



Lead Distribution Affiliate API v.2





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Important details

Affiliates can manipulate lead and goal data via API requests. It means that they can push leads, get their information along with getting the goal data with the help of these requests.

In this document you may find information about Affiliate API routes, their peculiarities as well as response, request, and possible error examples.

In developing Affiliate API, architectural constraints for RESTful API services have been met. The POST and GET methods are available for use in the API.

Mind that only the "**application/json**" request and response format is supported.

To be able to work with Affiliate API, you need to have an **authorization token**. Ask your Lead Distribution responsible to get it.

Note

- The number of GET requests is limited to 10 requests in 3 seconds.
- Using the same authorization token, the body of POST requests must not be identical for every 2 minutes.



Affiliate API Requests

Push leads

Affiliates can push their leads using this request.

URL: "https://YOUR_DOMAIN.irev.com/api/affiliates/v2/leads"

Method: POST

Headers:

- "Authorization": "YOUR_API_TOKEN"
- "Content-Type": "application/json"



Body

Required:

- *"ip"* (string) – lead's IP address;

Optional:

- *"country_code"* (string) – lead's country code in ISO-2 format;
- *"lead_language"* (string) – lead's language in ISO 639-1 format;
- *"is_test"* (boolean) – mark for test leads (*"false"* by default);
- Lead Profile items (examples):
 - *"email"* (string) – lead's email;
 - *"first_name"* (string) – lead's first name;
 - *"last_name"* (string) – lead's last name;
 - *"password"* (string) – lead's password;
 - *"phone"* (string) – lead's phone number;
 - *"affiliate_id"* (string) – your affiliate ID in the Lead Distribution system (ask your Lead Distribution responsible);
 - *"offer_id"* (string) – your offer ID in the Lead Distribution system (ask your Lead Distribution responsible).

Values of **Lead Profile** items with the **“Text”** type (aff_sub, etc.) may contain up to **512 characters**. If they exceed this limit, they will be trimmed to 512 characters, and `<..>` will be added at the end.

Note

Lead Profile keys are set individually and may differ from the example. Consult your Lead Distribution responsible to obtain the accurate data.

Request body example

```
Unset
{
  "ip": "1.1.1.1",
  "country_code": "DE",
  "lead_language": "en",
  "password": "123abcDEF",
  "phone": "+889283304487",
  "first_name": "Test",
  "last_name": "Lead",
  "email": "TestLead@test.com",
  "offer_id": "1",
  "affiliate_id": "2"
}
```

Success response parameters

- *lead_uuid* – UUID of a newly-created lead in Lead Distribution;
- *auto_login_url* – URL for a lead to log in (may be proxied);
- *advertiser_uuid* (optional) – UUID of an advertiser to which a lead was pushed successfully.
- *advertiser_name* (optional) – advertiser name to whom a lead was pushed successfully.

Success response example

Status Code: 200

```
Unset
{
  "lead_uuid": "0f1b8398-e144-4fa6-93e0-1d7dce7b74db",
  "auto_login_url":
  "https://autologin-domain.com/sdk/v1/leads-workflow/go/11/0f1b8398-e1
  44-4fa6-93e0-1d7dce7b74db",
  "advertiser_uuid": "06aad39-9034-47ad-8edb-de8992ba6803",
  "advertiser_name": "Test Brand"
}
```

Failed push responses

Status Code: 400: *Invalid request body* (fixable input)

```
Unset
{
  "name": "MoleculerError",
  "message": "Failed push to advertiser",
  "code": 400,
  "type": "ERROR_PUSH",
  "data": {
    "lead_uuid": "0fe06fc7-7d07-46f3-9a71-c953ce733ba1",
    "errorMessage": "firstName should not be empty",
    "errorType": "FIXABLE_INPUT"
    "externalLeadId": "",
    "autoLoginUrl": "",
    "requiredResponseFields": [{
      "key": "email";
    }
  ]
}
```

```
        "value": "testLead@test.com";
    }
}
}
```

Failed push response parameters

- *"message"* – information about a push result;
- *"code"* – code of an error;
- *"type"* – push status;
- *"data"*
 - *"leadUuid"* – UUID of a newly-created rejected lead in the LD system;
 - *"errorMessage"* – more details about the error;
 - *"errorType"* – error type;
 - *"requiredResponseFields"* – array consisting keys and values which are required for a lead to be pushed successfully.

Error Types with status code 400

Error	Description
BLOCKED_BY_TRAFFIC_FILTER	Rejected by CRM Traffic Filter (e.g., these days of the week are not allowed).
ROTATION_ERROR	E.g., lead was rejected when a rejected cap was already full.
FIXABLE_INPUT	Validation error (e.g., first name is not specified).
DUPLICATION_ERROR	Advertiser duplication error (e.g., a lead with the same email already exists for this advertiser).
CRM_DUPLICATION_ERROR	Lead was rejected according to Lead Distribution deduplication rules.
BLOCK_COUNTRY	This country is not allowed.
INVALID_DATA	Validation error on an advertiser's side.
UNKNOWN	Unknown Error.
TIMEOUT_ERROR	Timeout error (85 seconds is the global timeout for the entire rotation).
NO_AUTOLOGIN_URL	Autologin URL is not specified.
NO_BRAND_CRM_ID	Lead ID in an advertiser system is not specified.
BLOCKED_BY_ADVERTISER	Rejected by an advertiser (e.g., the phone number already exists in an advertiser system).

Status Code: 401

- *Authorization error*

```
Unset
{
  "name": "MoleculerError",
  "message": "Unauthorized",
  "code": 401,
  "type": "ERROR_AUTHORIZATION"
}
```

- Invalid API Token

```
Unset
{
  "name": "MoleculerError",
  "message": "Token isn't active",
  "code": 401,
  "type": "ERROR_AUTHORIZATION"
}
```

- IP is not whitelisted

```
Unset
{
  "name": "MoleculerError",
  "message": "IP is not authorized to proceed",
  "code": 401,
  "type": "ERROR_AUTHORIZATION"
}
```

Status Code: 404: *Route is not found* (typo in route)

```
Unset
{
  "name": "NotFoundError",
  "message": "Not found",
  "code": 404,
  "type": "NOT_FOUND"
}
```

Status Code: 410: *API version is not supported* (ask your LD representative for the relevant API version)

```
Unset
{
  "name": "MoleculerError",
  "message": "API version V1 is not supported",
  "code": 410,
  "type": "NOT_SUPPORTED"
}
```

Status Code: 415: *Unsupported content type error* (valid content-type is "application/json")

```
Unset
{
  "name": "UnsupportedContentType",
  "message": "Unsupported content type",
  "code": 415
}
```

Status Code: 422: *Validation error (fixable input)*

```
Unset
{
  "name": "MoleculerError",
  "message": "Validation Error",
  "code": 422,
  "type": "FIXABLE_INPUT",
  "data": {
    "lead_uuid": null,
    "errorMessage": "Country_code must be in ISO2 format",
    "errorType": "FIXABLE_INPUT",
    "autoLoginUrl": "",
    "externalLeadId": "",
    "requiredResponseFields": []
  }
}
```

Or *Partners Platform Error* (contact your LD representative)

```
Unset
  "name": "MoleculerError",
  "message": "Click creating failed",
  "code": 422.
  "type": ERROR_PARTNER_PLATFORM
}
```

Status Code: 429: *Rate limit exceeded error (too many requests)*

```
Unset
{
  "name": "RateLimitExceeded",
  "message": "Rate limit exceeded",
  "code": 429
}
```

Status Code: 500: *Any system errors (contact support representatives)*

```
Unset
{
  "name": "MoleculerError",
  "message": "Can't create lead",
  "code": 500,
  "type": "ERROR_FSM"
}
```



Get leads

Affiliates can get lead data using this request.

URL: "https://YOUR_DOMAIN.irev.com/api/affiliates/v2/leads"

Method: GET

Headers:

- "Authorization": "YOUR_API_TOKEN"

Parameters

Optional:

- Time filters (if not set, leads for all time are returned):
 - "*created_from*" (date), format: "2023-06-22T00:00:00Z";
 - "*created_to*" (date), format: "2023-06-23T00:00:00Z";
- Pagination filters (if not set, first 20 leads are returned):
 - "*page*" (number), default: 1;
 - "*per_page*" (number), default: 20, max: 100;
- Other filters:
 - "*goal_type_uuid*" (uuid) – valid UUID of a certain goal type (if not set, all goal types are returned);
 - "*is_test*" (boolean) – select if test or real leads to be returned (if not set, both test and real leads are returned);

Note

The valid time zone for time filters is UTC **only**.

If you send this request remaining its body empty, the first 20 leads (both test and real) for all time and goal types will be returned.

Request URL example

Unset

```
https://YOUR_DOMAIN.irev.com/api/affiliates/v2/leads?created_from=2023-08-01&created_to=2023-08-30&goal_type_uuid=987abff9-716a-4843-aa60-2311ebd52d58&page=1&per_page=100
```

Success response parameters


- *uuid* – conversion UUID in Lead Distribution;
- *externalId* – lead ID in the advertiser system;

Success response example

Status Code: 200

Unset

```
[
  {
    "uuid": "0c4aa3e1-5df2-45cb-94ee-f07267edfac7",
    "goalTypeUuid": "cdc72987-0141-4bfa-b83f-beb8570a3669",
    "goalType": "Lead",
    "leadSource": "GEO Funnel",
    "country": "RS",
    "ip": "93.86.208.220",
    "countryLanguage": "sr",
    "advertiserUuid": "79878abf-34be-4646-88ba-fce7168f4ad0",
    "advertiserName": "Advertiser #2 Demo",
    "externalId": "16350",
    "tpUuid": "e9dd14de-2ddb-4179-bcf5-deb5d628cc37",
    "funnelUuid": "f32bda2c-a05e-4273-b8d1-d4723204704a",
    "funnelGroupUuid": "cc4c5af2-f4ac-413d-a959-d3aef11175e6",
    "funnelName": "Tesler DE",
    "funnelUrl": "https://funnel-domain.xyz/tesler-de/index.html",
    "funnelLanguage": "de",
    "aff_sub": "DsawF",
    "last_name": "TestSName",
    "email": "te3242st123321@testco234m.com",
    "phone": "+38162012326",
    "password": "123123Abc!",
    "first_name": "TestName",
    "isTest": false,
    "createdAt": "2023-08-28T14:10:44.176Z"
  }
]
```

In the response, an array of leads is returned. Fields may differ depending on naming of Lead Profile keys.


Failed responses

Status Code: 401: *Authorization error* (invalid API Token or IP is not whitelisted)

```
Unset
{
  "name": "UnsupportedContentType",
  "message": "Unauthorized",
  "code": 401,
  "type": "ERROR_AUTHORIZATION"
}
```

Status Code: 404: *Route is not found* (typo in route)

```
Unset
{
  "name": "NotFoundError",
  "message": "Not found",
  "code": 404,
  "type": "NOT_FOUND"
}
```



Status Code: 410: *API version is not supported* (ask your LD representative for the relevant API version)

```
Unset
{
  "name": "MoleculerError",
  "message": "API version V1 is not supported",
  "code": 410,
  "type": "NOT_SUPPORTED"
}
```

Status Code: 415: *Unsupported content type error* (valid content-type is "application/json")

```
Unset
{
  "name": "MoleculerError",
  "message": "Unsupported content type",
  "code": 415
}
```

Status Code: 422: *Validation error*

```
Unset
{
  "name": "ValidationError",
  "message": "Parameters validation error!",
  "code": 422,
  "type": "VALIDATION_ERROR",
  "data": [
    {
      "type": "numberMax",
      "message": "The 'per_page' field must be less than or equal to
100.",
      "field": "per_page",
      "expected": 100,
      "actual": "120"
    }
  ]
}
```

Status Code: 429: *Rate limit exceeded error* (too many requests)

```
Unset
{
  "name": "RateLimitExceeded",
  "message": "Rate limit exceeded",
  "code": 429
}
```



Get goal types

Affiliates can get all goal names as well as their UUIDs using this request.

URL: "https://YOUR_DOMAIN.irev.com/api/affiliates/v2/goal-types"

Method: GET

Headers:

- "Authorization": "YOUR_API_TOKEN"

Parameters

No parameters.

Success response parameters

- *uuid* – goal type UUID in Lead Distribution;
- *name* – name of a goal type in Lead Distribution.



Success response example

Status Code: 200: Returns array of goal types

```
Unset
[
  {
    "uuid": "78c6ff24-4373-4164-af9f-7e0207fec1d6",
    "name": "Pushed Lead"
  },
  {
    "uuid": "9890dd68-6776-46d5-a845-603d7c8f8fbe",
    "name": "FTD"
  }
]
```

Failed responses

Status Code: 401: Authorization error (invalid API Token or IP is not whitelisted)

```
Unset
{
  "name": "UnsupportedContentType",
  "message": "Unauthorized",
  "code": 401,
  "type": "ERROR_AUTHORIZATION"
}
```

Status Code: 404: *Route is not found* (typo in route)

```
Unset
{
  "name": "NotFoundError",
  "message": "Not found",
  "code": 404,
  "type": "NOT_FOUND"
}
```

Status Code: 410: *API version is not supported* (ask your LD representative for relevant API version)

```
Unset
{
  "name": "MoleculerError",
  "message": "API version V1 is not supported",
  "code": 410,
  "type": "NOT_SUPPORTED"
}
```

Status Code: 429: *Rate limit exceeded error* (too many requests)

```
Unset
{
  "name": "RateLimitExceeded",
  "message": "Rate limit exceeded",
  "code": 429
}
```