



SELECTQUOTE AUTO & HOME
INSURANCE SERVICES

Lead Posting Documentation

We utilize a very straightforward method for integrations. We accept leads sent via HTTP POST; however, we can make accommodations for XML if 100% necessary. You should also receive a separate Excel file containing all of the accepted SQAHA integration fields.

To setup the integration:

1. Identify which integration fields accepted by SQAHA align with the post and data you will be passing into our CRM
2. Ensure you are passing data using the integration fields provided by SQAHA
3. Please use the following post URL: <https://crm.sqah.com/PostRedirect.aspx?id=4>
4. A static id will be provided for both the StatusId and CampaignId that is unique to your campaign
5. Please use the Lead_Pub_ID field to pass publisher/disposition information
6. Once the integration is complete, we will accept test leads and provide feedback
7. Once test leads are confirmed, we will be ready to launch based upon the terms contained in the Insertion Order.

Please direct all integration correspondence to:

Jeremy Booth
Online Marketing Manager



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