



RSI Webhook Payload Field Reference Table

Field Name	Data Type	Required?	Validation	Limitations / Notes
address1	String	No	Max 300 characters (total with Address2 field length)	Address Line 1
address2	String	No	Max 300 characters (total with Address1 field length)	Address Line 2
birthDate	String (date)	No	Date	Format must be a valid date otherwise it will not be saved. Valid date formats are: mm/dd/yyyy, mm-dd-yyyy, mm.dd.yyyy.
campaignId	Integer	No	Digit	Must match an existing campaign ID in RSI Campaign Manager. Default Campaign ID will be assigned if empty
city	String	No	Max 70 characters	Address City
email	String (email)	Yes**	Max 50 characters	Required if phone is not provided
emailOptIn	String	No	One of possible values (case is ignored)	List of possible values: Yes, No.
firstName	String	Yes*	Max 50 characters	Required if fullName is not provided
formName	String	No	Max 50 characters	Helps identify the web form source (e.g., ContactUsForm)
fullName	String	Yes*	Max 101 characters	Required if <i>firstName</i> and <i>lastName</i> are not provided
gender	String	No	One of possible values (case is ignored)	List of possible values: Male, Female, None, Unknown.
googleClickId	String	No	Max 100 characters	For Google Ads conversion tracking (GCLID)
homePhone	String	No	Max 50 characters	Format standardization recommended (no symbols/spaces)
insurance	String	No	Max 50 characters	Can be mapped with insurance names in RSI. If not mapped, will be appened to the lead notes field like Insurance: <insurance>
insurancePlan	String	No	Max 900 characters	Can be mapped with insurance plan names in RSI. If not mapped, will be appened to the lead notes field like Insurance Plan: <insurancePlan>
lastName	String	Yes*	Max 50 characters	Required if fullName is not provided
location	String	No	Max 200 characters	Office or practice location. Preferably mapped to exact names from PM
message	String	No	Max 1000 characters	Free text field from the lead form
owner	String	No	Max 100 characters	Can be mapped with user first and last names in RSI. If not mapped, will be appened to the lead notes field like Owner: <owner>
phone	String	Yes**	Max 50 characters	Format standardization recommended (no symbols/spaces). Required if email is not provided
procedure	String	No	Max 200 characters	Relevant medical procedure or service. Can be mapped with Procedure names in RSI
provider	String	No	Max 200 characters	Refers to physician or specialist. Preferably mapped to exact names from PM
referralSource	String	No	Max 100 characters	Can be mapped with referral source names in RSI. If not mapped, will be appened to the lead notes field like Referral Source: <referralSource>
referringProvider	String	No	Max 200 characters	Can be mapped with referring provider names in RSI. If not mapped, will be appened to the lead notes field like Referring Provider: <referringProvider>
smsOptIn	String	No	One of possible values (case is ignored)	List of possible values: Yes, No.
state	String	No	2 characters	The abbreviation of address State
utmCampaign	String	No	Max 200 characters	UTM campaign tag e.g. from Google Ads
utmContent	String	No	Max 200 characters	UTM content tag (e.g., ad name/variant)
utmMedium	String	No	Max 200 characters	UTM medium tag (e.g., email, social, cpc)
utmSource	String	No	Max 200 characters	UTM source tag (e.g., facebook, google)
utmTerm	String	No	Max 200 characters	UTM keyword (for paid search terms)
zipCode	String	No	Max 25 characters	U.S. ZIP code format
attachments	Array of Objects	No	- filename - max 255 chars - mimeType - max 50 chars - base64content - max 30MB	Includes fileName, mimeType, and base64Content; used for uploading file(s)

* One of firstName and lastName OR fullName is required.

** One of email OR phone is required.