

# 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://endpoint.leadstream.co.uk/api/leads/PostLead

Field Name	Required	Description	Format	Example
Address1	NO	Address1	String	
AffiliateId1	NO	AffiliateId1	String	
AffiliateId2	NO	AffiliateId2	String	
AffiliateId3	NO	AffiliateId3	String	
AffiliateId4	NO	AffiliateId4	String	
AffiliateId5	NO	AffiliateId5	String	
AffiliateId6	NO	AffiliateId6	String	
AffiliateId7	NO	AffiliateId7	String	
AffiliateId8	NO	AffiliateId8	String	
AffiliateId9	NO	AffiliateId9	String	
AffiliateId10	NO	AffiliateId10	String	
clickid	NO	Click Id value	String	
ChannelId	YES	Channel Id value	Numeric	##CHANNELID##
DateOfBirth	YES	Date of Birth of the customer	YYYY-MM-DD	1980-05-26
ElectricityBillPerMonth	NO	Electricity Bill Per Month	One of the following [£0-£199, £200-£399, £400-£599, over £600]	£0-£199
AverageElectricityBill	NO	Average Electricity Bill	String	£105.55
NumberOfBedrooms	NO	Number Of Bedrooms	One of the following [2 bedrooms, 3 bedrooms, 4 bedrooms, more than 4]	2 bedrooms
EmailAddress	YES	Email address of the customer	Valid email address Length 5-100	John@yahoo.com
FirstName	YES	First name of the customer	String Length 2-50	John
Homeowner	YES	Home Owner	Boolean [true, false]	true
IpAddress	NO	IP Address	String	
IsConservationArea	YES	Is Conservation Area	One of the following [yes, no]	yes
LastName	YES	Last name of the customer	String Length 2-50	Green

Field Name	Required	Description	Format	Example
LeadTypeId	YES	Lead Type Id value	Numeric	##LEADTYPEID##
MarketingMedium	NO	Marketing Medium		
MarketingPermission	YES	Marketing Permission	Boolean	true (compulsory)
MarketingSource	NO	Marketing Source		
MarketingTerm	NO	Marketing Term		
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
SupplierId	YES	Supplier Id value	Numeric	##SUPPLIERID##
SupplierKey	YES	Supplier key provided to you by your Zuru Media contact.	String	##SUPPLIERKEY##
Town	NO	Town of the customer		
WebsiteId	YES	Website Id value	Numeric	13
MaritalStatus	NO	Marital Status		
SolarPanelInstalled	YES	Solar Panel Installed	One of the following [yes, no]	yes
SolarProducts	YES	Solar Products	One of the following [solarPanels, solarBatteries, solarPanelsBatteries]	solarPanels

## Request Post Data Sample

```
{
  Address1: "",
  AffiliateId1: "",
  AffiliateId2: "",
  AffiliateId3: "",
  AffiliateId4: "",
  AffiliateId5: "",
  AffiliateId6: "",
  AffiliateId7: "",
  AffiliateId8: "",
  AffiliateId9: "",
  AffiliateId10: "",
  clickid: "",
  ChannelId: '##CHANNELID##',
  DateOfBirth: '1980-05-26',
  ElectricityBillPerMonth: '£0-£199',
  AverageElectricityBill: '£105.55',
  numberOfBedrooms: '2 bedrooms',
  EmailAddress: 'John@yahoo.com',
  FirstName: 'John',
  Homeowner: true,
  IpAddress: "",
  IsConservationArea: 'yes',
  LastName: 'Green',
  LeadTypeId: '##LEADTYPEID##',
  MarketingMedium: "",
  MarketingPermission: true,
  MarketingSource: "",
  MarketingTerm: "",
  Phone: '07789989898',
  Postcode: 'EN11 8UR',
  SupplierId: '##SUPPLIERID##',
  SupplierKey: '##SUPPLIERKEY##',
  Town: "",
  WebsiteId: 13,
  MaritalStatus: "",
  SolarPanelInstalled: 'yes',
  SolarProducts: 'solarPanels'
}
```

# Response Sample

## Lead Accepted

Status: 200

```
{
  statusCode: 200,
  leadId: 3271059,
  lc: false,
  errors: null
}
```

## Lead Rejected

Status: 422

```
{
  "errors":
  [
    {
      "field": "FirstName",
      "message": "Please enter a valid name"
    }
  ]
}
```