

Portal URL Parameters

The following URL parameters can be used to create customized experiences within the New York Life Application Portal. Many can be used in combination for added value. To use parameters, add on to your existing domain beginning with a question mark. To add multiple parameters, include an ampersand in between each new parameter.

For example: <https://nyl.nylinure.com?parameter=123¶metertwo=456>.

If you need assistance in creating URLs for your site or would like to verify any you have created, please reach out to us at gmad_marketing@newyorklife.com or (914) 846-3017.

Parameter	Value <i>(Do not use any spaces)</i>	Description
form=		
	advisor	Directs user to advisor template.
apply=	form	Directs user to eligibility page.
applicant=	member	Site only allows for member to apply. Hides "This insurance is for..." question on eligibility page.
	member,spouse	Site only allows for member + spouse to apply. Hides "Child(ren)" checkbox for question "This insurance is for" on eligibility page.
category=	li,di,sh,oo	Isolates 1 coverage category to be only options shown. Categories not identified in URL parameter will be hidden as such — landing page: quote tool coverage category question, quote tool coverage questions (note: if parameter doesn't include LI or DI, entire quote tool will be hidden), about coverage section category; eligibility page: "Choose coverages you are interested" question (entire question removed); header: plan brochure dropdown links.
categories=	li,di,sh,oo	Isolates 2-3 coverage categories to be only options shown. List categories in URL parameter with comma-separated list. Categories not identified in URL parameter will be hidden as such — landing page: quote tool coverage category question, quote tool coverage questions (note: if parameter doesn't include LI or DI, entire quote tool will be hidden), about coverage section category; eligibility page: "Choose coverages you are interested" question (checkboxes for categories not included); header: plan brochure dropdown links.
prods=	G-XXXXX,G-YYYYY	Isolates identified product(s) to be only options shown. List products (G-number) in URL parameter with comma-separated list. Any product not identified in URL parameter will be hidden as such — landing page: quote tool modal, about coverage section links; header: plan brochure dropdown links; coverage page: product boxes within the coverage category section.
featured_prod=	G-XXXXX-X	Product is listed in featured product section on coverage page.
amt=	G-XXXXX-X_XXXXX	Preset a coverage amount for a specific product. Data used will include the G number with an underscore and the desired coverage amount to be preset with no commas.
qt=	none	Hides quote tool on landing page. Note: "Benefit Amount" quote tool is showing by default if qt is not included in URL parameter.
campaign=	ABC123	Sends campaign code data to analytics & XML. Prints campaign code on PDF. Note: maximum of 30 alphanumeric characters.
pmt=	opt	If payment is required as a standard for a client, this parameter enables payment to become optional. When used, instead of displaying payment options, it will add a question for "Do you wish to add payment information?" with Yes/No options. If user selects "Yes", the payment details will expand.
campaign=	campaignName	Sends campaign code data to analytics & XML. Prints campaign code on PDF. Note: Maximum of 30 characters. Can include alphanumeric characters, dash and underscore.
ctg=	di	Displays disability coverage category section first on the coverage page
	oo	Displays office overhead coverage category section first on the coverage page
	sh	Displays supplemental health coverage category section first on the coverage page