



# **Version 2 Integration Guide**

For LeadMailbox Clients and Partners

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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](mailto: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](mailto: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