

Universal Webhook Integration Data Guide



The Universal Webhook Integration is supported for all Unlock HRAs. For more information about this integration, please refer to the "Universal Webhook - Unlock HRAs Integration" document.

Webhook Standard Fields

Webhook Field Name	HRA Data Dictionary Field Name	Description
address_1	address	The street address of the consumer. Based on client customization, this field may be optional or hidden. If it is hidden, it will be empty.
answers	n/a	A JSON blob containing answers captured and calculations for each HRA. For descriptions of fields within the "answers" blob, refer to the Data Dictionary for the specific HRA type.
app_key	n/a	Unique identifier for the specific HRA completed by the consumer.
app_type_key	n/a	Unique identifier for the HRA type.
app_type_name	appType	The name of the HRA type completed by the consumer.
campaign	campaign	The data that was passed to the HRA in the utm_campaign parameter.
city	city	The city of the consumer. Based on client customization, this field may be optional or hidden. If it is hidden, it will be empty.
client_data	clientData	Data passed to the HRA via the c parameter. The c parameter can contain any client-defined data included in the URL.
client_name	clientName	The Client Organization name displayed in the HRA Console.
completed	completed	A boolean that indicates whether the HRA has been completed at the time the payload was generated.
completed_at	completedTime	A timestamp for the HRA completion. It will not be present until the HRA is completed.
connection_id	connectionId	A universally unique ID that represents the consumer's HRA usage session. This can be used as an external ID value.
content	content	The data that was passed to the HRA in the utm_content parameter.
cta1_call_caregiver	cta1_callCaregiver	Boolean value indicating if the user chose to supply a caregiver's phone number for the call-back when completing CTA1, the first of three possible CTAs (Engagement Queue option).
cta1_completed	cta1_completed	Boolean value indicating whether CTA1 was clicked (non-Engagement Queue CTAs) or a call-back was requested (Engagement Queue CTAs), where CTA1 indicates the first CTA displayed in the sequence of three possible CTAs.
cta1_data_name	cta1_data_name	The data name assigned to CTA1 in the Console during CTA creation, where CTA1 indicates the first CTA displayed in the sequence of three possible CTAs.
cta1_phone	cta1_phone	The phone number provided in CTA1 (the call-back option in the Engagement Queue), where CTA1 represents the first CTA displayed in the sequence of three possible CTAs.
cta1_phone_opt_in	cta1_phoneOptIn	Boolean value showing if the consumer opted in to phone communications when submitting their phone number in CTA1 — the call-back (Engagement Queue) option presented first among three possible CTAs.
cta2_call_caregiver	cta2_callCaregiver	Boolean value indicating if the consumer chose to supply a caregiver's phone number for the call-back when completing CTA2, the second of three possible CTAs (Engagement Queue option).
cta2_completed	cta2_completed	Boolean value indicating whether CTA2 was clicked (non-Engagement Queue CTAs) or a call-back was requested (Engagement Queue CTAs), where CTA2 indicates the second CTA displayed in the sequence of three possible CTAs.
cta2_data_name	cta2_data_name	The data name assigned to CTA2 in the Console during CTA creation, where CTA2 indicates the second CTA displayed in the sequence of three possible CTAs.
cta2_phone	cta2_phone	The phone number provided in CTA2 (the call-back option in the Engagement Queue), where CTA2 represents the second CTA displayed in the sequence of three possible CTAs.

cta2_phone_opt_in	cta2_phoneOptIn	Boolean value showing if the consumer opted in to phone communications when submitting their phone number in CTA2 — the call-back (Engagement Queue) option presented second among three possible CTAs.
cta3_call_caregiver	cta3_callCaregiver	Boolean value indicating if the consumer chose to supply a caregiver's phone number for the call-back when completing CTA3, the last of three possible CTAs (Engagement Queue option).
cta3_completed	cta3_completed	Boolean value indicating whether CTA3 was clicked (non-Engagement Queue CTAs) or a call-back was requested (Engagement Queue CTAs), where CTA3 indicates the last CTA displayed in the sequence of three possible CTAs.
cta3_data_name	cta3_data_name	The data name assigned to CTA3 in the Console during CTA creation, where CTA3 indicates the last CTA displayed in the sequence of three possible CTAs.
cta3_phone	cta3_phone	The phone number provided in CTA3 (the call-back option in the Engagement Queue), where CTA3 represents the last CTA displayed in the sequence of three possible CTAs.
cta3_phone_opt_in	cta3_phoneOptIn	Boolean value showing if the consumer opted in to phone communications when submitting their phone number in CTA3 — the call-back (Engagement Queue) option presented last among three possible CTAs.
current_time	n/a	Timestamp that indicates when the payload was generated.
custom_answers	n/a	All answers captured for custom questions for each HRA. Custom questions are optional and are configured within the HRA Console.
date_of_birth	dateOfBirth	The date of birth of the consumer.
email	email	The email address of the consumer.
first_name	firstName	The first name of the consumer. For HRAs that support caregivers answering on behalf of a person, it is NOT the name of the caregiver.
first_name_caregiver	firstName_caregiver	The first name of the caregiver who completed this HRA on behalf of the consumer.
gender_pronouns	genderPronouns	The preferred gender pronouns of the consumer.
hra_url	hraUrl	The URL of the HRA assessment completed by the consumer.
last_activity_timestamp	lastActivityTimestamp	The timestamp of the most recent user interaction within the HRA session. For completed HRAs, this value is the same as the completed_at timestamp. For partial or incomplete HRAs, this reflects the timestamp of the last page submission.
last_name	lastName	The last name of the consumer. For HRAs that support caregivers answering on behalf of a person, it is NOT the name of the caregiver.
last_name_caregiver	lastName_caregiver	The last name of the caregiver who completed this HRA on behalf of the consumer.
locale	n/a	Indicates the language chosen when configuring a new HRA in the Console.
location	location	The client location name shown in the HRA Console.
marketing_opt_in	marketingOptIn	Indicates if the consumer has opted-in to receive email marketing communications. If this option is not included in the HRA, the value is set based on parameters in the HRA Legal and Compliance section.
medium	medium	The data that was passed to the HRA in the utm_medium parameter.
myself_someone_else	myselfSomeoneElse	Indicates whether the consumer is taking the assessment for themselves or for someone else.
page	n/a	A unique identifier that represents each completed HRA page (optional feature). It can be in the format questions-1 or custom-1. It will be null in the completed HRA submission payload.
phone_1	phone	The 10 digit phone number of the consumer (US based number assumed). Based on client customization, this field may be optional or hidden. If it is hidden, it will be empty.
phone_opt_in	phoneCallOptIn	Indicates if the consumer has opted-in to receive a phone call about their results. If this option is not included in the HRA, the value is set based on parameters in the HRA Legal and Compliance section.
reminder_url	reminderUrl	A URL that allows the consumer to resume the HRA from the last saved page. It can be used in a Reminder email (for drop-offs). It will not be present in the completed HRA submission payload.
report_opt_in	reportOptIn	Indicates if the consumer has opted-in to receive their result report emailed to them.
report_url	reportUrl	The URL of the completed HRA's HTML Results Report.

source	source	The data that was passed to the HRA in the utm_source parameter.
started_at	created, startedTime	Timestamp that indicates when the consumer began the HRA.
state	state	The 2 character state abbreviation of the US state for the consumer. Based on client customization, this field may be optional or hidden. The integration checks for StateCode first to determine if State and Country picklists have been enabled and if so, writes to the StateCode field, otherwise it adds the 2 letter state code into the state field directly.
tealium_data	n/a	For Tealium clients, contains the contents of window.utag.data.
term	term	The data that was passed to the HRA in the utm_term parameter.
url_parameters	n/a	A JSON blob containing all URL parameters, including standard UTMs. <i>Note: if you are utilizing reminder email links, you will see the ogid parameter here as well.</i>
zip_code	zipCode	The 5 digit zip code of the consumer. Based on client customization, this field may be optional or hidden. If it is hidden, it will be empty.