_garage_type	
home_construction	
home_square_footage	
home_basement_type	
home_roof_type	
home_roof_age	
home_deck_or_porch	Y/N
home_num_fireplaces	
home_num_families	
home_other_structures	
home_owner_occupied	
home_central_air	
home_heating_system	
home_hot_tub	Y/N
home_pool	
home_pool_fenced	
home_animals	Y/N
home_trampoline	Y/N
home_sump_pump	Y/N
home_time_at_current_addr	
home_fire_alarm	
home_smoke_alarm	
home_burgular_alarm	
home_deadbolts	
home_fire_hydrant	
home_fire_extinguisher	
home_fire_station	
home_current_insurance	

home_old_expiration_date	date, formatted mm/dd/yyyy or yyyy-mm-dd
home_current_premium	
home_claims	
home_dewlling_coverage	
home_liability	
home_deductible	
home_appraisal_value	
home_comments	
home_claim_notes	
home_coverage_type	
home_ownership_status	
home_total_rooms	
home_bedrooms	
home_foundation	
home_dogs	Y/N
home_dogs_breed	
home_purchase_price	
home_scheduled_items	
home_smoker_in_house	Y/N
home_fireplace_type	
home_appraisal_date	date, formatted mm/dd/yyyy or yyyy-mm-dd
home_dwelling_type	
home_expiration_date	date, formatted mm/dd/yyyy or yyyy-mm-dd

For Health Leads

fields: (**bolded fields are required**)

`health_majormedical`	Y/N
`health_posmedical`	Y/N
`health_ppomedical`	Y/N
`health_dental`	Y/N
`health_maternity`	Y/N
`health_prescription`	Y/N
`health_vision`	Y/N
`health_current_ins`	
`health_currently_insured_since`	date, formatted mm/dd/yyyy or yyyy-mm-dd
`health_continuously_insured_since`	date, formatted mm/dd/yyyy or yyyy-mm-dd
`health_policy_expires`	date, formatted mm/dd/yyyy or yyyy-mm-dd
`health_comments`	text
`health_member_count`	required, positive integer, number of members on health lead

for each **`health_member_count`***, where "X" is the # of the member (1, 2, ...)*

`member_firstname_X`	
`member_middlename_X`	
`member_lastname_X`	
`member_dob_X`	date, formatted mm/dd/yyyy or yyyy-mm-dd
`member_ssn_X`	
`member_dlnum_X`	
`member_dlstate_X`	
`member_gender_X`	M/F
`member_maritalstatus_X`	
`member_relation_X`	
`member_usresident_X`	Y/N
`member_military_X`	
`member_occupation_X`	
`member_emptime_X`	length of time at employer
`member_education_X`	
`member_height_X`	
`member_weight_X`	
`member_tobaccouse_X`	Y/N
`member_expectantmother_X`	Y/N
`member_medication_X`	Y/N
`member_highbloodpresure_X`	Y/N
`member_alcoholdrugaddiction_X`	Y/N
`member_alzheimers_X`	Y/N

member_asthma_X	Y/N
member_cancer_X	Y/N
member_highcolesterol_X	Y/N
member_depression_X	Y/N
member_diabetes_X	Y/N
member_heartdisease_X	Y/N
member_kidneydisease_X	Y/N
member_liverdisease_X	Y/N
member_mentalillness_X	Y/N
member_pulmonarydisease_X	Y/N
member_stroke_X	Y/N
member_ulcers_X	Y/N
member_vasculardisease_X	Y/N
member_otherdisorder_X	Y/N
member_famhistoryheartdisease_X	Y/N
member_famhistorycancer_X	Y/N
member_aidshiv_X	Y/N
member_medicationdescription_X	text
member_otherdisorders_X	text
member_comments_X	text

For Life Leads

fields: (**bolded fields are required**)

life_fullname	
life_date_of_birth	date, formatted mm/dd/yyyy or yyyy-mm-dd
life_gender	M/F
life_income	
life_marital_status	
life_shop_insurance_type	
life_shop_death_benefit	
life_current_insurance_company	
life_smoker	Y/N
life_drinker	Y/N
life_weight	
life_height	
life_occupation	
life_us_resident	Y/N
life_medications	
life_preexisting_conditions	
life_comments	
life_shop_term	
life_shop_payment_terms	
life_shop_objective	
life_shop_face_amount	
life_beneficiary	
life_current_policy_expires	date, formatted mm/dd/yyyy or yyyy-mm-dd