

7 Made Media Leads Intake API

This document describes how to post lead data to 7 Made Media's Leads Intake API. For campaigns requiring data, lead data should be posted to this system prior to placing a call to your DID.

Submission URL

The endpoint URL for making requests to the Leads Intake API. GET and POST methods are allowed, but POST is strongly preferred for all requests.

```
https://ypjvty7a2krzkmyo7mfbhntwzy0fozac.lambda-url.us-east-1.on.aws/
```

Headers

All POST requests must include a "content-type" header. Allowed values are:

- application/json
- x-www-form-urlencoded

Request

HTTP request to the submission URL listed above.

```
POST https://ypjvty7a2krzkmyo7mfbhntwzy0fozac.lambda-url.us-east-1.on.aws/
HTTP/1.1

Accept: application/json
Content-Type: application/json
Content-Length: 1304

{
  "first_name": "testing",
  "last_name": "testing",
  "phone_1": "757123456",
  "universal_leadid": "743333C4-DF8C-2C1F-2E37-2B8878888888",
  "campaign_id": "CAb5d40de0406b4c1fa814310000000000",
  "email": "testing@testing.com",
  "dob": "1938-09-09",
  "address_1": "testing 2356",
  "city": "Tampa",
  "state": "FL",
  "postal_code": "33914"
}
```

Response – Success

The lead was accepted.

```
HTTP/1.1 201 Created
Content-Type: application/json

{
  "outcome": "success",
  "lead": {
    "id": "5e256787fa37-c91d526odfe"
  },
  "price": 2.43
}
```

Response – Failure

The lead was rejected. An explanation will be provided in the reason field.

```
HTTP/1.1 201 Created
Content-Type: application/json

{
  "outcome": "failure",
  "reason": "lead.city must not be equal to austin",
  "lead": {
    "id": "5e25cbe0bb6c0070ca4797fe"
  },
  "price": 0
}
```

Response – Error

There was a problem with the way the HTTP request was formed, and the lead could not be submitted.

```
HTTP/1.1 422 Unprocessable entity
Content-Type: application/json

{
  "message": "Invalid request"
}
```

Allowed Fields

A list of fields allowed on all campaigns. Additional fields may be available, please consult with your account manager for more details.

first_name	First Name
last_name	Last Name
phone_1	Phone Number (must match caller ID)
universal_leadid	Jornaya Lead ID Token
campaign_id	Campaign ID (provided by account manager)
email	Email Address
dob	Date of Birth (must match YYYY-MM-DD format)
address_1	Street Address
city	City
state	State Abbreviation (e.g. CA)
postal_code	5-digit Postal Code (e.g. 90210)