

API INBOUND LEAD POST

Last updated on March 11th, 2021

POST URL & FIELDS

POST URL

https://api.crm.digitalbga.com/inbound-lead/

HTTP Method

POST

FIELD NAME	REQUIRED	VALUE/TYPE	NOTES
api_user	Yes	–	Your API user.
api_key	Yes	–	Your API key.
first_name	Yes *	Text	* Full name or first & last names are required.
last_name	Yes *	Text	* Full name or first & last names are required.
full_name	Yes *	Text	* Full name or first & last names are required.
email	Yes	Email	Email
state	Yes	Numeric	Expected values details below (1)
phone	No	Numeric	Phone number (maximum 14 characters)
mobile	No	Numeric	Mobile phone (maximum 14 characters)
date_of_birth	No	MM/DD/YYYY	Date of birth
gender	No	Numeric	Expected values details below (2)
tobacco	No	Numeric	Expected values details below (3)
height	No	Numeric	Height in inches
weight	No	Numeric	Weight
address	No	Text	Address
city	No	Text	City
zip	No	Numeric	Zip Code
policy_type	No	Numeric	Expected values details below (4), If not provided policy type will be set to 580 (Life Insurance)
face_amount	No	Numeric	Face Amount
modal_premium	No	Decimal	Modal Premium

FIELD NAME	REQUIRED	VALUE/TYPE	NOTES
annual_premium	No	Decimal	Annual Premium
carrier_id	No	Numeric	Expected values details below (5)
carrier	No	Text	Carrier name, if provided will be displayed in a note.
product_id	No	Numeric	Expected values details below (6)
product	No	Text	Product name, if provided will be displayed in a note.
website_name	No	Text	Website Name
custom_field	No	Text	Optional data to be stored in custom field
sticky_note	No	Text	Sticky note field
rate_class	No	Numeric	Expected values details below (7)
duration	No	Numeric	Expected values details below (8)

(1) STATE FIELD VALUE	
VALUE	DESCRIPTION
1	Alabama
2	Alaska
3	Arizona
4	Arkansas
5	California
6	Colorado
7	Connecticut
8	Delaware
9	District of Columbia
10	Florida
11	Georgia
12	Hawaii
13	Idaho
14	Illinois

(1) STATE FIELD VALUE

VALUE	DESCRIPTION
15	Indiana
16	Iowa
17	Kansas
18	Kentucky
19	Louisiana
20	Maine
21	Maryland
22	Massachusetts
23	Michigan
24	Minnesota
26	Mississippi
25	Missouri
27	Montana
28	Nebraska
29	Nevada
30	New Hampshire
31	New Jersey
32	New Mexico
33	New York
34	North Carolina
35	North Dakota
36	Ohio
37	Oklahoma
38	Oregon
39	Pennsylvania
52	Puerto Rico

(1) STATE FIELD VALUE

VALUE	DESCRIPTION
40	Rhode Island
41	South Carolina
42	South Dakota
43	Tennessee
44	Texas
45	Utah
46	Vermont
47	Virginia
48	Washington
49	West Virginia
50	Wisconsin
51	Wyoming

(2) GENDER FIELD VALUE

VALUE	DESCRIPTION
30	Female
35	Male

(3) TOBACCO FIELD VALUE

VALUE	DESCRIPTION
70	Never used
75	Current user
80	Quit over 1 year ago
85	Quit over 2 years ago
90	Quit over 3 years ago
95	Quit over 5 years ago

(4) POLICY_TYPE FIELD VALUE

VALUE	DESCRIPTION
560	Ancillary (Not Available)
570	Final Expense
580	Life Insurance
590	Medicare (Not Available)

(5) CARRIER_ID FIELD VALUE

VALUE	DESCRIPTION
1	AIG
10	AIG - GI
12	ANICO
13	ANICO - NY
31	Accendo
32	Aetna
34	American Amicable
9	Americo
2	Assurity
14	Banner Life
3	Foresters
4	Gerber Life
5	Great Western
15	John Hancock
29	Liberty Bankers Life
16	Lincoln Financial Group
6	Mutual of Omaha
17	Mutual of Omaha FE
18	North American

(5) CARRIER_ID FIELD VALUE

VALUE	DESCRIPTION
7	Phoenix Life
19	Phoenix/Final Expense
20	Principal Financial
21	Principal Financial - NY
8	Prosperity Life
22	Protective
23	Prudential
24	Prudential - NY
30	Royal Neighbors
26	SBLI
25	Sagicor
28	Sentinel Security Life
33	Trinity Family Benefit Life
11	United States Life (AIG)
27	William Penn - NY

(6) PRODUCT_ID FIELD VALUE

VALUE	DESCRIPTION
3	ROP Term 20 (AIG)
2	ROP Term 30 (AIG)
9	Secure GUL (AIG)
8	Select a Term 10 (AIG)
7	Select a Term 15 (AIG)
6	Select a Term 20 (AIG)
5	Select a Term 25 (AIG)
4	Select a Term 30 (AIG)

(6) PRODUCT_ID FIELD VALUE

VALUE	DESCRIPTION
1	Guaranteed Issue WL (AIG - GI)
19	Signature GUL Age 0-69 (ANICO)
20	Signature GUL Age 70-80 (ANICO)
18	Signature Term 10 (ANICO)
17	Signature Term 15 (ANICO)
16	Signature Term 20 (ANICO)
15	Signature Term 30 (ANICO)
25	Signature GUL Age 0-69 (ANICO - NY)
26	Signature GUL Age 70-80 (ANICO - NY)
24	Signature Term 10 (ANICO - NY)
23	Signature Term 15 (ANICO - NY)
22	Signature Term 20 (ANICO - NY)
21	Signature Term 30 (ANICO - NY)
170	Immediate Benefit WL Preferred (Accendo)
171	Immediate Benefit WL Standard (Accendo)
172	Modified Benefit WL (Accendo)
177	Term Made Simple 10 (American Amicable)
178	Term Made Simple 15 (American Amicable)
179	Term Made Simple 20 (American Amicable)
180	Term Made Simple 30 (American Amicable)
147	Eagle Premier Age 50-59 (Americo)
148	Eagle Premier Age 60-80 (Americo)
149	Eagle Premier Age 81-85 (Americo)
158	LifeScape UL issue ages 0-75 (Assurity)
159	LifeScape UL issue ages 76-80 (Assurity)
160	Lifescape UL issue ages 81-85 (Assurity)

(6) PRODUCT_ID FIELD VALUE

VALUE	DESCRIPTION
157	LifeScape Whole Life FYC (Assurity)
155	Simplified WL Level and Graded FYC (Assurity)
156	Simplified WL Modified FYC (Assurity)
152	Term 10 year (Assurity)
153	Term 15 year (Assurity)
154	Term 20/30 year (Assurity)
32	LifeStep UL (Banner Life)
31	OPterm 10 (Banner Life)
30	OPterm 15 (Banner Life)
29	OPterm 20 (Banner Life)
28	OPterm 25 (Banner Life)
27	OPterm 30 (Banner Life)
151	Advantage WL (Foresters)
39	PlanRight Graded Age 50-80 (Foresters)
41	PlanRight Graded Age 81-85 (Foresters)
38	PlanRight Level Age 50-80 (Foresters)
40	PlanRight Level Age 81-85 (Foresters)
42	PlanRight Modified (Foresters)
37	Your Term Non Med 10 (Foresters)
36	Your Term Non Med 15 (Foresters)
35	Your Term Non Med 20 (Foresters)
34	Your Term Non Med 25 (Foresters)
33	Your Term Non Med 30 (Foresters)
43	Guaranteed Issue (Gerber Life)
44	Guaranteed Issue (Great Western)
54	Protection GUL (John Hancock)

(6) PRODUCT_ID FIELD VALUE

VALUE	DESCRIPTION
53	SmartProtect Term 10 w/Vitality (John Hancock)
52	SmartProtect Term 15 w/Vitality (John Hancock)
51	SmartProtect Term 20 w/Vitality (John Hancock)
47	Term 10 (John Hancock)
50	Term 10 w/Vitality (John Hancock)
46	Term 15 (John Hancock)
49	Term 15 w/Vitality (John Hancock)
45	Term 20 (John Hancock)
48	Term 20 w/Vitality (John Hancock)
161	Modified Whole life (Liberty Bankers Life)
162	SIMPL Final Expense Preferred (Liberty Bankers Life)
163	SIMPL Final Expense Standard (Liberty Bankers Life)
61	Life Elements 10 (Lincoln Financial Group)
60	Life Elements 15 (Lincoln Financial Group)
59	Life Elements 20 (Lincoln Financial Group)
58	Life Elements 30 (Lincoln Financial Group)
62	LifeGuarantee GUL (Lincoln Financial Group)
57	TermAccel 15 (Lincoln Financial Group)
56	TermAccel 20 (Lincoln Financial Group)
55	TermAccel 30 (Lincoln Financial Group)
176	Guaranteed Advantage Accidental Death (Mutual of Omaha)
68	Income Advantage IUL (Mutual of Omaha)
66	Term Life Answers 10 (Mutual of Omaha)
65	Term Life Answers 15 (Mutual of Omaha)
64	Term Life Answers 20 (Mutual of Omaha)
63	Term Life Answers 30 (Mutual of Omaha)

(6) PRODUCT_ID FIELD VALUE

VALUE	DESCRIPTION
67	Term Life Express (Mutual of Omaha)
72	Living Promise Graded 45-75 (Mutual of Omaha FE)
73	Living Promise Graded 76-80 (Mutual of Omaha FE)
69	Living Promise Level 45-75 (Mutual of Omaha FE)
70	Living Promise Level 76-80 (Mutual of Omaha FE)
71	Living Promise Level 81-85 (Mutual of Omaha FE)
77	ADDvantage 10 (North American)
76	ADDvantage 15 (North American)
75	ADDvantage 20 (North American)
74	ADDvantage 30 (North American)
78	Custom Guarantee (North American)
87	Express Term 10 (Phoenix Life)
86	Express Term 15 (Phoenix Life)
85	Express Term 20 (Phoenix Life)
84	Express Term 30 (Phoenix Life)
83	Term 10 (Phoenix Life)
82	Term 15 (Phoenix Life)
81	Term 20 (Phoenix Life)
80	Term 30 (Phoenix Life)
79	Remembrance (Phoenix/Final Expense)
92	Protector GUL (Principal Financial)
91	Term - 10 (Principal Financial)
90	Term - 15 (Principal Financial)
89	Term - 20 (Principal Financial)
88	Term - 30 (Principal Financial)
97	Protector GUL (Principal Financial - NY)

(6) PRODUCT_ID FIELD VALUE

VALUE	DESCRIPTION
96	Term - 10 (Principal Financial - NY)
95	Term - 15 (Principal Financial - NY)
94	Term - 20 (Principal Financial - NY)
93	Term - 30 (Principal Financial - NY)
150	New Vista Final Expense (Prosperity Life)
108	Advantage Choice UL (Protective)
107	Classic Choice 10 (Protective)
106	Classic Choice 15 (Protective)
105	Classic Choice 20 (Protective)
104	Classic Choice 25 (Protective)
103	Classic Choice 30 (Protective)
102	Custom Choice 10 (Protective)
101	Custom Choice 15 (Protective)
100	Custom Choice 20 (Protective)
99	Custom Choice 25 (Protective)
98	Custom Choice 30 (Protective)
121	Index Advantage UL (Prudential)
116	Term Elite 10 (Prudential)
115	Term Elite 15 (Prudential)
114	Term Elite 20 (Prudential)
113	Term Elite 30 (Prudential)
112	Term Essential 10 (Prudential)
111	Term Essential 15 (Prudential)
110	Term Essential 20 (Prudential)
109	Term Essential 30 (Prudential)
119	Term ROP 15 (Prudential)

(6) PRODUCT_ID FIELD VALUE

VALUE	DESCRIPTION
118	Term ROP 20 (Prudential)
117	Term ROP 30 (Prudential)
120	UL Protector (Prudential)
129	Term Elite 10 (Prudential - NY)
128	Term Elite 15 (Prudential - NY)
127	Term Elite 20 (Prudential - NY)
126	Term Elite 30 (Prudential - NY)
125	Term Essential 10 (Prudential - NY)
124	Term Essential 15 (Prudential - NY)
123	Term Essential 20 (Prudential - NY)
122	Term Essential 30 (Prudential - NY)
131	Term ROP 20 (Prudential - NY)
130	Term ROP 30 (Prudential - NY)
164	Graded Death WL - Ages 50-75 (Royal Neighbors)
165	Graded Death WL - Ages 76-80 (Royal Neighbors)
166	Graded Death WL - Ages 81-85 (Royal Neighbors)
167	SI Whole Life - Ages 50-75 (Royal Neighbors)
168	SI Whole Life - Ages 76-80 (Royal Neighbors)
169	SI Whole Life - Ages 81-85 (Royal Neighbors)
140	Term 10 (SBLI)
139	Term 15 (SBLI)
138	Term 20 (SBLI)
137	Term 25 (SBLI)
136	Term 30 (SBLI)
135	GUL (Sagicor)
134	Sage Term 10 (Sagicor)

(6) PRODUCT_ID FIELD VALUE

VALUE	DESCRIPTION
133	Sage Term 15 (Sagicor)
132	Sage Term 20 (Sagicor)
173	Golden Eagle Graded 50-80 (Trinity Family Benefit Life)
174	Golden Eagle Level Benefit 50-80 (Trinity Family Benefit Life)
175	Golden Eagle Level Benefit 81-85 (Trinity Family Benefit Life)
14	Select a Term 10 (United States Life (AIG))
13	Select a Term 15 (United States Life (AIG))
12	Select a Term 20 (United States Life (AIG))
11	Select a Term 25 (United States Life (AIG))
10	Select a Term 30 (United States Life (AIG))
146	LifeStep UL (William Penn - NY)
145	OPterm 10 (William Penn - NY)
144	OPterm 15 (William Penn - NY)
143	OPterm 20 (William Penn - NY)
142	OPterm 25 (William Penn - NY)
141	OPterm 30 (William Penn - NY)

(7) RATE_CLASS FIELD VALUE

VALUE	DESCRIPTION
100	Level
105	Graded
110	Guaranteed Issue
320	Preferred Best
325	Preferred
330	Standard Plus
335	Standard

(7) RATE_CLASS FIELD VALUE

VALUE	DESCRIPTION
340	Preferred Tobacco
345	Standard Tobacco
350	Table 1
355	Table 2
360	Table 3
365	Table 4
370	Table 5
375	Table 6
380	Table 7
385	Table 8
390	Table 9
395	Table 10
400	Table 11
405	Table 12
410	Other

(8) DURATION FIELD VALUE

VALUE	DESCRIPTION
270	10 Year Term
275	15 Year Term
280	20 Year Term
285	25 Year Term
290	30 Year Term
295	GUL
300	Whole Life
305	Final Expense Level

(8) DURATION FIELD VALUE

VALUE	DESCRIPTION
310	Final Expense Graded
315	Final Expense Guaranteed Issue

EXAMPLE REQUEST

api_user=&api_key=&first_name=&last_name=&full_name=&email=&state=&phone=&mobile=&date_of_birth=&gender=&tob
acco=&height=&weight=&address=&city=&zip=&policy_type=&face_amount=&modal_premium=&annual_premium=&carrier_i
d=&carrier=&product_id=&product=&website_name=&custom_field=&sticky_note=&rate_class=&duration=

EXAMPLE RESPONSE (JSON)

On Success

```
{"success": "xxxxxxxxxx Lead UID xxxxxxxxxxxx"}
```

Example Error

```
{"error": "Unable to insert lead, required lead fields are missing: email"}
```