Following are technical integration details with leads system of creauto.co.il

**Introduction:**

- Leads should be sent by either POST or GET method to the following URL:  
 http://api.lead.im/v2/submit  
- All values should be encoded by UTF8 + URLENCODE method

**Parameters:**

|  |  |  |
| --- | --- | --- |
| Parameter Name | Parameter Type | Description |
| lm\_form | Integer | Constant: 31796 |
| lm\_key | String (10 characters) | Constant value: b78c121a8c |
| lm\_redirect | Url (optional) | Redirect url. If you need to prevent a redirect send value "no" |
| lm\_source | String (up to 500 characters) | Lead source (URL or source name) |
| lm\_format | String (optional) | Output format ('json' (default) or 'plain') |
| name | String (up to 300 characters) | שם |
| phone | String (up to 300 characters) | טלפון |
| area | List | אזור This field accepts only pre-defined values. Please send one of the following API codes:  |  |  | | --- | --- | | Value | API Code | | המרכז | lfv124952 | | חיפה, הקריות והסביבה | lfv124953 | | ירושלים והסביבה | lfv124954 | | מודיעין והסביבה | lfv124955 | | הגליל והגולן | lfv124956 | | השומרון והסביבה | lfv124957 | | אשקלון, אשדוד והסביבה | lfv124958 | | באר שבע והסביבה | lfv124959 | | ערבה ואילת | lfv124960 | |
| divur | Boolean (1 – yes, 0 - no) | הסכמה לדיוור |
| emptype | List | עצמאי/שכיר? This field accepts only pre-defined values. Please send one of the following API codes:  |  |  | | --- | --- | | Value | API Code | | עצמאי | lfv124964 | | שכיר | lfv124965 | | לא עובד | lfv132659 | |
| utm\_source | String (up to 300 characters) | utm\_source |
| utm\_medium | String (up to 300 characters) | utm\_medium |
| utm\_campaign | String (up to 300 characters) | utm\_campaign |
| utm\_term | String (up to 300 characters) | utm\_term |
| utm\_content | String (up to 300 characters) | utm\_content |
| production | Integer | עלות ייצור הליד |
| age\_tax | List | גיל - החזרי מס This field accepts only pre-defined values. Please send one of the following API codes:  |  |  | | --- | --- | | Value | API Code | | מתחת ל - 29 | lfv132671 | | 30-49 | lfv132675 | | 50-64 | lfv132678 | | 65-74 | lfv132679 | | מעל 75 | lfv132680 | |
| income | List | גובה שכר This field accepts only pre-defined values. Please send one of the following API codes:  |  |  | | --- | --- | | Value | API Code | | בין 7,000 ל10,000 שקלים | lfv132682 | | מעל 10,000 שקלים | lfv132683 | |
| fld\_132684 | List | האם בן זוג עצמאי This field accepts only pre-defined values. Please send one of the following API codes:  |  |  | | --- | --- | | Value | API Code | | כן | lfv132685 | | לא | lfv132686 | |
| fld\_132696 | List | האם ילדך עבר ועדת השמה This field accepts only pre-defined values. Please send one of the following API codes:  |  |  | | --- | --- | | Value | API Code | | כן | lfv132697 | | לא | lfv132698 | |
| fld\_132687 | List | האם שילמת מס This field accepts only pre-defined values. Please send one of the following API codes:  |  |  | | --- | --- | | Value | API Code | | כן | lfv132688 | | לא | lfv132689 | |
| fld\_132693 | List | האם הכנסות במקביל This field accepts only pre-defined values. Please send one of the following API codes:  |  |  | | --- | --- | | Value | API Code | | כן | lfv132694 | | לא | lfv132695 | |
| fld\_132699 | List | האם הוצאות קרוב משפחה סיעודי This field accepts only pre-defined values. Please send one of the following API codes:  |  |  | | --- | --- | | Value | API Code | | כן | lfv132700 | | לא | lfv132701 | |
| fld\_132705 | List | מס שבח או רכישה This field accepts only pre-defined values. Please send one of the following API codes:  |  |  | | --- | --- | | Value | API Code | | לא | lfv132706 | | כן | lfv132707 | |
| fld\_132702 | List | האם משלם מזונות This field accepts only pre-defined values. Please send one of the following API codes:  |  |  | | --- | --- | | Value | API Code | | לא | lfv132703 | | כן | lfv132704 | |
| fld\_132690 | List | האם קיבלת פיצויי פרישה או פנסיה This field accepts only pre-defined values. Please send one of the following API codes:  |  |  | | --- | --- | | Value | API Code | | כן | lfv132691 | | לא | lfv132692 | |
| fld\_132708 | List | פעילות ניירות ערך This field accepts only pre-defined values. Please send one of the following API codes:  |  |  | | --- | --- | | Value | API Code | | לא | lfv132709 | | כן | lfv132710 | |

**Sample:**

Sample GET request URL:

http://api.lead.im/v2/submit?lm\_form=31796&lm\_key=b78c121a8c&lm\_redirect=no&name={שם}&phone={טלפון}&area={אזור}&divur={הסכמה לדיוור}&emptype={עצמאי/שכיר?}&utm\_source={utm\_source}&utm\_medium={utm\_medium}&utm\_campaign={utm\_campaign}&utm\_term={utm\_term}&utm\_content={utm\_content}&production={עלות ייצור הליד}&age\_tax={גיל - החזרי מס}&income={גובה שכר}&fld\_132684={האם בן זוג עצמאי}&fld\_132696={האם ילדך עבר ועדת השמה}&fld\_132687={האם שילמת מס}&fld\_132693={האם הכנסות במקביל}&fld\_132699={האם הוצאות קרוב משפחה סיעודי}&fld\_132705={מס שבח או רכישה}&fld\_132702={האם משלם מזונות}&fld\_132690={האם קיבלת פיצויי פרישה או פנסיה}&fld\_132708={פעילות ניירות ערך}

**JSON response:**

When lead has been recorded successfully then LEAD\_ID represents ID of the newly created lead.

{result: LEAD\_ID}

If there is an error, see the errors code table below.

{error: {code: ERROR\_NUMBER, message: "ERROR\_DESCRIPTION"}}

**Plain response:**

An integer number will be returned in response.

If returned number is positive (e.g. 344344) – that means that the lead has been recorded successfully and returned number represents ID of the newly created lead.

If returned number is negative (e.g. -5) – that means that the lead has not been recorded successfully and returned number represents error code that can be translated by the following table:

|  |  |
| --- | --- |
| Error code | Error description |
| 1 | The value passed through lm\_key parameter is incorrect |
| 3 | The value passed through lm\_form parameter is incorrect |
| 10 | Blocked IP |
| 50 | Duplicate request |
| 999 | Unexpected error. Please contact technical support. |