**Life Leads- Ping/Post**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Ping Required** | **Post Required** | **Field name** | **Values** | **Example** |
| **YES** | **YES** | **Key** | string (provided by site admin) | c65KclcVojZ\_odK5ojoW9x-J8sfJ-.GjvxUEcjo.cg-JoW5\_9d3uFePP |
| **YES** | **YES** | **API\_Action** | name of the API function to call | pingPostLead |
| **YES** | **YES** | **Mode** | string, one of:  ping  post  full | Ping/Post |
| NO | NO | Cost | real number greater than 0 | 2.55 |
| NO | **YES** | **Lead\_ID** | Lead ID number received in response of "ping" mode. | 1234 |
| NO | NO | Allowed\_Times\_Sold | Max. number of times a lead can be sold. | 2 |
| NO | NO | Return\_Hash\_Type | Hashes of the matches sent back in response. Must be used together with Return\_Hash\_Value\_Type  Allowed values: **sha1, md5**. | sha1 |
| NO | NO | Return\_Hash\_Value\_Type | Hashes of the matches sent back in response. Must be used together with Return\_Hash\_Type  Allowed values: **email, phone, company, promotionCode, partnerGroup** | email |
| **YES** | **YES** | **TYPE** | 14 | 14 |
| NO | NO | Test\_Lead | 1 (Only when testing) | 1 |
| NO | NO | Skip\_XSL | Do not include XSL path in XML response | 1 |
| NO | NO | Match\_With\_Partner\_ID | Comma separeated list with Agent IDs to only match with | 22,456 |
| NO | NO | Redirect\_URL | Set your redirect URL. | http://www.yoursite.com/ |
| NO | **YES** | **IP\_Address** | Varchar (30) | 75.2.92.149 |
| NO | **YES** | **SRC** | Assigned by lead company | test |
| NO | **YES** | **Landing\_Page** | Assigned by lead company | landing |
| NO | NO | Sub\_ID | Varchar (100) | 12 |
| NO | NO | Pub\_ID | Varchar (100) | 12345 |
| NO | NO | Which\_Form | Varchar (100) | Which\_Form |
| NO | NO | Page\_ID | Varchar (100) | Page\_ID |
| NO | NO | Illustrate\_Years | Varchar (100) | Illustrate\_Years |
| NO | NO | Form\_Type | Varchar (100) | Form\_Type |
| NO | NO | Consent | Set. Allowed values:  Yes  No | Yes |
| NO | NO | Consent\_Language | Varchar (1000) | Consent\_Language |
| NO | NO | Times\_Shared | Set. Allowed values:  0  1  2  3  4  5 | Something |
| NO | **YES** | **First\_Name** | Varchar (100) | John |
| NO | **YES** | **Last\_Name** | Varchar (100) | Doe |
| NO | NO | Street | Varchar (100) | Street |
| NO | NO | Street2 | Varchar (100) | Street2 |
| NO | NO | City | Varchar (100) | Chicago |
| NO | **YES** | **State** | Valid US state abbreviation. Varchar (2) | IL |
| **YES** | NO | Zip | Valid US Zip. 5 Digits | 60610 |
| NO | **YES** | **Phone** | Valid US Phone. 10 Digits | 3125558514 |
| NO | NO | Phone2 | Valid US Phone. 10 Digits | 3125551593 |
| **YES** | **YES** | **Email** | Valid email. Varchar (100) | test@nags.us |
| NO | NO | BMI | Set. Allowed values:  Severely Underweight  Underweight  Normal  Overweight  Obese | Severely Underweight |
| NO | NO | Ever\_Declined\_For\_Life\_Insurance | Set. Allowed values:  Yes  No | Yes |
| NO | NO | Credit\_Rating | Set. Allowed values:  Poor  Fair  Good  Excellent | Poor |
| NO | NO | Marital\_Status | Set. Allowed values:  Single  Married  Widowed  Separated or Divorced | Single |
| NO | NO | Engage\_In\_Hazardous\_Hobby\_Or\_Occupation | Set. Allowed values:  Yes  No | Yes |
| NO | NO | Diagnosed\_With\_Major\_Illness\_In\_Past\_10\_Years | Set. Allowed values:  Yes  No | Yes |
| NO | NO | Relatives\_With\_Heart\_Disease | Set. Allowed values:  Yes  No | Yes |
| NO | NO | Relatives\_With\_Cancer | Set. Allowed values:  Yes  No | Yes |
| NO | NO | Convicted\_Of\_DUI | Set. Allowed values:  Yes  No | Yes |
| NO | NO | Convicted\_Of\_Felony | Set. Allowed values:  Yes  No | Yes |
| **YES** | NO | Uninsurable | Set. Allowed values:  Yes  No | Yes |
| NO | **YES** | **Birth\_Month** | Varchar (2) | Birth\_Month |
| NO | **YES** | **Birth\_Day** | Varchar (2) | Birth\_Day |
| NO | **YES** | **Birth\_Year** | Varchar (4) | Birth\_Year |
| NO | **YES** | **Age** | Integer | 8 |
| NO | **YES** | **Height\_Feet** | Varchar (100) | Height\_Feet |
| NO | **YES** | **Height\_Inches** | Varchar (100) | Height\_Inches |
| NO | NO | Weight | Varchar (100) | Weight |
| NO | **YES** | **Sex** | Set. Allowed values:  Male  Female | Male |
| NO | NO | Tobacco\_Use | Set. Allowed values:  Yes  No | Yes |
| NO | NO | Common\_Health | Varchar (255) | Common\_Health |
| NO | **YES** | **Face\_Amount** | Decimal | 1856.00 |
| NO | NO | Term | Varchar (255) | Term |
| NO | NO | Health\_Condition | Varchar (200) | Health\_Condition |
|  |  |  |  |  |
|  |  |  |  |  |
|  |  |  |  |  |

**XML Post:**

You can send the data as XML post. You can send the XML data to the following URL.

**XML Post URL: https://leads.usacoverage.com/apiXML.php**

All required values are being evaluated as stated in the table above. The XML data structure to be posted is as follows.

<?xml version="1.0"?>

<Request>

<Key></Key>

<API\_Action></API\_Action>

<Mode></Mode>

<Cost></Cost>

<Allowed\_Times\_Sold></Allowed\_Times\_Sold>

<Return\_Hash\_Type></Return\_Hash\_Type>

<Return\_Hash\_Value\_Type></Return\_Hash\_Value\_Type>

<Lead\_ID></Lead\_ID>

<TYPE></TYPE>

<Test\_Lead></Test\_Lead>

<Skip\_XSL></Skip\_XSL>

<Match\_With\_Partner\_ID></Match\_With\_Partner\_ID>

<Redirect\_URL></Redirect\_URL>

<Data>

<IP\_Address></IP\_Address>

<SRC></SRC>

<Landing\_Page></Landing\_Page>

<Sub\_ID></Sub\_ID>

<Pub\_ID></Pub\_ID>

<Which\_Form></Which\_Form>

<Page\_ID></Page\_ID>

<Illustrate\_Years></Illustrate\_Years>

<Form\_Type></Form\_Type>

<Consent></Consent>

<Consent\_Language></Consent\_Language>

<Times\_Shared></Times\_Shared>

<First\_Name></First\_Name>

<Last\_Name></Last\_Name>

<Street></Street>

<Street2></Street2>

<City></City>

<State></State>

<Zip></Zip>

<Phone></Phone>

<Phone2></Phone2>

<Email></Email>

<BMI></BMI>

<Ever\_Declined\_For\_Life\_Insurance></Ever\_Declined\_For\_Life\_Insurance>

<Credit\_Rating></Credit\_Rating>

<Marital\_Status></Marital\_Status>

<Engage\_In\_Hazardous\_Hobby\_Or\_Occupation></Engage\_In\_Hazardous\_Hobby\_Or\_Occupation>

<Diagnosed\_With\_Major\_Illness\_In\_Past\_10\_Years></Diagnosed\_With\_Major\_Illness\_In\_Past\_10\_Years>

<Relatives\_With\_Heart\_Disease></Relatives\_With\_Heart\_Disease>

<Relatives\_With\_Cancer></Relatives\_With\_Cancer>

<Convicted\_Of\_DUI></Convicted\_Of\_DUI>

<Convicted\_Of\_Felony></Convicted\_Of\_Felony>

<Uninsurable></Uninsurable>

<Birth\_Month></Birth\_Month>

<Birth\_Day></Birth\_Day>

<Birth\_Year></Birth\_Year>

<Age></Age>

<Height\_Feet></Height\_Feet>

<Height\_Inches></Height\_Inches>

<Weight></Weight>

<Sex></Sex>

<Tobacco\_Use></Tobacco\_Use>

<Common\_Health></Common\_Health>

<Face\_Amount></Face\_Amount>

<Term></Term>

<Health\_Condition></Health\_Condition>

</Data>

<Matches>

<Match ValueType="promotionCode" HashType="plain">test code</Match>

<Match ValueType="promotionCode" HashType="plain">12345</Match>

</Matches>

</Request>

**Note:** To use the **Matches** functionality, you must use the XML Post method of this API.

|  |  |  |
| --- | --- | --- |
| **Tag Name** | **Description** | **Note** |
| **Data** | Put appropriate lead data tags | The set of data tags depends on lead type |
| **Matches** | Matches made by vendor | When you sold the lead already put information about your matches here. This section is not required. |
| **Match** | Information about your match | Put hashed or unhashed value of the phone or email or company, etc. |
| **ValueType** | The property of Match tag | Description of data type provided. Allowed values: **email, phone, company, promotionCode, partnerGroup** (use group ID for partnerGroup) |
| **HashType** | The property of Match tag | Description of hash type provided. Allowed values: **sha1, md5**. |

**Note:** State is NOT required on the ping as long as a valid zip code is sent. We will do a zip code -> state look up on our end.

**Response Matched Example:**

<?xml version="1.0" encoding="UTF-8"?>

<response>

<status>Matched</status>

<lead\_id>874</lead\_id>

<price>25</price>

</response>

**Response Matched Example with Allowed\_Times\_Sold used:**

<?xml version="1.0" encoding="UTF-8"?>

<response>

<status>Matched</status>

<lead\_id>874</lead\_id>

<matches>5</matches>

</response>

**Response Matched Example with sent back hashes:**

<?xml version="1.0" encoding="UTF-8"?>

<response>

<status>Matched</status>

<lead\_id>348</lead\_id>

<hashes>

<hash HashType="md5" ValueType="email">8561c83bb23a3f77345fa2b6b50b1f4e</hash>

<hash HashType="md5" ValueType="email">8561c83bb23a3f77345fa2b6b50b1f4e</hash>

</hashes>

</response>

**Response Unmatched Example:**

<?xml version="1.0" encoding="UTF-8"?>

<response>

<status>Unmatched</status>

<lead\_id>874</lead\_id>

</response>

|  |  |  |
| --- | --- | --- |
| **Name** | **Description** | **Note** |
| **status** | Result of the action |  |
| **lead\_id** | ID number of successfully submitted lead | Returned on success |
| **price** | The best price at which a lead can be accepted. | Returned on success and only if **Return\_Best\_Price** was submitted in "ping" |

**Response - error:**

<?xml version="1.0" encoding="UTF-8"?>

<response>

<status>Error</status>

<error>Required value First\_Name is missing</error>

</response>

|  |  |  |
| --- | --- | --- |
| **Name** | **Description** | **Note** |
| **status** | Result of the action |  |
| **error** | Error message | Returned on error |

**GET request example:**

[**https://leads.usacoverage.com/api.php?Key=c65KeXaMpLe\_odU5ojoW9x-J9sfJ-.GjoxUEcjo.cg-JoW5\_9d3uFePP&API\_Action=pingPostLead&Mode=post&First\_Name=John&Last\_Name=Doe**](https://leads.usacoverage.com/api.php?Key=c65KeXaMpLe_odU5ojoW9x-J9sfJ-.GjoxUEcjo.cg-JoW5_9d3uFePP&API_Action=pingPostLead&Mode=post&First_Name=John&Last_Name=Doe)