

Lead Creation API

Authentication

All requests to `/create` must include a valid API key. This is matched against the affiliate account associated with the subdomain.

Pass the key via either:

Method	Details
Request header	<code>X-API-KEY: <your_api_key></code>
Body parameter	<code>"api_key": "<your_api_key>"</code>

The header takes precedence if both are provided.

Create Lead

```
POST /create
```

Validates and creates a new lead record, then dispatches a personalised link to the lead via SMS and email.

Request Body

`Content-Type: application/json`

Field	Type	Required	Validation	Description
<code>name_first</code>	string	Yes	max 255 chars	Lead's first name.
<code>name_last</code>	string	Yes	max 255 chars	Lead's last name.
<code>date_of_birth</code>	string	Yes	Valid date	Date of birth (e.g. <code>1985-06-15</code>).
<code>email</code>	string	Yes	Valid RFC/DNS email	Lead's email address.

Field	Type	Required	Validation	Description
phone_number	string	Yes		Lead's mobile number.
postcode	string	Yes	Valid UK postcode	Lead's postcode.
title	string	No	max 50 chars	Salutation (e.g. Mr, Mrs, Dr).
house_name	string	No	max 255 chars	House name.
house_number	string	No	max 20 chars	House number.
street	string	No	max 255 chars	Street name.
town_city	string	No	max 255 chars	Town or city.

Example Request

```
POST /create
Content-Type: application/json
X-API-KEY: your_api_key_here

{
  "title": "Mr",
  "name_first": "John",
  "name_last": "Smith",
  "date_of_birth": "1982-03-14",
  "email": "john.smith@example.com",
  "mobile": "07700900123",
  "house_number": "42",
  "street": "Elm Road",
  "town_city": "Leeds",
  "postcode": "LS1 1AA"
}
```

Responses

201 Created — Lead created successfully

The lead has been created. A personalised PCP checker link was dispatched via SMS and/or email. The `count` in the message reflects how many communications were successfully sent (0–2).

```
{
  "message": "Lead successfully created and 2 welcome communications
dispatched.",
  "status": "success",
  "lead_id": 1048
}
```

401 Unauthorized — Missing or invalid API key

```
{
  "message": "Unauthorized: Invalid or missing API Key."
}
```

422 Unprocessable Entity — Validation failed

```
{
  "message": "The given data was invalid.",
  "errors": {
    "email": ["The email field must be a valid email address."],
    "postcode": ["The postcode field must be a valid UK postcode."]
  }
}
```

422 Unprocessable Entity — Duplicate lead

A lead with matching details already exists in the system and has converted.

```
{
  "message": "The given client has already converted."
}
```

```
}
```

500 Internal Server Error — Lead creation failed

```
{
  "message": "Failed to create record.",
  "error": "..."}

```

500 Internal Server Error — Communication dispatch failed

The lead was created but an error occurred while sending the welcome communications.

```
{
  "message": "Failed to process.",
  "error": "..."}

```

Communication Behaviour

On successful lead creation, the API attempts to send the lead a personalised PCP checker link via two channels:

Channel	Condition
SMS	Attempted if a valid mobile phone number
Email	Attempted if email address is valid

Failures on either channel are logged but do **not** cause the overall request to fail. The `count` value in the success response (0–2) reflects how many were delivered successfully.