**WS CRM API**

1. API link: <http://icreate-campaign.com/Admin/WS/InsertLeadCRM>
2. Sending method: POST
3. Parameters:
4. camp\_id – campaign id number (GUID) – (mandatory field)
5. lead\_id – lead number (to update an existing lead)
6. public\_key\_token – password – (mandatory field)
7. email – lead’s email (optional)
8. first\_name – lead’s first name (optional)
9. last\_name – lead’s last name (optional)
10. full\_name – lead’s full name (optional)
11. media\_source – (optional)
12. media\_channel – (optional)
13. phone – lead’s phone number (optional)
14. platform – (Web – 1, Mobile – 2, Tablet - 3) (optional)
15. ip – ip address
16. landing\_page – landing page URL
17. lead’s Facebook data (if relevant) – (optional)
18. fb\_user\_id – (mandatory field)
19. fb\_email – (optional)
20. fb\_gender – (optional)
21. fb\_full\_name – (optional)
22. fb\_profile\_link – (optional)
23. Parameters sent dynamically: all the parameters on the lead form will be sent automatically to the CRM
24. send\_to\_emails – send leads to an email address. Separate multiple emails with a semi-colon “;”.- (optional)
25. more\_crm – send the leads to other CRMs. Separate the links with a semi-colon “;”
26. email\_opt\_out – does the lead agree to receive promotional emails
27. next\_url\_success – redirect page after the lead was submitted. If left empty, you’ll receive the following XML structure:

<root>

 <IsSuccess>True</IsSuccess>

 < LeadId>[LeadId]</ LeadId>

 <Message/>

 <ErrorCode/>

</root>

1. next\_url\_failure – redirect to an error page + attached error code in the query string link. If left blank, you’ll get the following XML structure:

<root>

 <IsSuccess>False</IsSuccess>

 < LeadId />

 <Message>Explanation of error</Message>

 <ErrorCode> error code</ErrorCode>

</root>

**List of Error Codes**

55 – Campaign password is missing

56 – incorrect password

65 – campaign id number is missing

99 – internal system error

**Example**

<form method="post" action="http://icreate-campaign.com/Admin/WS/InsertLeadCRM">

 <!-- Base fields -->

 email: <input type="text" name="email" value="test@gmail.com" /> <br />

 last\_name: <input type="text" name="last\_name" value="last name" /> <br />

 first\_name: <input type="text" name="first\_name" value="first\_name" /> <br />

 full\_name: <input type="text" name="full\_name" value="full name" /> <br />

 media\_source: <input type="text" name="media\_source" value="media source" /> <br />

 media\_channel: <input type="text" name="media\_channel" value="media channel" /> <br />

 phone: <input type="text" name="phone" value="phone" /> <br />

 <br />

 <!-- Facebook data -->

 fb user id: <input type="text" name="fb\_user\_id" value="5555555555555555" /> <br />

 fb\_email: <input type="text" name="fb\_email" value="test@facebook.com" /> <br />

 fb\_gender: <input type="text" name="fb\_gender" value="male" /> <br />

 fb\_full\_name: <input type="text" name="fb\_full\_name" value="Test facebook fullname" /> <br />

 fb\_profile\_link: <input type="text" name="fb\_profile\_link" value="https://www.facebook.com/profile.php?id=5555555555555555" /> <br />

 <br />

 <!-- Dynamic data -->

 test1: <input type="text" name="test1" value="test 1" /> <br />

 test2: <input type="text" name="test2" value="test 2" /> <br />

 test3: <input type="text" name="test3" value="test 3" /> <br />

 <br />

 <!-- Campaign ID -->

 <input type="hidden" name="camp\_id" value="0173B70E-31C6-471E-82DA-923A8B8A8A91" />

 <input type="hidden" name="public\_key\_token" value="A7C268CE-21DB-48C6-B95B-3B334FF0C5F4" />

 <input type="hidden" name="email\_opt\_out" value="1" />

 <input type="hidden" name="send\_to\_emails" value="yourname@domain.com;yourname2@domain.com" />

 <input type="hidden" name="more\_crm" value="http://yourdomaincrm.com/" />

 <input type="hidden" name="next\_url" value="http://www.google.co.il" />

 <input type="submit" value="Send" />

 </form>