Intelepeer LIVE Webinar #3 (FREE)

Campaign Information

This document details the Advanced Implementation Information of **Intelepeer LIVE Webinar #3 (FREE) - Online Campaign** and is provided by OptimalFusion.com so that you can implement your own way to gather this information from users and submit it to us in the following format defined by the POST fields listed below.

Email Address Pre-Validation (Pre-Ping)

You can choose to pre-validate your email address before actually submitting your lead information. Doing so will let you know if we are likely to accept or reject your lead based on any lead duplicate, reputation or email white/blacklist factors, and is encouraged for all publishers.

You can request a pre-validation by sending the following **GET** request to our servers:

```
https://offers.optimalfusion.com/validate?post_key=62decccd13536&offer_id=10907&email=[Email Address]
```

A valid email will return a response of `OK`
An invalid email will return a response begining with `Error` followed by a reason the email was rejected

POST Address

Our system accepts data submitted via **POST** method and parameters should be url-encoded. We don't support **GET** method so if you use that, an error will be returned by our system. Please use the following address when submitting lead data:

```
https://offers.optimalfusion.com/post_offer_form.php
```

POST Fields

Please note that all fields are case sensitive, so use the exact names listed here or leads might be rejected.

Name	Title	Type	Req	Length
post_key	Post Key	Hidden	**Yes**	13 chars

Name	Title	Type	Req	Length
	Your Assigned key is: *62decccd13536* This parameter identifies you and links the leads you send to your account.			
offer_id	Campaign ID	Hidden	**Yes**	10 chars
	Required Value: 10907 This parameter identifies the correct Campaign you're submitting information about.			
sub_id	Sub-affiliate ID	Hidden	No	50 chars
	You can ask your representative for a custom value to use for tracking with this field or you can use your own internal Lead ID or Campaign ID for tracking your activity with us.			
first_name	First Name	Text Field	**Yes**	50 chars
	First name must not contain numeric or invalid characters.			
last_name	Last Name	Text Field	**Yes**	50 chars
	Last name must not contain numeric or invalid characters.			
email	Business email	Email	**Yes**	50 chars
	Only correctly formated email addresses within a valid ISP or domain are accepted.			
company_name	Company name	Text Field	**Yes**	50 chars
country	Country	Drop Down	**Yes**	2 chars

Name	Title	Type	Req	Length

Possible Options:

Value	Display
US	United States
CA	Canada

Name	Title	Type	Req	Length
phone	Business Phone Number	Phone	**Yes**	14 chars

Format: Use *$1-$2-$3* phone number structure.
This is the Business Phone number of the user. Please use the 000-000-0000 (12 characters) format.

Name	Title	Type	Req	Length
timestamp	Timestamp	Hidden	**Yes**	20 chars

Possible Value: '{timestamp:Y-m-d H:i:s}'
The IP where lead originated

Name	Title	Type	Req	Length
ip	IP Address	Ip Address	**Yes**	16 chars

The IP where lead originated

Name	Title	Type	Req	Length
source_url	Source URL	Hidden	**Yes**	250 chars

Possible Value: '-'
Site where lead originated

Name	Title	Type	Req	Length
job_title	Job title	Drop Down	**Yes**	50 chars

Name	Title	Type	Req	Length

Possible Options:

Value	Display
CCO	CCO
Chief Experience Officer	Chief Experience Officer
CTO	CTO
Chief Experience Manager	Chief Experience Manager
Customer Service Executive	Customer Service Executive
Customer Service Manager	Customer Service Manager
Customer Service Support Manager	Customer Service Support Manager
Director of Technology Operations	Director of Technology Operations
Director of Customer Service	Director of Customer Service
Director of Engineering	Director of Engineering
Director of IT	Director of IT
Director of Technology	Director of Technology
Head of Contact Center	Head of Contact Center
Head of Customer Service	Head of Customer Service
Head of Operations	Head of Operations
Manger of Customer Contact Center	Manager of Customer Contact Center
Senior Customer Service Executive	Senior Customer Service Executive
VP of Customer Experience	VP of Customer Experience
VP of Customer Service	VP of Customer Service
VP of Engineering	VP of Engineering
VP of Software Engineering	VP of Software Engineering
VP of Technology	VP of Technology

Name	Title	Type	Req	Length
company_size	Company Size	Drop Down	**Yes**	50 chars

Possible Options:

Value	Display
1-49	1-49 employees
50-199	50-199 employees
200-499	200-499 employees
500-999	500-999 employees
1000+	1000+ employees

Field Value Restrictions:

For this field, only one of these values will be accepted: **200-499, 500-999, 1000+**

Response Information

As a response to your request of posting the Lead information, we will return the status of submitting the information and registering it. We will validate all the fields both for value types and lengths and some other internal requirements we have and then return you the status.

QUEUED

Most of the times we would try to return to you the exact status of the Lead. However, sometimes this is impossible and the lead will be queued on our system. In this case you will receive this answer along with the Lead ID on our system. Example "QUEUED - 12345".

SUCCESS

In case of fully processing and saving your information without any problems, we will return you the "SUCCESS" word followed by the Lead ID. Example "SUCCESS - 12345".

ERROR

But if there was any problem validating the Lead fields and saving it, we will return you the "ERROR" word followed by an explanation of what were the problems and how you can fix each of them. Example "ERROR - Invalid Email Address".

Lead Status

In case you have received a "QUEUED" Status for a lead from our system, you can always use this procedure to determine later on if the status has changed and what this is. Construct an URL like this and retrieve its contents to see the most recent status of the lead.

```
https://offers.optimalfusion.com/get_offer_status.php?post_key=62decccd13536&lead_id=[Lead ID]
```

You will receive the LeadID from our system when you get a "SUCCESS" or "QUEUED" status after posting a lead. Please use that for all the queries to determine the updated status of the lead.