LeadStream - Vendor Integration

How to leverage PhoneBurner's industry-leading lead delivery technology.

Overview

LeadStream is a lead delivery and management platform for teams.

This proprietary technology gives administrators the ability to intelligently distribute leads among their sales team, and into the core contact management and dialing platform within each user's PhoneBurner account.

LeadStream features a rich and highly customizable set of delivery options - including Blind Pull, Preview Pull, Round Robin Push, and LeadBlitz - that dictates how these leads get distributed and used.

This document details how to post the lead fields. Each LeadStream has a unique data point assigned to it (cm_id). Your customer will need to provide you with this data point in order for each post to be successful.

Lead Deliver Route

The base LeadStream route is:

https://www.phoneburner.com/api/vendor/put_contact

Data is sent to this URL using a GET method with the following fields:

- **key** - your unique vendor key. This must be included in every post. You will receive this value from PhoneBurner when you are setup as a lead vendor.

- **user_id** - the unique id of the LeadStream management account.

- **firstname** - first name of lead

- **lastname** - last name of lead

- **email** - email of lead

- **phone** - phone of lead

- **address1** - address of lead

- **address2** - address line 2 of lead

- **city** - city of lead

- **state** - state of lead

- **zip** - zip of lead

- **country** - country of lead

- **cm_id** – unique LeadStream id. Your customer will give you the value required for each LeadStream.

Example lead delivery

Here is an example lead delivery GET that uses some of the most common data points.

https://www.phoneburner.com/api/vendor/put_contact?
key=XXXX&user_id=123456&firstname=Jeff&lastname=Sample&email=jeffsample@example.com&phone=9495551212&cm_id=YYYY

Lead Delivery Responses

If your post is successful you will get a response like this:

SUCCESS|https://www.phoneburner.com/ms/lead_redirect?upc=ATFHD3PP

The first element SUCCESS tells you the lead was accepted. The second element is a unique URL for the lead and can be ignored.

If the post is not successful because you are delivering to an user_id that does not exist, you will get a response like this:

FAILURE|UNKNOWN USER

First element says FAILURE. Second element is the reason for the failure. For example, if you posted with an invalid e-mail address you would get this response:

FAILURE|INVALID EMAIL

Here is a list of all the possible error codes:

- ERROR|IDNUMBER IS REQUIRED

- ERROR|UNKNOWN USER

- ERROR|CANCELLED USER

- ERROR|INVALID EMAIL

- ERROR|DUPLICATE EMAIL

- ERROR|CM_ID IS REQUIRED

- ERROR|CM_ID IS INVALID

- ERROR|BAD RESPONSE TYPE

Extra Data

Sending additional data to the PhoneBurner API is also possible. This is useful if you have data that doesn't fit within the standard fields listed above. The data is sent in question / answer form:

- **question[0]** - a label for question 0

- **answer[0]** - the answer to question 0

- **question[1]** - the name of the question 1

- **answer[1]** - the answer to question 1

You can keep incrementing this to include more questions and answers. Add these question / answer pairs onto the GET request. An example of this extra data looks like this:

```
&question[0]=Age&answer[0]=35&question[1]=Occupation&answer[1]=Teacher
```