

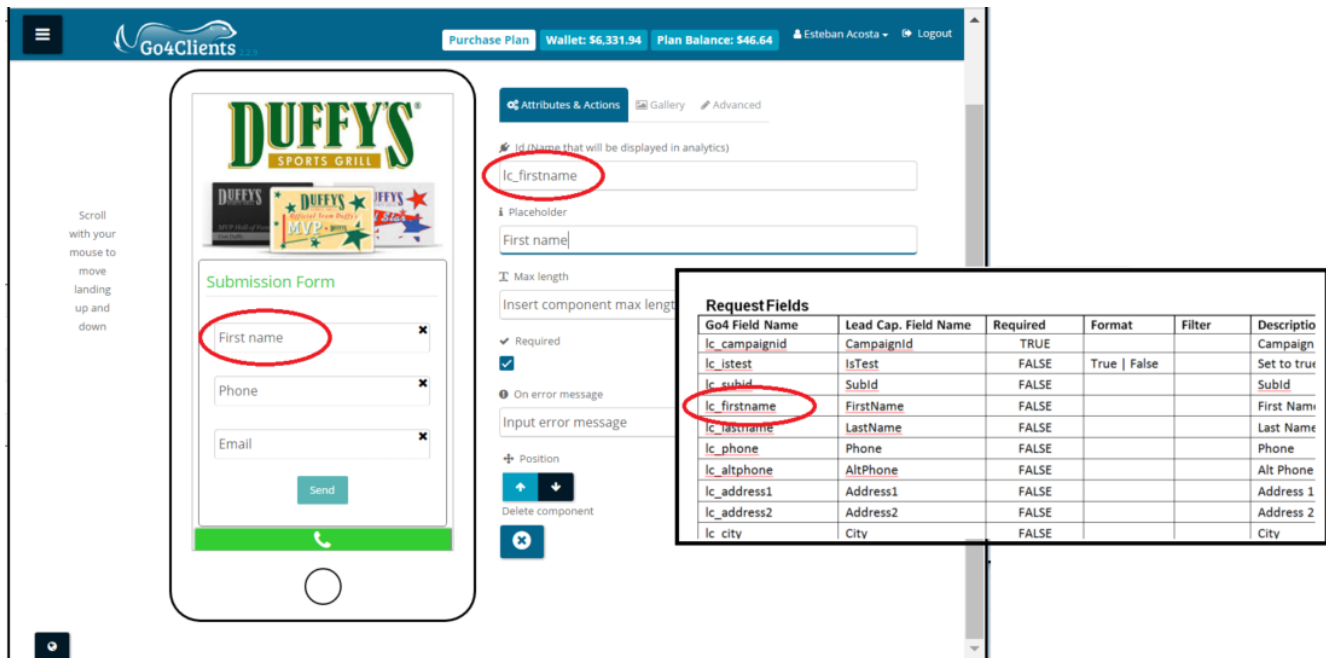
## Go4Clients – LeadCapsule Integration

The following document describe the procedure to integrate the G4Clients landing pages platform with the LeadCapsule platform.

### Description

A form designed in G4Clients landing page platform, can send in real time the form content to your LeadCapsule platform, more detailed example as follows:

1. Design the landing page and match the **component\_ids** of the fields to be sent, with the Go4Clients Field Name. All the options are in the *Requested Fields Table* shown bellow. In the following example, we want to send the First Name so we set the **component\_id** to **lc\_firstname**. Check the Illustration 1 for more details.



The screenshot shows the Go4Clients interface with a mobile form for 'DUFFY'S SPORTS GRILL'. The form has fields for 'First name', 'Phone', and 'Email'. The 'First name' field is circled in red. To the right, there is a 'Request Fields' table. The row for 'lc\_firstname' is also circled in red.

| Go4 Field Name | Lead Cap. Field Name | Required | Format       | Filter | Descriptio  |
|----------------|----------------------|----------|--------------|--------|-------------|
| lc_campaignid  | CampaignId           | TRUE     |              |        | Campaign    |
| lc_istest      | IsTest               | FALSE    | True   False |        | Set to true |
| lc_subid       | SubId                | FALSE    |              |        | SubId       |
| lc_firstname   | FirstName            | FALSE    |              |        | First Name  |
| lc_lastname    | LastName             | FALSE    |              |        | Last Name   |
| lc_phone       | Phone                | FALSE    |              |        | Phone       |
| lc_altphone    | AltPhone             | FALSE    |              |        | Alt Phone   |
| lc_address1    | Address1             | FALSE    |              |        | Address 1   |
| lc_address2    | Address2             | FALSE    |              |        | Address 2   |
| lc_city        | City                 | FALSE    |              |        | City        |

Illustration 1: Example

2. Send an email to your sales representative or to support@Go4Clients.com requesting to add the LeadCapsule integration for your account. Remember to include your account details and the designed landing page name. Also include a table to match the Go4Clients field names to your LeadCapsule fields names.

Done! With these simple steps you will be able to have your customers information in real time.

### Request Fields Table

| Go4 Field Name | Lead Cap. Field Name | Required | Description   |
|----------------|----------------------|----------|---|
| lc_campaignid  | CampaignId           | TRUE     | Campaign Id Provided Above  |
| lc_istest      | IsTest               | FALSE    | Set to true when performing a test  |
| lc_subid       | SubId                | FALSE    | SubId   |
| lc_firstname   | FirstName            | FALSE    | First Name  |
| lc_lastname    | LastName             | FALSE    | Last Name   |
| lc_phone       | Phone                | FALSE    | Phone   |
| lc_altphone    | AltPhone             | FALSE    | Alt Phone   |
| lc_address1    | Address1             | FALSE    | Address 1   |
| lc_address2    | Address2             | FALSE    | Address 2   |
| lc_city        | City                 | FALSE    | City  |
| lc_state       | State                | FALSE    | Values<br>AL = Alabama<br>AK = Alaska<br>AZ = Arizona<br>AR = Arkansas<br>CA = California<br>CO = Colorado<br>CT = Connecticut<br>DE = Delaware<br>DC = District of Columbia<br>FL = Florida<br>GA = Georgia<br>HI = Hawaii<br>ID = Idaho<br>IL = Illinois<br>IN = Indiana<br>IA = Iowa<br>KS = Kansas<br>KY = Kentucky<br>LA = Louisiana<br>ME = Maine<br>MD = Maryland<br>MA = Massachusetts<br>MI = Michigan |

- MN = Minnesota
- MS = Mississippi
- MO = Missouri
- MT = Montana
- NE = Nebraska
- NV = Nevada
- NH = New Hampshire
- NJ = New Jersey
- NM = New Mexico
- NY = New York
- NC = North Carolina
- ND = North Dakota
- OH = Ohio
- OK = Oklahoma
- OR = Oregon
- PA = Pennsylvania
- RI = Rhode Island
- SC = South Carolina
- SD = South Dakota
- TN = Tennessee
- TX = Texas
- UT = Utah
- VT = Vermont
- VA = Virginia
- WA = Washington
- WV = West Virginia
- WI = Wisconsin
- WY = Wyoming

|               |            |       |                     |
|---------------|------------|-------|---------------------|
| lc_zip        | Zip        | FALSE | Zip Code            |
| lc_dob        | DOB        | FALSE | DOB (mm/dd/yyyy)    |
| lc_email      | Email      | FALSE | Email Address       |
| lc_gender     | Gender     | FALSE | M = Male F = Female |
| lc_heightft   | HeightFT   | FALSE | Height FT           |
| lc_heightinch | HeightInch | FALSE | Height Inch         |

|                                      |                                    |       |  |
|--------------------------------------|------------------------------------|-------|--|
| lc_weight                            | Weight                             | FALSE | Weight   |
| lc_medicalcondition                  | MedicalCondition                   | FALSE | Medical Condition  |
| lc_medication                        | Medication                         | FALSE | Yes No   |
| lc_smoker                            | Smoker                             | FALSE | Yes No   |
| lc_currentlyinsured                  | CurrentlyInsured                   | FALSE | Yes No   |
| lc_householdincome                   | HouseholdIncome                    | FALSE | Household Income   |
| lc_ipaddress                         | IPAddress                          | FALSE | IP Address   |
| lc_healthconditions                  | HealthConditions                   | FALSE | Yes No   |
| lc_thankyouredirect                  | ThankYouRedirect                   | FALSE | A URL to redirect to upon a successful post instead of displaying the XML response |
| lc_failureredirect                   | FailureRedirect                    | FALSE | A URL to redirect to upon a failed post instead of displaying the XML response     |
| lc_appendresponsecode<br>detoreirect | AppendResponseCode<br>deToRedirect | FALSE | Option to append the response code to the redirect URL                             |

## Integration Procedure

1. Create the landing page that is going to send the information to LeadCapsule
2. Send an email to [support@go4clients.com](mailto:support@go4clients.com) with:
  - a. Go4Clients account info
  - b. Landing page info
  - c. The following information provided by LeadCapsule ( see Image)
    - i. LeadCapsule Gateway address
    - ii. Campaign Id



### Lead Vendor Posting Specification - SMS

Successful implementation of the API requires a key-value pair for HTTP POST or HTTP GET. An XML response is produced after an attempt to access the gateway.

Gateway Address:

CampaignId:

### Request Fields

| Field Name | Required | Format       | Filter | Description                        |
|------------|----------|--------------|--------|------------------------------------|
| CampaignId | True     |              |        | Campaign Id Provided Above         |
| IsTest     | False    | True   False |        | Set to true when performing a test |

3. Go4 Support team will test with the LeadCapsule testing Platform
4. and once tested it will migrated to the production