# CONSUMER UNITED LEAD INTEGRATION

**POSTING URL:**

URL: http://leads.consumerunited.com:7684/import

IF YOU USE SSL, PLEASE USE THIS URL: <https://leads.consumerunited.com/import>

**Method:**

Use GET or POST (We recommend POST).

Important: Use STANDARD URL ENCODING for special characters. (Replace spaces with %20 etc.)

Sample: consumerunited.leadblvd.com/LeadImport.asp?FirstName=John&Address=123%20Main%20St.&City=....

**Fixed Values:**

Your Publisher ID is:

For Auto leads, your offer ID is: 2

**Variable Values:**

Please refer to document: “CU Direct Post Data Dictionary\_05.15.2012.xlsx”

**Explanation of Tracking Values:**

We use several fields to track performance of our different partners and campaigns. We closely monitor the success metrics of every lead.

Only Publisher ID and Offer ID is required (listed above). If you choose to provide SubID, we can provide feedback into the quality of your sources within those campaigns. For example, we could tell you that “your subID 4 has a problem with incentivized leads” or “Your subID 7 is performing well, please secure more of these if possible”.

Publisher ID: Unique to your company (listed above). This is the way we track which partner has sent the lead, and how we reconcile our payables. Please hardcode this.

SubID: If you have multiple campaigns that you are able to label and send to us, we can provide feedback to the performance of these campaigns.

Reference ID (ref\_ID): This number uniquely identifies the lead that you have sent us. We prefer to have reference IDs so that we can both easily identify leads that are found to be unacceptable. If you are unable to provide a reference ID, we usually use some combination of Date, Email and Phone to identify a specific lead should we need to communicate that to you.

Partner ID: Please ignore. This will be automatically populated with Publisher ID

Campaign(campaign\_id): Internal tracking use, do not populate.

Creative (creative\_id): Internal tracking use, do not populate .

**Response: In some cases, a lead may be rejected. The XML response will tell you whether the lead was accepted or rejected into our system and the reason for the rejection if applicable.**

**XML Response Examples:**

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

<result>

<id>41598</status>

<status>Rejected</status>

<details>Invalid Email Address</details>

</result>

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

<result>

<id>416811</status>

<status>Accepted</status>

<details></details>

</result>

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

<result>

<id>41624</status>

<status>Duplicate</status>

<details>Duplicate Name & Zip / Same Pub</details>

</result>

**Possible values for the "details" field (rejection reasons):**

**Ping messages:**  
Missing Publisher ID (*You are not posting publisher ID in).*

Duplicate Lead

Zip Code rejected  
Lead did not match targeting criteria  
No Post Data Found  
Malformed Post Data  
Incorrect Field Mappings  
Lead did not match filter criteria

Chuck Norris round-house kicked this lead already

**Post Messages:**  
One or more IDs not included in post  
No phone numbers included in contact info  
Contact info incomplete  
Address info incomplete  
ID not found  
Lead has already been posted  
Corresponding ping not found  
Post delay is beyond acceptable time constraints

Shenanigans! (Bogus name, email domain etc)

**Testing Procedure:**

1.  Please inform us at least 24 hours in advance when you are ready to begin sending test leads so we can activate your profile in our system.

2.  All test leads MUST have the test\_post variable **set to 1** or they will make it into our CRM/dialer.

3.  Please post several leads to the system that meet the test criteria below:

*Multiple Vehicles  
Multiple Drivers  
One lead w/ prior insurance  
One lead w/out prior insurance  
One lead with every field you have available* (only one driver and vehicle necessary)

4.  Please email a list of the Import IDs (included in the response from our system) for the leads that were successfully posted to: pat.mcbrien@consumerunited.com

5.  If everything posts properly, we will confirm and set a launch time and date and you can begin posting leads without the test\_post variable.