Outbound Lead Post Specification

Citizens Disability (CD) supports the following posting methods via HTTP POST:

- Standard HTTP POST* - posting data using key-value pairs.
- Standard HTTP POST* - posting data with one key-value pair (lead={JSON String}).
- Standard HTTP POST* - posting data with one key-value pair (leadXML=<XML String>).
- Standard JSON MIME POST+ - posting data as JSON.
- Standard XML MIME POST° - posting data as XML.

* (mimetype - application/x-www-form-urlencoded, charset - UTF-8)
+ (mimetype - application/json, charset - UTF-8)
° (mimetype - application/xml, charset - UTF-8)

Important Information:

- All data is to be sent to the following URL (must coordinate tests with CD; tests must use test=true): https://api.citizensdisability.com/op/lead
- Parameter/Field names must be exactly as specified below and values must be URL-encoded using UTF-8 as necessary.
- JSON values must be serialized as the data type specified.

Field	Description	Data Type	Max Length	Req* for Disqualified	Req* for CPD	Notes / Valid Values
mktrefid	Ref Id	String	80	No	Yes	Unique ID of the passed record in the sender's system for later reference if a problem arises.
source	Lead Source	String	80	Yes	Yes	Lead Source Id (Provided by CD)
firstname	First Name	String	15	No	Yes	
lastname	Last Name	String	20	No	Yes	
zip	Zip Code	String	5	No	Yes*	5-digit numeric *zip or state required
ph1	Cell Number	String	10	No	Yes+	10-digit numeric *Either Cell or Home is required.
ph2	Home Number	String	10	No	Yes+	10-digit numeric *Either Cell or Home is required.
age	Age	String	2	No	Yes°	If over 100 put 99. °**dob or age required.**
dob	Date of Birth	String	10	No	Yes°	Must be in the format mm-dd-yyyy. °**dob will calculate age.**
email	Email	String	50	No	No	Must be a valid email
lastyearworked	Last Year Worked	String	4	No	No	4-digit numeric
receivingbenefits	Receiving Benefits	String	3	No	No	Yes|No
disposition	Call Disposition	String	3	Yes	Yes	IN1, IN2, IN3, IN4, IN5, CPD

Field	Description	Data Type	Max Length	Req* for Disqualified	Req* for CPD	Notes / Valid Values
lengthofcall	Length of Call	String	4	No	No	Seconds 4-digit numeric. Time taken from start of call to end of call. Start is when call is answered.
numdialed	Number Dialed	String	10	No	No	10-digit numeric
ani	ANI	String	10	No	No	10-digit numeric
address	Address1	String	50	No	No	Address from ANI
address2	Address2	String	50	No	No	Address from ANI
city	City	String	50	No	No	
state	State	String	35	No	Yes*	State name or USPS State Code. *state or zip required
dqq	Point of Disqualification	String	255	No	No	Name of question person was disqualified on.
cpa	Current Pending Application	String	1	No	No	0|1 – If the caller has a disability app pending with social security
er	Treatment received ER only	String	1	No	No	0|1 – If all treatments were at an ER
ch	Call Handled	String	1	No	No	0|1 – If the caller spoke with an agent.
wt	Caller Wait Time	String	5	No	No	Number of seconds until the call was handled.
ccname	Call Center Name	String	25	No	No	Provided by CD (must be passed if provided)
wls	Web Lead Source	String	30	No	Yes	Web source's lead source
disdesc	Disability Description	String	500	No	No	Leads disability description
recid	Citizens Record Id	String	18	No	No	Record to be updated – Will be returned after initial post.
ca	Contact Attempt(s)	String	2	No	No	1-99 – Number of attempted contacts for a potential lead.
lqt	Live Transfer	String	1	No	No	0|1 – Live transfer.
notes	Notes	String	32,768˚	No	No	Pass notes or otherNotes. Any additional information we'd like provided. (Rich Text). ˚Length of notes + otherNotes must be less than 32,768.
otherNotes	Other Notes	Array String	32,768˚	No	No	Pass notes or otherNotes. ˚Length of notes + otherNotes must be less than 32,768.
spanish	Spanish Speaker	String	1	No	No	0|1 – If the person is a Spanish speaker.
lawyer	Lawyer	String	3	No	No	Yes|No
srcsubid	Source Sub Id	String	50	No	No	
mktoffer	Market Offer	String	80	No	No	
mktscript	Market Script	String	80	No	No	
lps	Lead Provider Score	String	2	No	No	
lpsc	Lead Provider Score Comment	String	250	No	No	

Field	Description	Data Type	Max Length	Req* for Disqualified	Req* for CPD	Notes / Valid Values
ccs	Call Center Score	String	2	No	No	
oppid	Outbound Post Provider Id	String	3	Yes	Yes	Provided by CD
consent	Consent/TCPA	String	500	No	No	Consent Verbiage
ip	Lead's IP Address	String	128	No	No	
url	URL	String	500	No	No	The URL the lead opted in to the offer
ts	Timestamp	String	100	No	No	
lpid	Lead Ping ID	String	128	No	No	Required if Lead Ping was performed on the lead
test	Test	String	5	No	No	"true"|"false" - If a test lead. (Only required for production url)

Req* = Required

Responses: You will receive an Id in the response for all successful posts that corresponds to the record in our system. You will need to store the Id if you will be performing any future updates. The Id is a String with a max length of 13. The MIME Type passed will be the MIME Type returned.

Standard HTTP POST - posting data using key-value pairs:
Standard HTTP POST - posting data with one key-value pair (lead={JSON String}):
Return HTTP status code with JSON response. (200 for OK, 400 for error, 500 for server error)
mime-type: application/x-www-form-urlencoded
cd-lp-response={"success":true,"id":"[CD Id]", "errors": {}}
cd-lp-response={"success":false,"id":null,"errors":{"field":"reason"}}

Standard HTTP POST - posting data with one key-value pair (leadXML=<XML String>):
mime-type: application/x-www-form-urlencoded
Return HTTP status code with XML response. (200 for OK, 400 for error, 500 for server error)

```
<cd-lp-response success="true">
   <id>#ID#</id>
   <errors/>
</cd-lp-response>

<cd-lp-response success="false">
   <id></id>
   <errors>
      <error>
         <field>#Field Name#</field>
         <reason>#Reason#</reason>
      </error>
   </errors>
</cd-lp-response>
```

Standard JSON MIME POST - posting data as a JSON string:
Return HTTP status code with JSON response. (200 for OK, 400 for error, 500 for server error)
mime-type: application/json
{"success":true,"id":"[CD Id]", "errors": {}}
{"success":false,"id":null,"errors":{"field":"reason"}}

Standard XML MIME POST - posting data as a XML:

mime-type: application/xml

Return HTTP status code with XML response. (200 for OK, 400 for error, 500 for server error)

```
<?xml version="1.0" encoding="UTF-8" standalone="yes"?>
<cd-lp-response success="true">
   <id>#ID#</id>
   <errors/>
</cd-lp-response>
```

```
<?xml version="1.0" encoding="UTF-8" standalone="yes"?>
<cd-lp-response success="false">
   <id/></id>
   <errors>
      <error>
         <field>#Field Name#</field>
         <reason>#Reason#</reason>
      </error>
   </errors>
</cd-lp-response>
```

If you would like our Post or Response xsd, please ask.