**Allied Digital Media**

**API FOR RECEIVING WEB LEAD**

**POSTING URL:** POST https://pro.allieddigitalmedia.com/api/rest/addLeadCustomer/Solar

|  |  |  |  |
| --- | --- | --- | --- |
| Field | Description | Required | Data Type |
| "campaign\_id" | The Campaign ID of the Lead | Yes | String |
| “campaign\_key” | A string representing the Campaign key | Yes | String |
| “first\_name” | A string representing the First Name of the Lead. | Yes | String |
| 'last\_name' | A string representing the Last Name of the Lead. | Yes | String |
| 'phone\_number' | A number representing the phone number of the Lead. | Yes | US Phone |
| 'email' | A string representing the Email Address of the Lead. | Yes | String |
| 'street' | A string representing the Street Name of the Lead. | Yes | US Address |
| 'city' | A string representing the City of the Lead. | Yes | US City |
| 'state' | A string representing the State of the Lead | Yes | US State |
| 'zipcode' | A string representing the Zip Code of the Lead | Yes | US Zip Code |
| 'power\_solution' | Power Solution | Yes | list |
| 'roof\_shade' | Roof Shade | Yes | list |
| 'utility\_provider' | Utility Provider | No | String |
| 'monthly\_electric\_bill' | Monthly Electric Bill | Yes | list |
| 'property\_type' | Property Type | Yes | list |
| 'trusted\_form' | A string representing the trusted form | No | String |
| ‘lead\_id’ | A string representing the Jornaya Id | No | String |
| 'ip\_address' | An IP representing the IP address of the lead | No | IP |
| 'traffic\_source' | A string representing the traffic source | Yes | String |
| ‘lead\_source’ | Your Company Name | Yes | String |
| ‘UserAgent’ | A string representing the user browser | No | String |
| ‘OriginalURL’ | A string representing the URL of the website that came from the lead | No | String |
| ‘SessionLength’ | A string representing the time needed to fill in the data in the website | No | String |
| ‘browser\_name’ | A string representing the user browser | No | String |

* when sending a test lead, make sure to make the first name equals “test” or the last name equals “test” or both.

\*List Values\*

When posting leads, make sure you post the list value.

Power Solution

|  |  |  |
| --- | --- | --- |
| # | Label | Value |
| 1 | Solar Electricity for my Home | Solar Electricity for my Home |
| 2 | Solar Water Heating for my Home | Solar Water Heating for my Home |
| 3 | Solar Electricity & Water Heating for my Home | Solar Electricity & Water Heating for my Home |
| 4 | Solar for my Business | Solar for my Business |

Roof Shade

|  |  |  |
| --- | --- | --- |
| # | Label | Value |
| 1 | Full Sun | Full Sun |
| 2 | Partial Sun | Partial Sun |
| 3 | Mostly Shaded | Mostly Shaded |
| 4 | Not Sure | Not Sure |

Monthly Electric Bill

|  |  |  |
| --- | --- | --- |
| # | Label | Value |
| 1 | $0 - $100 | $0 - $100 |
| 2 | $100 - $200 | $100 - $200 |
| 3 | $200 - $300 | $200 - $300 |
| 4 | $400 - $500 | $400 - $500 |
| 5 | $+500 | $+500 |

Property Type

|  |  |  |
| --- | --- | --- |
| # | Label | Value |
| 1 | Owned | Owned |
| 2 | Rented | Rented |
| 3 | Business | Business |