

Lead Management System

Feed API Instructions

The Lead Management System for HST utilizes a simple API mechanism for its partners to send the leads in real-time via HTTP Post.

Field Name	Required	Example
authcode	Yes	123456
firstname	Yes	John
lastname	Yes	Smith
address	Yes	123 Any Street
city	Yes	Bradenton
state	Yes	FL
zip	Yes	34202
phone	Yes	555-555-5555
phone2	No	666-555-5555
email	Yes	johnsmith@domain.com
trustedform_url	No	https://cert.trustedform.com/bc48926c5d35da2dcdc748138917
Applicant's Information	Required	Example
a_dob	No	1/12/1975
a_age	No	35
a_gender	No	M
a_htft	No	5
a_htin	No	11
a_weight	No	185
a_smoker	No	Yes
Spouse's Information	Required	Example
s_dob	No	1/12/1975
s_age	No	35
s_gender	No	M
s_htft	No	5
s_htin	No	11
s_weight	No	185
s_smoker	No	Yes
Dependant's Information	Required	Example
d1_dob	No	1/12/1975
d1_age	No	35
d1_gender	No	M
d1_htft	No	5
d1_htin	No	11
d1_weight	No	185

NOTE: For additional dependants, replace "d1_" with "d2_".
Up to 4 dependants are stored ("d4_")



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Post URL:

<http://hstleadmaster.com/api/lead.asp>

Successful Response:

ACCEPTED

Failed Response:

DENIED

Example Post:

http://hstleadmaster.com/api/lead.asp?authcode=123456&firstname=John&lastname=Smith&address=123+Any+Street&city=Bradenton&state=FL&zip=34202&phone=555-555-5555&phone2=666-555-5555&email=test@test.com&a_dob=1/12/1975&a_age=35&a_gender=M&a_hft=5&a_htin=11&a_weight=185&a_smoker=Yes