Introduction

The eLocal Ping/Post API allows eLocal partners to conditionally send a subset of lead information to eLocal's systems to query whether eLocal is interested in buying the full lead. This subset request is known as the *PING*. If eLocal expresses interest, the full lead data is then sent to eLocal. Sending the full lead information is referred to as the *POST*.

This document defines the interface for both the ping and the post methods.

About the eLocal API

Technical Requirements for all Requests

- All requests will use [JSON](#) notation to communicate data
- All requests must be made with a content type of application/json
- All requests must be made using an HTTP POST request

Development/Testing

While performing your development, eLocal will supply you with a developer API key. This key will be used to make sample requests against a testing service and validate that requests and responses are working as expected. No leads posted to the testing server will be delivered to eLocal clients. All requests with the developer key should be made on http://stage.api.elocal.com/

There are two main goals during development:

- The eLocal partner develops the code to integrate with the API
- The eLocal partner and eLocal work together to develop a set of partner-specific Need IDs that classify each request. This mapping will provide a data crosswalk between the partner's classifications and eLocal's classifications.

Production

When development is complete and all data has been mapped to Need IDs, eLocal will issue you the API key you will need to point at the production server (http://api.elocal.com).

Exclusive vs. Shared Leads

When integrating with eLocal we support two different methods of sending leads.

Exclusive Leads

When eLocal is buying leads exclusively, no one besides eLocal will be contacting providers with this lead. Exclusive leads are the most common way eLocal integrates with partners. It is assumed that a ping/post will be exclusive, unless the exclusive flag is explicitly set to false.

Shared Leads

On occasion, eLocal will received shared leads from their partners. These are leads that may have been sent to providers either by our partner, or by other organization collaborating with the partner. When working with shared leads, some additional information will need to be sent between the partner and eLocal.

- When pinging eLocal, the partner will need to explicitly tell eLocal that the lead will be shared and how many slots will be available
- When eLocal is interested in the shared lead, the response will include the number of slots eLocal is interested in purchasing. This number will be greater than zero and less than or equal to the number of slots available.
- Upon posting to eLocal, the partner will again need to explicitly tell eLocal that the lead will be shared and how many slots will be available. In addition the partner will need to inform eLocal about where the lead has already sent. This is done by sending over hashes that represent the phone numbers and/or email addresses that the lead has been sent to. There may be 0 to n hashes sent over with the post request.
- eLocal will respond to the shared lead post with the number of slots that were taken as well as a list of 1 to n hashes that represent the phone numbers and/or email addresses that eLocal contacted with the lead.

Hashes for Contact Information

When a lead is exclusively sold to eLocal, it is easy to ensure that no vendor receives the same leads multiple times. However, with shared leads, it becomes more challenging to make sure there is no duplication. There is a competing need to not be sending plain text emails and phone numbers over this communication channel; we want to minimize the risk of any accidental leakage of this data. To allow for de-duplication while not sending over the plain text information, we will hash all communication values (emails and phones) that are being contacted using SHA1 and transmit the hexadecimal representation of the hash.

For example, if I were sending a lead to *joe@gmail.com*, the resulting hash would be *845336aee473fced1a585b0bef609c887b29c1bc*.

Dynamic Pricing Information

The eLocal API has the ability to return information about what price we are willing to pay. When a ping request is made is accepted by eLocal, we will return the price at which we are willing pay for this lead in the *price* field.

When constructing your post request JSON, please make sure that the ping*token field is filled in with the ping* token. This will ensure that the pricing information returned to you in the ping will be used for the post.

Ping

The *ping* is sent to eLocal by the lead provider. It provides enough information about the lead to allow eLocal to decide whether they would like to buy the full lead or not. Generally, we will require information about the lead (called the need_id) and the geography (through the zip code) to determine whether we would like to accept the lead

Ping Request

JSON Format

```
{"ping": {
    "key": "[value]",
    "zip_code": "[value]",
    "need_id": "[value]",
    "sender_id": "[value]",
    "tcpa_consent": "true|false",
    "exclusive": "[value]",
    "slots_available": "[value]"
    }
}
```

Request Details

Parameter	Required?	Description	SQL Datatype	Example
key	REQUIRED	eLocal API Key provided to you by eLocal. This key identifies the request as coming from your service.	varchar(20)	afdf398faedfa3
zip_code	REQUIRED	The US ZIP Code for the lead.	varchar(5)	01233
		When integrating with a partner, eLocal will work with you to to determine your		

need_id	REQUIRED	set of need IDs. These need IDs map to specific details of the lead so we can ensure we have a provider to accept the lead. Often these are your own identifiers.	varchar(255)	9876
sender_id	OPTIONAL	YOUR identifier for this request. This is entirely optional, but if specified, it will be echoed back to you in the response.	varchar(255)	9876
tcpa_consent	OPTIONAL	Has the user given consent compliant with the [Telephone Consumer Protection Act](http://en.wikipedia.org/wiki/Telephone_Consumer_Protection_Act_of_1991) that they may be contacted by auto-dialers. More details on [TCPA Requirements](http://www.kleinmoynihan.com/publication/new-tcpa-rules-effective-october-16-2013/). If not specified, this is assumed to be false.	boolean	false
exclusive	OPTIONAL	If shared leads are being sent to eLocal, this flag should be set to _false_. If not specified the flag is defaulted to true	boolean	true
slots_available	REQUIRED if exclusive set to false. Otherwise ignored.	A positive integer reflecting the number of shared slots available for eLocal to send leads to. This field is required if a lead is not exclusive.	integer	3

Ping Response

JSON Format

```
{"response": {
        "status": "success|error",
        "token": "[value]",
        "sender_id": "[value]",
        "message": "[value]",
        "exclusive": true|false,
        "slots_claimed": 1-5,
        "price": 5.55,
     "hashed_contacts": [
       "[value]",
       "[value]"
       ]
    }
}}
```

Response Details

Parameter	Required?	Description	SQL Datatype	Example
status	REQUIRED	Denotes whether the request was successful or an error.	varchar(7)	success or error
token	REQUIRED	An eLocal generated token for the request. Used to uniquely identify request when debugging.	varchar(50)	2S2S-A2SD-K48B
message	OPTIONAL	Any additional message information about this request. If an error occurs, details will be contained in this message.	text	API Key is invalid
sender_id	OPTIONAL	YOUR identifier for this request. This is entirely optional, but if specified it the request, it will be echoed back to you in the response.	varchar(255)	9876
price	OPTIONAL	If this is an exclusive lead, eLocal will return the price we are willing to pay for the lead.	decimal	5.55
exclusive	OPTIONAL	If this parameter is passed in during a ping request, it's value will be echoed back in the response. If not passed in, this is assumed to be true.	boolean	true
		A positive integer reflecting the number of shared slots		

| slots_claimed | REQUIRED if exclusive set to false. | eLocal would be interested in sending this lead to. This value will only appear if the exclusive flag is set to false. | integer | 3 |
| hashed_contacts | OPTIONAL Only used with shared leads. Only shows up if slots claimed | An array of strings that are hexadecimal representations of email/phone numbers that have been contacted with this lead by eLocal. Used to make sure there is no duplication of leads being sent. | array of strings | ["5131512f2d165ca283b055bc6f32bc01dd23121e"] |

Example Request/Response

Using curl

Success

```
> curl -H 'Content-type: application/json' \
  -d '{"ping": {"zip_code":"19428", "need_id": "1000", "key":"YOUR_KEY_HERE" }}' \
  http://api.elocal.com/lead/ping
          {"response":{"status":"success","token":"ximok-hesok-dovix"}}
```

Success for non-exclusive lead

```
> curl -H 'Content-type: application/json' \
  -d '{"ping": {"zip_code":"19428", "need_id": "1000", "key":"YOUR_KEY_HERE", "exclusive": f
  http://api.elocal.com/lead/ping
          {"response":{"status":"success","token":"ximok-hesok-dovix", "exclusive":false,
```

Failure

```
> curl -H 'Content-type: application/json' \
  -d '{"ping": {"zip_code":"99556", "need_id": "1000", "key":"YOUR_KEY_HERE" }}' \
  http://api.elocal.com/lead/ping
          {"response":{"status":"failure","token":"xinaf-lutif-cosyx",
          "message":"Not interested in this lead"}}
```

Post

JSON Format

```
{"post": {
    "key": "[value]",
    "ping_token": "[value]",
    "zip_code": "[value]",
    "need_id": "[value]",
    "sender_id": "[value]",
    "first_name": "[value]",
    "last_name": "[value]",
    "phone": "[value]",
    "email": "[value]",
    "address": "[value]",
    "description": "[value]",
    "tcpa_consent": true|false,
    "exclusive": true|false,
    "slots_available": "[value]",
    "hashed_contacts": [
      "[value]",
      "[value]"
    ]
    }
}
```

Request Details

Parameter	Required?	Description	SQL Datatype	Example
key	REQUIRED	eLocal API Key provided to you by eLocal. This key identifies the request as coming from your service.	varchar(20)	afdf398faedfa3
ping_token	REQUIRED if a ping request was made for this post. Should not be present if a direct (i.e. pingless) post	The token that came from the ping request associated with this post. For partners that are directly posting to eLocal, this field may be ignored.	varchar(50)	2S2S-A2SD-K48B
zip_code	REQUIRED	The US ZIP Code for the lead.	varchar(5)	01233
need_id	REQUIRED	When integrating with a partner, eLocal will work with you to to determine your set of need IDs. These need IDs map to specific details of the lead so we can ensure we have a provider to accept the lead. Often these are your own	varchar(255)	9876

		identifiers.		
first_name	REQUIRED	The first name of the person asking for the lead.	varchar(255)	Lester
last_name	OPTIONAL	The last name of the person asking for the lead.	varchar(255)	Tester
phone	REQUIRED	The primary contact phone number for the person asking for the lead. Phone numbers should be formatted with 10 digits, optionally with hyphens.	varchar(12)	555-555-5555
email	OPTIONAL	The primary contact email for the person asking for the lead.	varchar(255)	exampleemail@gmail.com
address	OPTIONAL	The address for the person asking for the lead. This may include street address information, but city and state are not needed as we derive the city and state from the zip code .	text	123 Main St
description	OPTIONAL	Any additional information about the lead that a provider should know about. Generally, this text should be unstructured.	text	
sender_id	OPTIONAL	YOUR identifier for this request. This is entirely optional, but if specified, it will be echoed back to you in the response.	varchar(255)	9876
tcpa_consent	OPTIONAL	Has the user given consent compliant with the [Telephone Consumer Protection Act](http://en.wikipedia.org/wiki/Telephone_Consumer_Protection_Act_of_1991) that they may be contacted by auto-dialers. More details on [TCPA Requirements](http://www.kleinmoynihan.com/publication/new-tcpa-rules-effective-october-16-2013/). If not specified, this is assumed to be false.	boolean	false
exclusive	OPTIONAL	If this lead is a shared lead, this flag should be set to _false_. If not specified the flag is defaulted to true	boolean	true
hashed_contacts	OPTIONAL Only used with shared leads	An array of strings that are hexadecimal representations of email/phone numbers that have already been contacted with this lead. Used to make sure there is no duplication of leads being sent.	array of strings	["5131512f2d165ca283b055bc6f32bc01dd23121e"]

Post Response

JSON Format

```
{"response": {
        "status": "success|error",
        "token": "[value]",
        "sender_id": "[value]",
        "elocal_lead_id": "[value]",
        "message": "[value]"}
    }
```

Response Details

Parameter	Required?	Description	SQL Datatype		Example
status	REQUIRED	Denotes whether the request was successful or an error.	varchar(7)	success or error	
token	REQUIRED	An eLocal generated token for the request. Used to uniquely identify request when debugging.	varchar(50)	2S2S-A2SD-K48B	
message	OPTIONAL	Any additional message information about this request. If an error occurs, details will be contained in this message.	text	API Key is invalid	
elocal_lead_id	OPTIONAL	The eLocal internal identifier for the lead generated from this request. This will only be present on a successful transaction.	integer	9876	
sender_id	OPTIONAL	YOUR identifier for this request. This is entirely optional, but if specified it the request, it will be echoed back to you in the response.	varchar(255)	9876	
exclusive	OPTIONAL	If this parameter is passed in during a post request, it's value will be echoed back in the response. If not passed in, this is assumed to be true.	boolean	true	

slots_available	REQUIRED if exclusive set to false.	An integer greater than or equal to zero reflecting the number of shared slots eLocal will be taking for this lead. This value will only appear if the exclusive flag is set to false.	integer	3
hashed_contacts	OPTIONAL Only used with shared leads	An array of strings that are hexadecimal representations of email/phone numbers that have been contacted with this lead by eLocal. Used to make sure there is no duplication of leads being sent.	array of strings	["5131512f2d165ca283b055bc6f32bc01dd23121e"]

Example Request/Response

Using curl

Success

```
        curl -H 'Content-type: application/json' \
         -d '{"post": {"zip_code":"19428", "need_id": "1000", "key":"YOUR_KEY_HERE", "first_nam
          http://api.elocal.com/lead/post
         {"response":{"status":"success","token":"ximof-cosyf-lysyx","elocal_lead_id":1154763}}%

    #### Success / Shared Request
```

curl -H 'Content-type: application/json' \ -d '{"post": {"*zipcode*":"19428", "*need*id": "1000", "key":"YOUR*KEY*HERE", "first*name*": "Lester", "lastname": "Tester", "phone": "555-555-5555", "email": "lester@tester.com" }}'\ http://api.elocal.com/lead/post
{"response":{"status":"success","token":"ximof-cosyf-lysyx","elocal*ead*id":1154763}}%

```
    #### Failure
```

curl -H 'Content-type: application/json' \ -d '{"post": {"*zipcode*":"19428", "*need*id": "1000", "key":"YOUR*KEY*HERE", "first*name*": "Lester", "lastname": "Tester", "phone": "", "email": "lester@tester.com" }}'\ http://api.elocal.com/lead/post
{"response":{"status":"failure","token":"ximef-misuk-casex","message":"Could not save lead: Phone is required"}} ```