

# Introduction

This document is intended to help the external lead suppliers to supply leads without any issue or confusion. This document explains lead posting method and example containing sample request and response along with code to help the lead suppliers. This information is subject to change without notice. This document contains confidential and proprietary business information. Any use or distribution not expressly allowed by the confidentiality agreement is strictly prohibited.

## Overview

### Method

Leadstream accepts leads through the HTTP POST method. Lead generators are requested to send leads via HTTP POST to the URL specified in the Leads Specifications section.

### Format / Data Type

This API contains required and optional both type of fields. If the required field is not supplied or the field contains blank or null value, then this API will not accept the lead. **Lead data can be sent in the request in any order, but all of the field names are case sensitive and must match examples in the specifications.**

## Channel Name Fields

### API URL:

`https://portal.leadstream.com/API Path`

Field Name	Required	Description	Format	Example
SupplierKey	YES		String	GUID
FirstName	YES	First name of the customer	String Length 2-50	John
LastName	YES	Last name of the customer	String Length 2-50	Green
EmailAddress	YES	Email address of the customer	Valid email address Length 5-100	John@yahoo.com
Phone	YES	phone number of the customer	Valid UK phone number Length 11	07789989898
Postcode	YES	Postcode of the customer	Valid UK Postcode	EN11 8UR
DateOfBirth	YES	DateOfBirth of the customer	YYYY-MM-DD	1980-05-26
SupplierKey	YES	Supplier key provided to you by your Zuru Media contact.	String	dc7c2fab-abff-499b- 960311336d55553d
ChannelId	YES	ChannelId Value	Numeric	2042
MarketingPermission	YES	MarketingPermission allowed	Boolean [True/False]	True

Field Name	Requied	Description	Format	Example
NumberOfBedrooms	YES	Number Of Bedrooms	One of the following [2 bedrooms, 3 bedrooms, 4 bedrooms, more than	2 bedrooms
ElectricityBillPerMonth	YES	Electricity Bill Per Month	One of the following	200- 399
IsConservationArea	YES	Is Conservation Area	One of the following [yes, no]	yes

## Sample Code

```
{"name":"my name"}body { color: yellow; font-size: 16px; line-height: 1.5; } const numbers = [102, -1, 2]; numbers.sort((a, b) => a - b); console.log(numbers);
```

## Response Sample

Lead Accepted

Lead Rejected

Error