



Version 2 Integration Guide

For LeadMailbox Clients and Partners

Revised July 6, 2020

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Real-time Lead Post

Leads are securely delivered to LeadMailbox via HTTPS POST (or GET). The URL can be obtained from the Campaign page within the LeadMailbox Settings area or by contacting our support team

Example URL format:

<https://api.leadmailbox.com/v2/leads/add/account/routing>

Payload Format

LeadMailbox is flexible regarding the payload format and fields. Secure posts should be JSON, XML, URL fields, FORM fields, or FIELD=VALUE pairs. Each post should contain one lead. Examples can be found at the end of this document.

Response

Successful posts will respond with a JSON success message:

```
{
  "code": 0,
  "message": "Success",
  "leadid": 30003383,
  "lastname": "Consumer",
  "username": "Joe Agent",
  "duplicate": false,
  "stamp": "2018-02-21T08:11:02"
}
```

Unsuccessful posts will respond with a JSON error message:

```
{
  "code": 500,
  "message": "missing last name"
}
```

Other Delivery Formats

Although it is not recommended, leads can be emailed into LeadMailbox by sending to ACCOUNT@leadmailbox.com with the ROUTING in the subject line. Emailed leads must be plain text (no HTML or formatting) for our parser to automatically import. We must enable this for your account before it will work. *Do not email socials.*

Website Integration

Your website leads can be delivered to LeadMailbox by modifying your form action. Your webmaster may need to make the changes for you.

```
<form action="POST_URL_HERE" method="post" />  
<input type="hidden" name="landing" value="LANDING" />
```

Again, the URL can be obtained from the Campaign page within the LeadMailbox Settings area.

LANDING should contain the full URL to your “thank you” page that is displayed after the form is submitted.

We also have an HTML form generator in the Settings page.

Field Listing

Below is a list of our contact fields. Only name and some form of contact is required. Additional fields can be captured and mapped from your own field names.

Tracking (your internal reference ID)
Price
Company
Title
LastName
FirstName
Email
HomePhone
WorkPhone
MobilePhone
FaxPhone
Social
DOB
Co_LastName
Co_FirstName
Co_Email
Co_HomePhone
Co_WorkPhone
Co_MobilePhone
Co_FaxPhone
Co_Social
Co_DOB
Mail_Address
Mail_City
Mail_State
Mail_Zip
Mail_County
Phys_Address
Phys_City
Phys_State
Phys_Zip
Phys_County

Example Formats

JSON:

```
{
  "FirstName": "Jon",
  "LastName": "Consumer",
  "Email": "jon@consumer.com",
  "HomePhone": "555-444-3333",
  "MobilePhone": "555-444-1111",
  "Address": "1515 Birch St",
  "City": "Burbank",
  "State": "CA",
  "Zip": "91505",
  "Best_Time": "Morning",
  "Tracking": "123456789",
  "Notes": "Interested in solar panels"
}
```

Xml:

```
<?xml version="1.0" encoding="UTF-8"?>
<Lead>
  <FirstName>Jon</FirstName>
  <LastName>Consumer</LastName>
  <Email>jon@consumer.com</Email>
  <HomePhone>555-444-3333</HomePhone>
  <WorkPhone>555-444-2222</WorkPhone>
  <MobilePhone>555-444-1111</MobilePhone>
  <Income>12000</Income>
  <Address>1515 Birch St</Address>
  <City>Burbank</City>
  <State>CA</State>
  <Zip>91505</Zip>
  <Best_Time>Morning</Best_Time>
  <Credit_Rating>Good</Credit_Rating>
  <Loan_Request>Refinance</Loan_Request>
  <Loan_Amount>350000</Loan_Amount>
  <Prop_Value>525000</Prop_Value>
  <Tracking>123456789</Tracking>
  <Notes>Wants to close by the end of the month</Notes>
</Lead>
```

Field=Value pairs:

FirstName=Jon
LastName=Consumer
Email=jon@consumer.com
HomePhone=555-444-3333
WorkPhone=555-444-2222
MobilePhone=555-444-1111
Income=12000
Address=1515 Birch St
City=Burbank
State=CA
Zip=91505
Best_Time=Morning
Tracking=123456789
Notes=Needs an auto insurance quote