

HomeAdvisor HTTP Post Lead Feed

HomeAdvisor provides a simple HTTP post mechanism for delivering customer leads to a partner endpoint. The leads will be delivered in real-time when a lead is assigned to your account.

Testing Endpoint URL: Please define the URL you would like us to post the leads to for testing integration

Production Endpoint URL: Please define the URL you would like us to post live leads to once the process has been tested

Handling the Response: Once we post to your URL, we expect an HTTP Response code “200” back with a message in the body of the response indicating the success or failure of a particular post. Anything other than a success message or a 200 will result in a retry.

Success string: Please define a word pattern/string that we can search for indicating that the posting was a success. This can be anything you like, and the contents of the response will be stored, so any unique job numbers or other points of data that can be cross referenced are preferred. As an example, a quasi XML response like: <success>job number 12345</success> is suitable.

Errors/Retry: In the event that we experience an error we will retry the lead 3 times with a 15 minute interval in between retries. Please ensure that these retries do not create duplicate content issues with your system:

Errors include:

- a response code other than 200
- a server time-out
- a 200 with content that doesn't match the “success string”

Example Post:

```
first_name=John&last_name=Smith&address1=1234+E.+LOMBARD+ST.&city=Hyattsville&state=MD&postal_code=20785&phone_primary=2025553214&email=notreal%40aol.com&srOID=1234566&taskOID=40133&taskName=Asphalt+Shingle+Roofing+-+Install+or+Replace&comments=ROOF+AND+GUTTERS+NEED+REPLACING&interview=What+is+the+nature+of+this+project%3F%3ACompletely+replace+roof%3B+Special+Features+for+Roof%3AGutters+and+downspouts%3B+Are+you+aware+of+any+leaks+or+damage+to+the+roof%3F%3A%3B+Stories+in+House%3AThree+stories+or+more%3B+Interested+in+Green+Alternatives%3AYes%3B+Request+Stage%3APlanning+%26+Budgeting%3B+Desired+Completion+Date%3A1+-+2+weeks%3B+Property+Owner%3AYes%3B+Covered+by+Insurance%3A%3B&match_type=market&lead_description=Market+Match&sp_entity_id=65465456&sp_company_name=Bobs+Roofing+CO
```

Field Name	Example Data	Required	Comment
first_name	TestFname	Y	Customer First Name
last_name	TestLname	Y	Customer Last Name
address1	123 Main	Y	Customer Address
city	Weehawken	Y	Customer City
state	NJ	Y	Customer State / Province Code
postal_code	07086	Y	Customer ZIP / FSA
phone_primary	3105551234	Y	Customer Primary Phone
email	test%40gmail.com	Y	Customer Email
srOID	12355	Y	HomeAdvisor's unique job identifier
taskOID	60410	Y	HomeAdvisor's objective product identifier
taskName	Cleaning+Services	Y	HomeAdvisor's readable product name (for presentation only)
match_type	exact	Y	exact or market
			Description of lead type. Currently one of: Exact Match Instant Booking Instant Connect Market Match Opportunity Lead
lead_description	Market+Match	Y	Depending on the type of lead.
comments	basic+cleaning	N	customer comments
interview		N	delimited question & answer presentation for interview data. ** be aware that the values here can change at any time
sp_entity_id		Y	The unique business identifier identifying your business account(s) in the HomeAdvisor system
sp_company_name		Y	your business name(s) in the HomeAdvisor system
sp_partner_id		N	The unique business identifier identifying your business account(s) in your system . A franchise number for example
crm_key		N	The system can pass through a unique CRM platform identifier. It is alpha-numeric and can be up to 256 characters long.