Publisher API Integration Document

This document specifies the standard process for porting Leads from Vendor/Publisher to the Meritto CRM

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Version	Author	Description	Date
API_LP_1.0	Team Meritto	Creation of Leads	4th Sep 2018
API_LP_2.0	Team Meritto	Updation of Leads	18th Jan 2019

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Objective

This document specifies the standard process of porting the Leads captured by the vendor/publisher to the Meritto CRM via Lead Porting API.

Meritto provides a REST API that can be used by the vendor/publisher to Create and/or Update Leads attributes in the CRM.

Creating/Updating Leads

To create a new lead in the CRM, the vendor/publisher has to push the following parameters (mandatory), as and when a lead is captured bythem.

- **Email id** (Entered by theLead)
- **Mobile Number** (Entered by theLead)
- **Source** (Campaign Source as captured by theInstitute)
- **Unique Secret Key** (Provided by Meritto)
- **Unique college id** (Provided by Meritto)

To update lead which is already pushed in Meritto CRM, the vendor/publisher has to request with action parameter as Update.

API Endpoint

https://<environment>/dataPorting/<college_id>/<source>

Note: *As per the process, we recommend pushing a Test Lead on the provided environment. After confirmation of the data received, the Vendor/Publisher should plug the API to push the Leads on the production/live environment.*

Sample Create Request (POST)

```
{
[college_id] => 353
[name] => applicant
[email] =>dummy@gmail.com
[country_dial_code] => +91
[mobile] =>9999999999
[source] => 5pxl
[state] => Delhi
[City] => NewDelhi
[secret_key] => <Hashshared>
}
```

Sample Response (JSON)

```
{
 "status": "Success/Fail/Duplicate"
 }
```

Sample Update Request

```
{
[college_id] =><353>
[name] => applicant
[email] =>dummy@gmail.com
[country_dial_code] => +91
[mobile] =>9999999999
[source] => 5pxl
[state] => Delhi
[City] => NewDelhi
[secret_key] => <Hash
shared>[action] => update
}
```

Sample Update Response (JSON)

```
{

[status] => Successfully updated

}
```

Sample Request Parameters

Field Name	Field Description	Is Mandatory?	Sample Values	Is it pre-defined?
[name]	Registered Name	Configuration Based	Applicant	
[email]	Registered Email	Yes	dummy@gmail.com	
[country_dial_code]	Country Code as shared by the institute	Yes	91	Yes
[mobile]	Registered Mobile	Yes	9999999999	
[state]	Registered State as shared by the institute	Institute Specific	Delhi	Yes
[city]	Registered City as shared by the institute	Institute specific	South Delhi	Yes
[course]	The course as shared by the Institute	Institute specific	MBA	Yes
[source]	Source of the leads	Yes		Yes
[medium]	Medium	Configuration Based		
[campaign]	Campaign	Configuration Based		
[secret_key]	College Secret Key	Yes		Yes
[college_id]	College Unique Id	Yes		Yes

Note: All the above-mentioned parameters and values are sample data for actual parameters. That will be shared by Institute along with this document.

Notes

- For all the pre-defined Data Fields i.e. Country Dial Code, State, City, Class, Specialization, the Vendor/Publisher has to get the Master Data Sheet from Institute. The same values need to be passed in the API.

- The "Source" value will be fixed but "Medium and Campaign" can be passed dynamically.

- There may be Custom Fields available for the Vendor/Publisher which is configured solely basis the discussion with the client. This information can be rendered from the Institute/Meritto while initiating the Integration.

- While pushing the Leads, it is required that the Mandatory fields are not blank and carry a valid value. Else, the entire Record will be failed.

- Basis the Configuration (Primary Email or Mobile or Both), the Lead will be returned as Duplicate.

- In case, you push the Lead with action as 'update', the corresponding blank/filled attributes will be updated and you will receive Success or Fail Response.

- Ideally, all the data transfers should happen on a real-time basis to facilitate an efficient lead nurturing process at the Institute end.

- All the pre-defined Data Fields i.e., Country dial code, State, and City are Global master values that will be shared with this document for your reference.