
Lead Engine API

for

Dealer Callout Lead Providers

Version 1.21



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Table of Contents

1	INTRODUCTION.....	4
1.1	SCOPE.....	4
1.2	OVERVIEW OF SERVICES	4
2	PING.....	6
2.1	OVERVIEW	6
2.2	PING INTERFACE.....	6
3	POST.....	18
3.1	OVERVIEW	18
3.2	REQUIRED ELEMENTS.....	18
3.3	POST INTERFACE.....	19
3.4	POST WITH OPTION LIST INTERFACE.....	33
3.5	POST WITH OPTION FLAG INTERFACE	35
4	ERRORS.....	37
4.1	OVERVIEW	37
4.2	ERROR INTERFACE	37
5	CONSUMER COMMUNICATION OPTIONS	43
5.1	OVERVIEW	43
5.2	COMMUNICATION OPTIONS INTERFACE.....	43
6	CONTACTS.....	49
6.1	BUSINESS CONTACTS.....	49
6.2	TECHNICAL CONTACTS.....	49
	APPENDIX A: GLOSSARY	50
	APPENDIX B: PING/POST ERROR MESSAGES.....	51

Revision History

Name	Date	Reason For Changes	Version
G. Dunkle	08/08/06	Initial Draft from prior brand	0.5
G. Dunkle	06/05/07	Final Approved	1.0
G. Dunkle	06/21/07	Added references to Communication Options web service	1.1
G. Dunkle	07/13/07	Updated Contact Information	1.2
G. Dunkle	01/14/08	Updated Contact Information	1.21

1 Introduction

1.1 Scope

Autobytel Inc. (Autobytel) currently generates automotive sales leads via the company's branded websites: autobytel.com, autoweb.com, carsmart.com, car.com, and myride.com. Further, Autobytel accepts quality leads from other lead aggregators with whom we have a strategic partnership.

Autobytel has created a means by which preferred partners may submit their leads to the Autobytel lead system leveraging the benefits of web services. This document covers the formatting, validating, sending of, and response to the web service SOAP methods of transmitting sales lead information

This document and these services are intended for the sole use of our strategic partners to send sales leads to Autobytel Inc.

1.2 Overview of Services

1.2.1 Ping

PING is designed to be a lightweight, simple validation system that, when given minimal information, will make a decision as to the acceptability of a potential lead.

Outside of the normal 200, 400, and 500 level web server messages that can be encountered when communicating via the internet, the ping system returns SOAP responses to the Lead Provider for both success and error conditions.

The ping system performs necessary data validations before returning a response. If the ping is successfully received, the Autobytel ping system will return an embedded "true" value for dealer availability within the message. If the ping is rejected, the Autobytel ping system will return an embedded "false" value for dealer availability along with the error code and error message to the Lead Provider.

The Lead Provider should ping Autobytel prior to posting a lead in order to avoid unnecessary network traffic and loss of leads.

1.2.2 Post

The lead posting system performs necessary data validations before accepting a lead. If a lead is successfully received, the Autobytel posting system will return a numeric confirmation number within the response object. If a lead is rejected, the Autobytel posting system will return an error message to the Lead Provider.

Leads should be posted to the appropriate web service using SOAP methodology. The following attributes of the service call should be in place:

- All object members should be created in the proxy even if values are left blank where the member data is optional
- The protocol should be **SOAP**

It is highly recommended that Lead Provider capture and store these responses for future reconciliation.

1.2.3 Consumer Communication Options

Frequently within a Lead Provider's lead funnel, a consumer will be provided an opportunity to request future, regular communication on various topics related to the purchase and ownership of their vehicle, or simply regular information updates from the companies they interact with on the web. As such, Autobytel has provided a web service that allows a Lead Provider to manage consumer options with respect to messaging from Autobytel.

Consumers, via the Lead Provider, can decide to either opt-in or opt-out of individual messaging options, or globally opt-in or opt-out to all messaging options. The web service also provides a means to keep the opt-in status up to date as the consumer continues to interact with the Lead Provider.

1.2.4 Web Services Interface

Web services encompass methods that facilitate the transmission of structured data between companies over the internet. The use of web services and SOAP allow for a simple, yet extensible, means to capture and describe lead information. As an extension of object classes, web services are ideal for internet based communication of structured, complex data.

2 Ping

2.1 Overview

PING is designed to be a lightweight, simple validation system that, when given minimal information, will make a decision as to the acceptability of a potential lead.

It is highly recommended that the transmitting party ping Autobytel prior to posting a lead in order to avoid unnecessary network traffic and loss of leads.

2.2 Ping Interface

This is the basic external web method provided for checking for coverage against the Autobytel network of dealers. Basic functionality is provided for submitting Customer Zip, Vehicle of Interest, and Provider information with the intent of accepting a Sales Lead.

The Ping Interface section will cover:

- Data Definitions
 - Request
 - Response
- Message Definitions
 - SOAP 1.1
 - SOAP 1.2
 - GET
 - POST
- Sample Messages
 - Success
 - Failure

2.2.1 Data Definitions

2.2.1.1 *Request Data*

The following data points are supported:

Name	Req Opt	Description and Values	Example
providerID	Req	Numeric provider/affiliate ID	1234
Year	Req	Numeric vehicle year	2007
Make	Req	String name of the vehicle make	BMW
Model	Req	String name of the vehicle model	7 Series
Trim	Opt	String name of the vehicle trim	745 Li
Zip	Req	String of the consumer zipcode	92612

2.2.1.2 Response Data

The following data points are supported:

Name	Req Opt	Description	Example
Coverage	Req	Boolean identifying if coverage was found or not	True
Errors	Req	See <i>Errors</i> table below	
Dealers	Req	See <i>Dealers</i> table below	
TransactionID	Req	String GUID for the transaction	20F3B7C968174E3E907EB506DB62DFFC

A list of **Errors**, if any, will be returned as:

Name	Req Opt	Description	Example
Code	Opt	String representing the error type that was found	MakeLookup
Message	Opt	String describing the error type that was found	Make not found in our database

A list of **Dealers** will be returned as:

Name	Req Opt	Description	Example
Name	Req	String representing the dealer's name.	Irvine BMW
Address	Req	String representing the dealer's street address.	123 Main
City	Req	String representing the dealer's city.	Irvine
State	Req	String representing the dealer's state.	CA
ZipCode	Req	String representing the dealer's zipcode	92683
Phone	Req	String representing the dealer's phone number.	9491234567
Distance	Req	String representing the dealer's distance to the consumer, in miles.	4.3
Latitude	Req	Positive decimal representing the dealer's zipcode vertical centroid.	33.7594
Longitude	Req	Negative decimal representing the dealer's zipcode horizontal centroid.	-117.7816
ProgramID	Req	Integer representing the dealer's Autobytel contracted service.	1
DealerID	Req	Integer representing the ABT dealer ID. A zero is returned for zipback affiliates	987654
DealerCode	Req	String representing an external system reference for the the ABT dealer ID.	CA213

2.2.2 Message Definitions

Please use these URLs when interacting with the Autobytel Ping system:

WSDL:

[http://leadengine.services.staging.myride.com/leadengine/DropZone.a
smx?wsdl](http://leadengine.services.staging.myride.com/leadengine/DropZone.asmx?wsdl)

Testing: SOAP

[http://leadengine.services.staging.myride.com/leadengine/DropZone.a
smx?op=Ping](http://leadengine.services.staging.myride.com/leadengine/DropZone.asmx?op=Ping)

Testing: GET

[http://leadengine.services.staging.myride.com/leadengine/DropZone.a
smx?Ping?](http://leadengine.services.staging.myride.com/leadengine/DropZone.asmx?Ping?)

Testing: POST

[http://leadengine.services.staging.myride.com/leadengine/DropZone.a
smx?Ping](http://leadengine.services.staging.myride.com/leadengine/DropZone.asmx?Ping)

Production: SOAP

[http://leadengine.services.myride.com/leadengine/DropZone.asmx?op=P
ing](http://leadengine.services.myride.com/leadengine/DropZone.asmx?op=Ping)

Production: GET

[http://leadengine.services.myride.com/leadengine/DropZone.asmx?
Ping?](http://leadengine.services.myride.com/leadengine/DropZone.asmx?Ping?)

Production: POST

[http://leadengine.services.myride.com/leadengine/DropZone.asmx?
Ping](http://leadengine.services.myride.com/leadengine/DropZone.asmx?Ping)

2.2.2.1 SOAP 1.1 Method

REQUEST

```
POST /LeadEngine/DropZone.asmx HTTP/1.1
Host: leadengine.services.myride.com
Content-Type: text/xml; charset=utf-8
Content-Length: length
SOAPAction: "http://www.autobytel.com/Ping"

<?xml version="1.0" encoding="utf-8"?>
<soap:Envelope xmlns:xsi="http://www.w3.org/2001/XMLSchema-instance"
  xmlns:xsd="http://www.w3.org/2001/XMLSchema"
  xmlns:soap="http://schemas.xmlsoap.org/soap/envelope/">
  <soap:Body>
    <Ping xmlns="http://www.autobytel.com/">
      <providerID>int</providerID>
      <year>int</year>
      <make>string</make>
      <model>string</model>
      <trim>string</trim>
      <zipCode>string</zipCode>
    </Ping>
  </soap:Body>
</soap:Envelope>
```

RESPONSE

```
HTTP/1.1 200 OK
Content-Type: text/xml; charset=utf-8
Content-Length: length

<?xml version="1.0" encoding="utf-8"?>
<soap:Envelope xmlns:xsi="http://www.w3.org/2001/XMLSchema-instance"
  xmlns:xsd="http://www.w3.org/2001/XMLSchema"
  xmlns:soap="http://schemas.xmlsoap.org/soap/envelope/">
  <soap:Body>
    <PingResponse xmlns="http://www.autobytel.com/">
      <PingResult>
        <Coverage>boolean</Coverage>
        <Errors>
          <Error>
            <Code>string</Code>
            <Message>string</Message>
          </Error>
          <Error>
            <Code>string</Code>
            <Message>string</Message>
          </Error>
        </Errors>
        <Dealers>
          <Dealer>
            <Name>string</Name>
            <Address>string</Address>
            <City>string</City>
            <State>string</State>
            <ZipCode>string</ZipCode>
            <Phone>string</Phone>
            <Distance>string</Distance>
            <Latitude>double</Latitude>
            <Longitude>double</Longitude>
          </Dealer>
        </Dealers>
      </PingResult>
    </PingResponse>
  </soap:Body>
</soap:Envelope>
```

```
<ProgramID>int</ProgramID>
<DealerID>int</DealerID>
<DealerCode>string</DealerCode>
</Dealer>
<Dealer>
    <Name>string</Name>
    <Address>string</Address>
    <City>string</City>
    <State>string</State>
    <ZipCode>string</ZipCode>
    <Phone>string</Phone>
    <Distance>string</Distance>
    <Latitude>double</Latitude>
    <Longitude>double</Longitude>
    <ProgramID>int</ProgramID>
    <DealerID>int</DealerID>
    <DealerCode>string</DealerCode>
</Dealer>
</Dealers>
<TransactionID>string</TransactionID>
</PingResult>
</PingResponse>
</soap:Body>
</soap:Envelope>
```

2.2.2.2 SOAP 1.2 Method

REQUEST

```
POST /LeadEngine/DropZone.asmx HTTP/1.1
Host: leadengine.services.myride.com
Content-Type: application/soap+xml; charset=utf-8
Content-Length: length

<?xml version="1.0" encoding="utf-8"?>
<soap12:Envelope xmlns:xsi="http://www.w3.org/2001/XMLSchema-instance"
xmlns:xsd="http://www.w3.org/2001/XMLSchema"
xmlns:soap12="http://www.w3.org/2003/05/soap-envelope">
  <soap12:Body>
    <Ping xmlns="http://www.autobytel.com/">
      <providerID>int</providerID>
      <year>int</year>
      <make>string</make>
      <model>string</model>
      <trim>string</trim>
      <zipCode>string</zipCode>
    </Ping>
  </soap12:Body>
</soap12:Envelope>
```

RESPONSE

```
HTTP/1.1 200 OK
Content-Type: application/soap+xml; charset=utf-8
Content-Length: length

<?xml version="1.0" encoding="utf-8"?>
<soap12:Envelope xmlns:xsi="http://www.w3.org/2001/XMLSchema-instance"
xmlns:xsd="http://www.w3.org/2001/XMLSchema"
xmlns:soap12="http://www.w3.org/2003/05/soap-envelope">
  <soap12:Body>
    <PingResponse xmlns="http://www.autobytel.com/">
      <PingResult>
        <Coverage>boolean</Coverage>
        <Errors>
          <Error>
            <Code>string</Code>
            <Message>string</Message>
          </Error>
          <Error>
            <Code>string</Code>
            <Message>string</Message>
          </Error>
        </Errors>
        <Dealers>
          <Dealer>
            <Name>string</Name>
            <Address>string</Address>
            <City>string</City>
            <State>string</State>
            <ZipCode>string</ZipCode>
            <Phone>string</Phone>
            <Distance>string</Distance>
            <Latitude>double</Latitude>
          </Dealer>
        </Dealers>
      </PingResult>
    </PingResponse>
  </soap12:Body>
</soap12:Envelope>
```

```
<Longitude>double</Longitude>
<ProgramID>int</ProgramID>
<DealerID>int</DealerID>
<DealerCode>string</DealerCode>
</Dealer>
<Dealer>
  <Name>string</Name>
  <Address>string</Address>
  <City>string</City>
  <State>string</State>
  <ZipCode>string</ZipCode>
  <Phone>string</Phone>
  <Distance>string</Distance>
  <Latitude>double</Latitude>
  <Longitude>double</Longitude>
  <ProgramID>int</ProgramID>
  <DealerID>int</DealerID>
  <DealerCode>string</DealerCode>
</Dealer>
</Dealers>
<TransactionID>string</TransactionID>
</PingResult>
</PingResponse>
</soap12:Body>
</soap12:Envelope>
```

2.2.2.3 GET Method

REQUEST

```
GET /LeadEngine/DropZone.asmx/Ping?  
providerID=string&  
year=string&  
make=string&  
model=string&  
trim=string&  
zipCode=string HTTP/1.1  
Host: leadengine.services.myride.com
```

RESPONSE

```
HTTP/1.1 200 OK  
Content-Type: text/xml; charset=utf-8  
Content-Length: length  
  
<?xml version="1.0" encoding="utf-8"?>  
<PingResult xmlns="http://www.autobytel.com/">  
  <Coverage>boolean</Coverage>  
  <Errors>  
    <Error>  
      <Code>string</Code>  
      <Message>string</Message>  
    </Error>  
    <Error>  
      <Code>string</Code>  
      <Message>string</Message>  
    </Error>  
  </Errors>  
  <Dealers>  
    <Dealer>  
      <Name>string</Name>  
      <Address>string</Address>  
      <City>string</City>  
      <State>string</State>  
      <ZipCode>string</ZipCode>  
      <Phone>string</Phone>  
      <Distance>string</Distance>  
      <Latitude>double</Latitude>  
      <Longitude>double</Longitude>  
      <ProgramID>int</ProgramID>  
      <DealerID>int</DealerID>  
      <DealerCode>string</DealerCode>  
    </Dealer>  
    <Dealer>  
      <Name>string</Name>  
      <Address>string</Address>  
      <City>string</City>  
      <State>string</State>  
      <ZipCode>string</ZipCode>  
      <Phone>string</Phone>  
      <Distance>string</Distance>  
      <Latitude>double</Latitude>  
      <Longitude>double</Longitude>  
      <ProgramID>int</ProgramID>  
      <DealerID>int</DealerID>  
      <DealerCode>string</DealerCode>  
    </Dealer>  
  </Dealers>  
</PingResult>
```

```
</Dealer>
</Dealers>
<TransactionID>string</TransactionID>
</PingResult>
```

2.2.2.4 POST Method

REQUEST

```
POST /LeadEngine/DropZone.asmx/Ping HTTP/1.1
Host: leadengine.services.myride.com
Content-Type: application/x-www-form-urlencoded
Content-Length: length

providerID=string&year=string&make=string&model=string&trim=string&zipCode=string
```

RESPONSE

```
HTTP/1.1 200 OK
Content-Type: text/xml; charset=utf-8
Content-Length: length

<?xml version="1.0" encoding="utf-8"?>
<PingResult xmlns="http://www.autobytel.com/">
  <Coverage>boolean</Coverage>
  <Errors>
    <Error>
      <Code>string</Code>
      <Message>string</Message>
    </Error>
    <Error>
      <Code>string</Code>
      <Message>string</Message>
    </Error>
  </Errors>
  <Dealers>
    <Dealer>
      <Name>string</Name>
      <Address>string</Address>
      <City>string</City>
      <State>string</State>
      <ZipCode>string</ZipCode>
      <Phone>string</Phone>
      <Distance>string</Distance>
      <Latitude>double</Latitude>
      <Longitude>double</Longitude>
      <ProgramID>int</ProgramID>
      <DealerID>int</DealerID>
      <DealerCode>string</DealerCode>
    </Dealer>
    <Dealer>
      <Name>string</Name>
      <Address>string</Address>
      <City>string</City>
      <State>string</State>
      <ZipCode>string</ZipCode>
      <Phone>string</Phone>
      <Distance>string</Distance>
      <Latitude>double</Latitude>
      <Longitude>double</Longitude>
      <ProgramID>int</ProgramID>
      <DealerID>int</DealerID>
      <DealerCode>string</DealerCode>
    </Dealer>
  </Dealers>
</PingResult>
```

```
</Dealer>
</Dealers>
<TransactionID>string</TransactionID>
</PingResult>
```

2.2.3 Sample Responses

2.2.3.1 Successful Transaction

```
<?xml version="1.0" encoding="utf-8" ?>
<PingResult xmlns:xsi="http://www.w3.org/2001/XMLSchema-instance"
  xmlns:xsd="http://www.w3.org/2001/XMLSchema"
  xmlns="http://www.autobytel.com/">
  <Coverage>true</Coverage>
  <Errors />
  <Dealers>
    <Dealer>
      <Name>Honda Santa Ana</Name>
      <Address>1505 Auto Mall Dr</Address>
      <City>Santa Ana</City>
      <State>CA</State>
      <ZipCode>92705</ZipCode>
      <Phone>8772016415</Phone>
      <Distance>4.3</Distance>
      <Latitude>33.7594</Latitude>
      <Longitude>-117.7816</Longitude>
      <ProgramID>5</ProgramID>
      <DealerID>215338</DealerID>
      <DealerCode />
    </Dealer>
    <Dealer>
      <Name>Weir Canyon Honda</Name>
      <Address>8323 E La Palma Ave</Address>
      <City>Anaheim</City>
      <State>CA</State>
      <ZipCode>92807</ZipCode>
      <Phone>7147793232</Phone>
      <Distance>9.9</Distance>
      <Latitude>33.8431</Latitude>
      <Longitude>-117.7816</Longitude>
      <ProgramID>97</ProgramID>
      <DealerID>193872</DealerID>
      <DealerCode>CA33312</DealerCode>
    </Dealer>
  </Dealers>
  <TransactionID>0F4D502ABF7744B7AE663C9B41278A4A</TransactionID>
</PingResult>
```

2.2.3.2 Failed Transaction

```
<?xml version="1.0" encoding="utf-8" ?>
<PingResult xmlns:xsi="http://www.w3.org/2001/XMLSchema-instance"
  xmlns:xsd="http://www.w3.org/2001/XMLSchema"
  xmlns="http://www.autobytel.com/">
  <Coverage>false</Coverage>
  <Errors>
    <Error>
      <Code>DealerNotAvailable</Code>
      <Message>There are no dealers available to accept the
consumer request</Message>
    </Error>
  </Errors>
  <Dealers />
  <TransactionID>20ACE0748AAC4FCEA783CDFB817D0FEB</TransactionID>
</PingResult>
```

3 Post

3.1 Overview

The Lead Engine API Sales Lead POST web service object is modeled after ADF, and is divided into logical sections:

- ***Prospect***

This section contains header information like request IDs and dates

- ***Vehicle***

This repeatable section contains information about the vehicles involved in the lead and includes information like year, make, model, and trim

- ***Customer***

This section contains information regarding the consumer submitting the request and includes information like name, phone number, email, and address

- ***Dealers***

This section contains information regarding the dealer(s) that were selected by the consumer to service the request and includes information like name, phone number, Dealer ID, and Dealer Code

- ***Provider***

This section contains information about who is transmitting the lead and contains information that allows the transmitter to be properly identified in the recipient's system

3.2 Required Elements

3.2.1 Statements

Autobytel requests that the Lead Provider utilize the following statements when considering a consumer for the Autobytel Dealer Network:

"If you plan to purchase a vehicle in the next 30 days, please fill out this simple form. Serious buyers only, please. Our service is free and you are under no obligation to buy."

"We've partnered with Autobytel Inc. to offer you world-class service as you buy your new vehicle. Your local Autobytel Inc. Accredited Dealer will contact you by phone or email within 24 hours to provide pricing and delivery information. There is no risk and no obligation and - best of all - no haggle and no hassle. It's free!"

3.2.2 Opt-In

Autobytel requests that the Lead Provider utilize the means for allowing the consumer to opt-in for offers from MyRide.com, with the prompt:

"Yes, I'd like to receive new vehicle announcements, promotions and incentive offers from auto manufacturers and MyRide.com partners."

Alternatively, the Lead Provider can manage options via the Consumer Communication Options service as described in section 5.

3.3 Post Interface

This is the basic external web method provided for submitting leads to the Autobytel network of dealers. Basically functionality is provided for submitting the Customer, Vehicle, Dealer, and Provider information with the intent of accepting a Sales Lead.

The Standard Post Interface section will cover:

- Data Definitions
 - Request
 - Response
- Message Definitions
 - SOAP 1.1
 - SOAP 1.2
- Sample Messages
 - Success
 - Failure

3.3.1 Data Definitions

3.3.1.1 Request Data

Name	Req Opt	Description	Example
ProspectID	Opt	String representing the provider's lead ID	ASD23
RequestDate	Opt	Datetime representing the submit datetime of the lead	08/01/2006 14:25:03
Vehicle	Req	See <i>Vehicle</i> table	
TradeIn	Opt	See <i>TradeIn</i> table	
Customer	Req	See <i>Customer</i> table	
Dealers	Req	See <i>Dealer</i> table below	
Provider	Req	See <i>Provider</i> table below	

A single **Vehicle** supported as:

Name	Req Opt	Description	Example
Status	Req	String representing the type of vehicle in which the consumer is interested. Valid values area "New" or "Used"	New
VehicleID	Opt	The ID of the vehicle within the known inventory database (Used Car Only)	12343324
Year	Req	Integer representing the year of the vehicle of interest	2006
Make	Req	String representing the make of the vehicle of interest	BMW
Model	Req	String representing the model of the vehicle of interest	7 Series
Trim	Opt	String representing the trim of the vehicle of interest	745 Li
InteriorColor	Opt	String representing the interior color of the vehicle of interest	Gray Leather
ExteriorColor	Opt	String representing the exterior color of the vehicle of interest	Deep Forest Green
Options	Opt	See <i>Vehicle Options</i> table below	
PreferredFinanceMethod	Opt	String representing the finance method chosen by the consumer. Valid values are "Cash", "Finance", or "Lease". Case Sensitive	Finance
DownPayment	Opt	Integer representing the down payment specified by the consumer	8500
Comments	Opt	String representing any vehicle specific comments entered by the consumer	BMW!
ImageTag	Opt	String representing a URL to the image of the vehicle	..img/xyx.jpg

Multiple **Vehicle Options** supported as:

Name	Req Opt	Description	Example
String	Opt	String representing the desired option of the vehicle of interest	Sunroof

A single **TradeIn** supported as:

Name	Req Opt	Description	Example
Year	Opt	Integer representing the year of the trade in vehicle	1975
Make	Opt	String representing the make of the trade in vehicle	Ford
Model	Opt	String representing the model of the trade in vehicle	Pinto
Trim	Opt	String representing the trim of the trade in vehicle	Luxury
Odometer	Opt	Integer representing the odometer reading of the trade in vehicle, in miles	250000

A single **Customer** supported as:

Name	Req Opt	Description	Example
FirstName	Req	String representing the consumer's first name	John
LastName	Req	String representing the consumer's last name	Dohnt
Address1	Req	String representing the consumer's street address, line 1	1 Main St.
Address2	Opt	String representing the consumer's street address, line 2	Apt. 3G
City	Req	String representing the consumer's city	Roswell
State	Req	String representing the consumer's state	NM
ZipCode	Req	String representing the consumer's zipcode	88201
HomePhone	Req if no WorkPhone, otherwise Opt	String representing the consumer's home or evening phone number. Required if WorkPhone is blank	9492254500
WorkPhone	Req if no HomePhone, otherwise Opt	String representing the consumer's work or day phone number. Required if HomePhone is blank	9492254501
FaxPhone	Opt	String representing the consumer's fax number.	9492254555
EmailAddress	Req	String representing the consumer's email address	jd@roswell.com
BestContactMethod	Opt	String representing the consumer's preferred contact method. Valid values are "HomePhone", "WorkPhone", "FaxPhone", "Email". Case Sensitive	Email

Customer (continued):

Name	Req Opt	Description	Example
BestContactTime	Opt	String representing the consumer's preferred contact time. Valid values are "Morning", "Afternoon", "Evening", "Day", "NoPreference". Case Sensitive	Day
PurchaseTimeFrame	Opt	String representing the consumer's intended purchase timeframe. Valid values are "Within48Hours", "Within14Days", "Within30Days", "Over30Days". Case Sensitive	Within48Hours
Comments	Opt	String representing the consumer's comments for the request as a whole	BMW!!

Multiple **Dealers** supported as:

Name	Req Opt	Description	Example
Name	Req	String representing the dealer's name.	Irvine BMW
Address	Req	String representing the dealer's street address.	123 Main
City	Req	String representing the dealer's city.	Irvine
State	Req	String representing the dealer's state.	CA
ZipCode	Req	String representing the dealer's zipcode	92683
Phone	Req	String representing the dealer's phone number.	9491234567
Distance	Req	String representing the dealer's distance to the consumer, in miles.	4.3
Latitude	Req	Positive decimal representing the dealer's zipcode vertical centroid.	33.7594
Longitude	Req	Negative decimal representing the dealer's zipcode horizontal centroid.	-117.7816
ProgramID	Req	Integer representing the dealer's Autobytel contracted service.	1
DealerID	Req	Integer representing the ABT dealer ID. A zero is returned for zipback affiliates	987654
DealerCode	Req	String representing an external system reference for the the ABT dealer ID.	CA213

A single **Provider** supported as:

Name	Req Opt	Description	Example
ProviderID	Req	Integer representing the lead provider's ID within the Autobytel Lead System	234
Name	Req	String representing the name of the lead Provider	MyCompany
Service	Req	String representing the name of the lead service the provider is utilizing	ABTDISTSYS

3.3.1.2 Response Data

Name	Req Opt	Description	Example
Accepted	Req	Boolean identifying if lead was accepted or not	True
LeadID	Req	Integer representing the lead identifier in the database	270987233
Errors	Opt	See <i>Errors</i> table below	
Dealers	Req	See <i>Dealers</i> table below	
TransactionID	Req	String GUID for the transaction	20F3B7C968174E3E907EB506DB62DFFC

A list of **Errors**, if any, will be returned as:

Name	Req Opt	Description	Example
Code	Opt	String representing the error type that was found	MakeLookup
Message	Opt	String describing the error type that was found	Make not found in our database

A list of **Dealers** will be returned as:

Name	Req Opt	Description	Example
Name	Req	String representing the dealer's name.	Irvine BMW
Address	Req	String representing the dealer's street address.	123 Main
City	Req	String representing the dealer's city.	Irvine
State	Req	String representing the dealer's state.	CA
ZipCode	Req	String representing the dealer's zipcode	92683
Phone	Req	String representing the dealer's phone number.	9491234567
Distance	Req	String representing the dealer's distance to the consumer, in miles.	4.3
Latitude	Req	Positive decimal representing the dealer's zipcode vertical centroid.	33.7594
Longitude	Req	Negative decimal representing the dealer's zipcode horizontal centroid.	-117.7816
ProgramID	Req	Integer representing the dealer's Autobytel contracted service.	1
DealerID	Req	Integer representing the ABT dealer ID. A zero is returned for zipback affiliates	987654
DealerCode	Req	String representing an external system reference for the the ABT dealer ID.	CA213

3.3.2 Message Definitions

Please use these URLs when interacting with the Autobytel Post system:

WSDL:

<http://leadengine.services.staging.myride.com/leadengine/DropZone.asmx?wsdl>

Testing: SOAP Standard Post

<http://leadengine.services.staging.myride.com/leadengine/DropZone.asmx?op=Post>

Testing: SOAP Post with Options Flag

<http://leadengine.services.staging.myride.com/leadengine/DropZone.asmx?op=PostCommOptFlag>

Testing: SOAP Post with Options List

<http://leadengine.services.staging.myride.com/leadengine/DropZone.asmx?op=PostCommOpt>

Production: SOAP Standard Post

<http://leadengine.services.myride.com/leadengine/DropZone.asmx?op=Post>

Production: SOAP Post with Options Flag

<http://leadengine.services.myride.com/leadengine/DropZone.asmx?op=PostCommOptFlag>

Production: SOAP Post with Options List

<http://leadengine.services.myride.com/leadengine/DropZone.asmx?op=PostCommOpt>

3.3.2.1 SOAP 1.1 Method

REQUEST

```

POST /leadengine/dropzone.asmx HTTP/1.1
Host: mldappdev01
Content-Type: text/xml; charset=utf-8
Content-Length: length
SOAPAction: "http://www.autobytel.com/Post"

<?xml version="1.0" encoding="utf-8"?>
<soap:Envelope xmlns:xsi="http://www.w3.org/2001/XMLSchema-instance"
  xmlns:xsd="http://www.w3.org/2001/XMLSchema"
  xmlns:soap="http://schemas.xmlsoap.org/soap/envelope/">
  <soap:Body>
    <Post xmlns="http://www.autobytel.com/">
      <lead>
        <ProspectID>string</ProspectID>
        <RequestDate>dateTime</RequestDate>
        <Vehicle>
          <Status>New or Used</Status>
          <VehicleID>string</VehicleID>
          <Year>int</Year>
          <Make>string</Make>
          <Model>string</Model>
          <Trim>string</Trim>
          <InteriorColor>string</InteriorColor>
          <ExteriorColor>string</ExteriorColor>
          <Options>
            <string>string</string>
            <string>string</string>
          </Options>
          <PreferredFinanceMethod>
            Cash or Finance or Lease</PreferredFinanceMethod>
          <DownPayment>int</DownPayment>
          <Comments>string</Comments>
          <ImageTag>string</ImageTag>
        </Vehicle>
        <Tradein>
          <Year>int</Year>
          <Make>string</Make>
          <Model>string</Model>
          <Trim>string</Trim>
          <Odometer>int</Odometer>
        </Tradein>
        <Customer>
          <FirstName>string</FirstName>
          <LastName>string</LastName>
          <Address1>string</Address1>
          <Address2>string</Address2>
          <City>string</City>
          <State>string</State>
          <ZipCode>string</ZipCode>
          <HomePhone>string</HomePhone>
          <WorkPhone>string</WorkPhone>
          <FaxPhone>string</FaxPhone>
          <EmailAddress>string</EmailAddress>
          <BestContactMethod>
            HomePhone or WorkPhone or FaxPhone or Email
          </BestContactMethod>
        </Customer>
      </lead>
    </Post>
  </soap:Body>
</soap:Envelope>
```

```
<BestContactTime>
    Morning or Afternoon or Evening or NoPreference or
    Day
</BestContactTime>
<PurchaseTimeFrame>
    Within48Hours or Within14Days or Within30Days or
    Over30Days
</PurchaseTimeFrame>
<Comments>string</Comments>
</Customer>
<Dealers>
    <Dealer>
        <Name>string</Name>
        <Address>string</Address>
        <City>string</City>
        <State>string</State>
        <ZipCode>string</ZipCode>
        <Phone>string</Phone>
        <Distance>string</Distance>
        <Latitude>double</Latitude>
        <Longitude>double</Longitude>
        <ProgramID>int</ProgramID>
        <DealerID>int</DealerID>
        <DealerCode>string</DealerCode>
    </Dealer>
    <Dealer>
        <Name>string</Name>
        <Address>string</Address>
        <City>string</City>
        <State>string</State>
        <ZipCode>string</ZipCode>
        <Phone>string</Phone>
        <Distance>string</Distance>
        <Latitude>double</Latitude>
        <Longitude>double</Longitude>
        <ProgramID>int</ProgramID>
        <DealerID>int</DealerID>
        <DealerCode>string</DealerCode>
    </Dealer>
    </Dealers>
    <Provider>
        <ProviderID>int</ProviderID>
        <Name>string</Name>
        <Service>string</Service>
    </Provider>
</lead>
</Post>
</soap:Body>
</soap:Envelope>
```

RESPONSE

```
HTTP/1.1 200 OK
Content-Type: text/xml; charset=utf-8
Content-Length: length

<?xml version="1.0" encoding="utf-8"?>
<soap:Envelope xmlns:xsi="http://www.w3.org/2001/XMLSchema-instance"
    xmlns:xsd="http://www.w3.org/2001/XMLSchema"
    xmlns:soap="http://schemas.xmlsoap.org/soap/envelope/">
    <soap:Body>
        <PostResponse xmlns="http://www.autobytel.com/">
            <PostResult>
                <Accepted>boolean</Accepted>
                <LeadID>string</LeadID>
                <Errors>
                    <Error>
                        <Code>string</Code>
                        <Message>string</Message>
                    </Error>
                    <Error>
                        <Code>string</Code>
                        <Message>string</Message>
                    </Error>
                </Errors>
                <Dealers>
                    <Dealer>
                        <Name>string</Name>
                        <Address>string</Address>
                        <City>string</City>
                        <State>string</State>
                        <ZipCode>string</ZipCode>
                        <Phone>string</Phone>
                        <Distance>string</Distance>
                        <Latitude>double</Latitude>
                        <Longitude>double</Longitude>
                        <ProgramID>int</ProgramID>
                        <DealerID>int</DealerID>
                        <DealerCode>string</DealerCode>
                    </Dealer>
                    <Dealer>
                        <Name>string</Name>
                        <Address>string</Address>
                        <City>string</City>
                        <State>string</State>
                        <ZipCode>string</ZipCode>
                        <Phone>string</Phone>
                        <Distance>string</Distance>
                        <Latitude>double</Latitude>
                        <Longitude>double</Longitude>
                        <ProgramID>int</ProgramID>
                        <DealerID>int</DealerID>
                        <DealerCode>string</DealerCode>
                    </Dealer>
                </Dealers>
                <TransactionID>string</TransactionID>
            </PostResult>
        </PostResponse>
    </soap:Body>
</soap:Envelope>
```

3.3.2.2 SOAP 1.2 Method

REQUEST

```

POST /leadengine/dropzone.asmx HTTP/1.1
Host: mldappdev01
Content-Type: application/soap+xml; charset=utf-8
Content-Length: length

<?xml version="1.0" encoding="utf-8"?>
<soap12:Envelope xmlns:xsi="http://www.w3.org/2001/XMLSchema-instance"
xmlns:xsd="http://www.w3.org/2001/XMLSchema"
xmlns:soap12="http://www.w3.org/2003/05/soap-envelope">
  <soap12:Body>
    <Post xmlns="http://www.autobytel.com/">
      <lead>
        <ProspectID>string</ProspectID>
        <RequestDate>dateTime</RequestDate>
        <Vehicle>
          <Status>New or Used</Status>
          <VehicleID>string</VehicleID>
          <Year>int</Year>
          <Make>string</Make>
          <Model>string</Model>
          <Trim>string</Trim>
          <InteriorColor>string</InteriorColor>
          <ExteriorColor>string</ExteriorColor>
          <Options>
            <string>string</string>
            <string>string</string>
          </Options>
          <PreferredFinanceMethod>
            Cash or Finance or Lease</PreferredFinanceMethod>
          <DownPayment>int</DownPayment>
          <Comments>string</Comments>
          <ImageTag>string</ImageTag>
        </Vehicle>
        <Tradein>
          <Year>int</Year>
          <Make>string</Make>
          <Model>string</Model>
          <Trim>string</Trim>
          <Odometer>int</Odometer>
        </Tradein>
        <Customer>
          <FirstName>string</FirstName>
          <LastName>string</LastName>
          <Address1>string</Address1>
          <Address2>string</Address2>
          <City>string</City>
          <State>string</State>
          <ZipCode>string</ZipCode>
          <HomePhone>string</HomePhone>
          <WorkPhone>string</WorkPhone>
          <FaxPhone>string</FaxPhone>
          <EmailAddress>string</EmailAddress>
          <BestContactMethod>
            HomePhone or WorkPhone or FaxPhone or Email
          </BestContactMethod>
        </Customer>
      </lead>
    </Post>
  </soap12:Body>
</soap12:Envelope>
```

```
<BestContactTime>
    Morning or Afternoon or Evening or NoPreference or Day
</BestContactTime>
<PurchaseTimeFrame>
    Within48Hours or Within14Days or Within30Days or
    Over30Days
</PurchaseTimeFrame>
<Comments>string</Comments>
</Customer>
<Dealers>
    <Dealer>
        <Name>string</Name>
        <Address>string</Address>
        <City>string</City>
        <State>string</State>
        <ZipCode>string</ZipCode>
        <Phone>string</Phone>
        <Distance>string</Distance>
        <Latitude>double</Latitude>
        <Longitude>double</Longitude>
        <ProgramID>int</ProgramID>
        <DealerID>int</DealerID>
        <DealerCode>string</DealerCode>
    </Dealer>
    <Dealer>
        <Name>string</Name>
        <Address>string</Address>
        <City>string</City>
        <State>string</State>
        <ZipCode>string</ZipCode>
        <Phone>string</Phone>
        <Distance>string</Distance>
        <Latitude>double</Latitude>
        <Longitude>double</Longitude>
        <ProgramID>int</ProgramID>
        <DealerID>int</DealerID>
        <DealerCode>string</DealerCode>
    </Dealer>
</Dealers>
<Provider>
    <ProviderID>int</ProviderID>
    <Name>string</Name>
    <Service>string</Service>
</Provider>
</lead>
</Post>
</soap12:Body>
</soap12:Envelope>
```

RESPONSE

```
HTTP/1.1 200 OK
Content-Type: text/xml; charset=utf-8
Content-Length: length

<?xml version="1.0" encoding="utf-8"?>
<soap12:Envelope xmlns:xsi="http://www.w3.org/2001/XMLSchema-instance"
xmlns:xsd="http://www.w3.org/2001/XMLSchema"
xmlns:soap12="http://www.w3.org/2003/05/soap-envelope">
  <soap12:Body>
    <PostResponse xmlns="http://www.autobytel.com/">
      <PostResult>
        <Accepted>boolean</Accepted>
        <LeadID>string</LeadID>
        <Errors>
          <Error>
            <Code>string</Code>
            <Message>string</Message>
          </Error>
          <Error>
            <Code>string</Code>
            <Message>string</Message>
          </Error>
        </Errors>
        <Dealers>
          <Dealer>
            <Name>string</Name>
            <Address>string</Address>
            <City>string</City>
            <State>string</State>
            <ZipCode>string</ZipCode>
            <Phone>string</Phone>
            <Distance>string</Distance>
            <Latitude>double</Latitude>
            <Longitude>double</Longitude>
            <ProgramID>int</ProgramID>
            <DealerID>int</DealerID>
            <DealerCode>string</DealerCode>
          </Dealer>
          <Dealer>
            <Name>string</Name>
            <Address>string</Address>
            <City>string</City>
            <State>string</State>
            <ZipCode>string</ZipCode>
            <Phone>string</Phone>
            <Distance>string</Distance>
            <Latitude>double</Latitude>
            <Longitude>double</Longitude>
            <ProgramID>int</ProgramID>
            <DealerID>int</DealerID>
            <DealerCode>string</DealerCode>
          </Dealer>
        </Dealers>
        <TransactionID>string</TransactionID>
      </PostResult>
    </PostResponse>
  </soap12:Body>
</soap12:Envelope>
```

3.3.3 Sample Responses

3.3.3.1 Success Transaction

```
<?xml version="1.0" encoding="utf-8" ?>
<PostResult xmlns:xsi="http://www.w3.org/2001/XMLSchema-instance"
  xmlns:xsd="http://www.w3.org/2001/XMLSchema"
  xmlns="http://www.autobytel.com/">
  <Accepted>true</Accepted>
  <LeadID>32456789</LeadID>
  <Errors />
  <Dealers>
    <Dealer>
      <Name>Honda Santa Ana</Name>
      <Address>1505 Auto Mall Dr</Address>
      <City>Santa Ana</City>
      <State>CA</State>
      <ZipCode>92705</ZipCode>
      <Phone>8772016415</Phone>
      <Distance>4.3</Distance>
      <Latitude>33.7594</Latitude>
      <Longitude>-117.7816</Longitude>
      <ProgramID>5</ProgramID>
      <DealerID>215338</DealerID>
      <DealerCode />
    </Dealer>
    <Dealer>
      <Name>Weir Canyon Honda</Name>
      <Address>8323 E La Palma Ave</Address>
      <City>Anaheim</City>
      <State>CA</State>
      <ZipCode>92807</ZipCode>
      <Phone>7147793232</Phone>
      <Distance>9.9</Distance>
      <Latitude>33.8431</Latitude>
      <Longitude>-117.7816</Longitude>
      <ProgramID>97</ProgramID>
      <DealerID>193872</DealerID>
      <DealerCode>CA33312</DealerCode>
    </Dealer>
  </Dealers>
  <TransactionID>0F4D502ABF7744B7AE663C9B41278A4A</TransactionID>
</PostResult>
```

3.3.3.2 Failure Transaction

```
<?xml version="1.0" encoding="utf-8" ?>
<PostResult xmlns:xsi="http://www.w3.org/2001/XMLSchema-instance"
  xmlns:xsd="http://www.w3.org/2001/XMLSchema"
  xmlns="http://www.autobytel.com/">
  <Accepted>false</Accepted>
  <LeadID />
  <Errors>
    <Error>
      <Code>DealerNotAvailable</Code>
      <Message>There are no dealers available to accept the
consumer request</Message>
    </Error>
  </Errors>
  <Dealers />
  <TransactionID>20ACE0748AAC4FCEA783CDFB817D0FEB</TransactionID>
</PostResult>
```

3.4 Post with Option List Interface

This post web method allows the Lead Provider submit all the same lead data values described in the standard Post (See section 3.3), with the additional ability to include follow-up consumer opt-in/opt-out communication information. Similarly stated, the provider may include that the consumer is "opted-in" to receive **individual** communication option A and "opted-out" to receive **individual** communication option B.

3.4.1 Data Definitions

3.4.1.1 Request Data

Name	Req Opt	Description	Example
ProspectID	Opt	String representing the provider's lead ID	ASD23
RequestDate	Opt	Datetime representing the submit datetime of the lead	08/01/2006 14:25:03
Vehicle	Req	See <i>Vehicle</i> table	
TradeIn	Opt	See <i>TradeIn</i> table	
Customer	Req	See <i>Customer</i> table	
Dealers	Req	See <i>Dealer</i> table below	
Provider	Req	See <i>Provider</i> table below	
Options	Req	See <i>Communication Options</i> table below	

See section 3.3.1.1 for table definitions to:

- Vehicle
- Customer
- Trade-In
- Provider
- Dealer

Multiple **Communication Options** supported as:

Name	Req Opt	Description	Example
OptionCode	Req	String representing the option	OptionNews
OptionFlag	Req	Boolean indicating IN (1) or OUT (0)	1

See section 5 for instructions regarding the MyRide Consumer Communications Options web service.

3.4.1.2 Response Data

Name	Req Opt	Description	Example
Accepted	Req	Boolean identifying if coverage was found or not	True
LeadID	Req	Integer representing the lead identifier in the database	270987233
Errors	Opt	See <i>Errors</i> table below	
Dealers	Req	See <i>Dealers</i> table below	
TransactionID	Req	String GUID for the transaction	20F3B7C968174E3E907EB506DB62DFFC

See section 3.3.1.2 for table definitions to:

- Errors
- Dealers

3.4.2 Message Definitions

There are only minor variations from the standard POST messages. See section 3.3.2 for message details, noting the following alterations:

- In the **Request**, <Post...> is replaced with <PostCommOpt...>
- In the **Response**, <PostResponse...> is replaced with <PostcommOptResponse...>
- In the **Response**, <PostResult> is replaced with <PostCommOptResult>

3.5 Post with Option Flag Interface

This post web method allows the Lead Provider submit all the same lead data values described in the Standard Post (See section 3.3), with the additional ability to include a single flag that indicates follow-up consumer opt-in/opt-out communication information. Similarly stated, the provider may include that the consumer is "opted-in" to receive **all** communication options or "opted-out" to receive **all** communication options.

3.5.1 Data Definitions

3.5.1.1 Request Data

Name	Req Opt	Description	Example
ProspectID	Opt	String representing the provider's lead ID	ASD23
RequestDate	Opt	Datetime representing the submit datetime of the lead	08/01/2006 14:25:03
Vehicle	Req	See <i>Vehicle</i> table	
TradeIn	Opt	See <i>TradeIn</i> table	
Customer	Req	See <i>Customer</i> table	
Dealers	Req	See <i>Dealer</i> table below	
Provider	Req	See <i>Provider</i> table below	
OptionsFlag	Opt	Boolean indicating blanket IN (1) or OUT (0)	1

See section 3.3.1.1 for table definitions to:

- Vehicle
- Dealer
- Trade-In
- Provider
- Customer

3.5.1.2 Response Data

Name	Req Opt	Description	Example
Accepted	Req	Boolean identifying if coverage was found or not	True
LeadID	Req	Integer representing the lead identifier in the database	270987233
Errors	Opt	See <i>Errors</i> table below	
Dealers	Req	See <i>Dealers</i> table below	
TransactionID	Req	String GUID for the transaction	20F3B7C968174E3E907EB506DB62DFFC

See section 3.3.1.2 for table definitions to:

- Errors
- Dealers

3.5.2 Message Definitions

There are only minor variations from the standard POST messages. See section 3.3.2 for message details, noting the following alterations:

- In the **Request**, <Post...> is replaced with
<PostCommOptFlag ...>
- In the **Response**, <PostResponse...> is replaced with
<PostCommOptFlagResponse...>
- In the **Response**, <PostResult> is replaced with
<PostCommOptFlagResult>

4 Errors

4.1 Overview

The Autobytel PING and POST systems share error messages, with some error messages being relevant only to POST transactions. As Autobytel is constantly tuning internal systems in order to provide its dealer network with the highest quality leads, new error messages are added as needed.

In order to facilitate notification and distribution of the most recent error message list, a web service has been supplied to our Lead Providers that will allow them the ability to query the Autobytel PING and POST systems and retrieve the error message list. A valid Lead Provider ID is required in order to execute the web service interface.

4.2 Error Interface

This is the basic external web method provided for submitting leads to the Autobytel network of dealers. Basically functionality is provided for submitting the Customer, Vehicle, Dealer, and Provider information with the intent of accepting a Sales Lead.

The Errors Interface section will cover:

- Data Definitions
 - Request
 - Response
- Message Definitions
 - SOAP 1.1
 - SOAP 1.2
 - GET
 - POST
- Sample Messages

4.2.1 Data Definitions

4.2.1.1 Request Data

Name	Req Opt	Description	Example
ProviderID	Req	Integer representing the lead provider's ID	1234

4.2.1.2 Response Data

Name	Req Opt	Description	Example
Errors	Opt	See <i>Errors</i> table below	

A list of **Errors** will be returned as:

Name	Req Opt	Description	Example
Code	Req	String representing the error type that was found	MakeLookup
Message	Req	String describing the error type that was found	Make not found in our database

4.2.2 **Message Definitions**

Please use these URLs when interacting with the Autobytel Ping/Post system to retrieve error codes:

WSDL:

<http://leadengine.services.staging.myride.com/leadengine/DropZone.asmx?wsdl>

Testing: SOAP

<http://leadengine.services.staging.myride.com/leadengine/DropZone.asmx?op=Errors>

Testing: GET

<http://leadengine.services.staging.myride.com/leadengine/DropZone.asmx?Errors?>

Testing: POST

<http://leadengine.services.staging.myride.com/leadengine/DropZone.asmx?Errors>

Production: SOAP

<http://leadengine.services.myride.com/leadengine/DropZone.asmx?op=Errors>

Production: GET

<http://leadengine.services.myride.com/leadengine/DropZone.asmx?Errors?>

Production: POST

<http://leadengine.services.myride.com/leadengine/DropZone.asmx?Errors>

4.2.2.1 SOAP 1.1

REQUEST

```
POST /leadengine/dropzone.asmx HTTP/1.1
Host: mldappdev01
Content-Type: text/xml; charset=utf-8
Content-Length: length
SOAPAction: "http://www.autobytel.com/Errors

<?xml version="1.0" encoding="utf-8"?>
<soap:Envelope xmlns:xsi="http://www.w3.org/2001/XMLSchema-instance"
  xmlns:xsd="http://www.w3.org/2001/XMLSchema"
  xmlns:soap="http://schemas.xmlsoap.org/soap/envelope/">
  <soap:Body>
    <Errors xmlns="http://www.autobytel.com/">
      <providerID>int</providerID>
    </Errors>
  </soap:Body>
</soap:Envelope>
```

RESPONSE

```
HTTP/1.1 200 OK
Content-Type: text/xml; charset=utf-8
Content-Length: length

<?xml version="1.0" encoding="utf-8"?>
<ssoap:Envelope xmlns:xsi="http://www.w3.org/2001/XMLSchema-instance"
  xmlns:xsd="http://www.w3.org/2001/XMLSchema"
  xmlns:soap="http://schemas.xmlsoap.org/soap/envelope/">
  <soap:Body>
    <ErrorsResponse xmlns="http://www.autobytel.com/">
      <ErrorsResult>
        <Error>
          <Code>string</Code>
          <Message>string</Message>
        </Error>
        <Error>
          <Code>string</Code>
          <Message>string</Message>
        </Error>
      </ErrorsResult>
    </ErrorsResponse>
  </soap:Body>
</soap:Envelope>
```

4.2.2.2 SOAP 1.2

REQUEST

```
POST /leadengine/dropzone.asmx HTTP/1.1
Host: mldappdev01
Content-Type: application/soap+xml; charset=utf-8
Content-Length: length

<?xml version="1.0" encoding="utf-8"?>
<soap12:Envelope xmlns:xsi="http://www.w3.org/2001/XMLSchema-instance"
xmlns:xsd="http://www.w3.org/2001/XMLSchema"
xmlns:soap12="http://www.w3.org/2003/05/soap-envelope">
  <soap12:Body>
    <Errors xmlns="http://www.autobytel.com/">
      <providerID>int</providerID>
    </Errors>
  </soap12:Body>
</soap12:Envelope>
```

RESPONSE

```
HTTP/1.1 200 OK
Content-Type: application/soap+xml; charset=utf-8
Content-Length: length

<?xml version="1.0" encoding="utf-8"?>
<soap12:Envelope xmlns:xsi="http://www.w3.org/2001/XMLSchema-instance"
xmlns:xsd="http://www.w3.org/2001/XMLSchema"
xmlns:soap12="http://www.w3.org/2003/05/soap-envelope">
  <soap12:Body>
    <ErrorsResponse xmlns="http://www.autobytel.com/">
      <ErrorsResult>
        <Error>
          <Code>string</Code>
          <Message>string</Message>
        </Error>
        <Error>
          <Code>string</Code>
          <Message>string</Message>
        </Error>
      </ErrorsResult>
    </ErrorsResponse>
  </soap12:Body>
</soap12:Envelope>
```

4.2.2.3 GET

REQUEST

```
GET /leadengine/dropzone.asmx/Errors?providerID=string HTTP/1.1  
Host: mldappdev01
```

RESPONSE

```
HTTP/1.1 200 OK  
Content-Type: text/xml; charset=utf-8  
Content-Length: length  
  
<?xml version="1.0" encoding="utf-8"?>  
<ArrayOfError xmlns="http://www.autobytel.com/">  
  <Error>  
    <Code>string</Code>  
    <Message>string</Message>  
  </Error>  
  <Error>  
    <Code>string</Code>  
    <Message>string</Message>  
  </Error>  
</ArrayOfError>
```

4.2.2.4 POST

REQUEST

```
POST /leadengine/dropzone.asmx/Errors HTTP/1.1  
Host: mldappdev01  
Content-Type: application/x-www-form-urlencoded  
Content-Length: length  
  
providerID=string
```

RESPONSE

```
HTTP/1.1 200 OK  
Content-Type: text/xml; charset=utf-8  
Content-Length: length  
  
<?xml version="1.0" encoding="utf-8"?>  
<ArrayOfError xmlns="http://www.autobytel.com/">  
  <Error>  
    <Code>string</Code>  
    <Message>string</Message>  
  </Error>  
  <Error>  
    <Code>string</Code>  
    <Message>string</Message>  
  </Error>  
</ArrayOfError>
```

4.2.3 Sample Responses

4.2.3.1 Success Transaction

```
<?xml version="1.0" encoding="utf-8" ?>
<ArrayOfError xmlns:xsi="http://www.w3.org/2001/XMLSchema-instance"
    xmlns:xsd="http://www.w3.org/2001/XMLSchema"
    xmlns="http://www.autobytel.com/">
    <Error>
        <Code>SystemError</Code>
        <Message>A system error has occurred</Message>
    </Error>
    <Error>
        <Code>EmailAddressBlank</Code>
        <Message>The consumer email address was blank</Message>
    </Error>
    <Error>
        <Code>EmailAddressInvalid</Code>
        <Message>The consumer email address did not pass
            validation</Message>
    </Error>
    <Error>
        <Code>EmailDomainInvalid</Code>
        <Message>The consumer email address did not pass
            validation</Message>
    </Error>
    <Error>
        <Code>FirstNameBlank</Code>
        <Message>The consumer first name was blank</Message>
    </Error>
    <Error>
        <Code>FirstNameInvalid</Code>
        <Message>The consumer first name did not pass
            validation</Message>
    </Error>
    <Error>
        <Code>FullNameInvalid</Code>
        <Message>The consumer full name did not pass
            validation</Message>
    </Error>
    <Error>
        <Code>HomePhoneNumberInvalid</Code>
        <Message>The consumer home phone number did not pass
            validation</Message>
    </Error>
</ArrayOfError>
```

4.2.3.2 Failure Transaction

```
?xml version="1.0" encoding="utf-8" ?
<ArrayOfError xmlns:xsi="http://www.w3.org/2001/XMLSchema-instance"
    xmlns:xsd="http://www.w3.org/2001/XMLSchema" xsi:nil="true"
    xmlns="http://www.autobytel.com/" />
```

5 Consumer Communication Options

5.1 Overview

The Autobytel Consumer Communication Options system is a separate system from the PING and POST systems, and therefore carries its own set of interfaces relevant to capture of consumer messaging options. For the purposes of lead submission, the "PostCommOpt" web method allows the Lead Provider to submit both lead data as well as consumer messaging options.

In order to facilitate notification and distribution of the most recent option code list, a web service has been supplied to our Lead Providers that will allow them the ability to query the Autobytel Consumer Communication Options systems and retrieve the code list.

5.2 Communication Options Interface

This is the basic external web method provided for retrieving the list of Autobytel consumer messaging options. Basically, functionality is provided for submitting the brand code the Lead Provider has been asked to use, based on the PING/POST URL, in order to retrieve the most recent option code list.

The Communication Options Interface section will cover:

- Data Definitions
 - Request
 - Response
- Message Definitions
 - SOAP 1.1
 - SOAP 1.2
- Sample Messages

5.2.1 Data Definitions

5.2.1.1 Request Data

Name	Req Opt	Description	Example
Token	Opt	String representing the lead provider's authorization (future use)	1234
BrandCode	Req	String representing the URL brand through which the Lead Provider is submitting leads	RIDE

5.2.1.2 Response Data

Name	Req Opt	Description	Example
Options	Req	See <i>Communication Options</i> table below	

A list of **Communication Options** will be returned as:

Name	Req Opt	Description	Example
OptionCode	Req	String representing the code of the specific messaging option	OptionNews
CategoryCode	Opt	String representing the category of the specific messaging option	RIDECategoryInternal
DisplayText	Req	String representing the text to be shown the consumer for opt-in/opt-out decision	AutoMinute. This is MyRide.com's e-mail newsletter about the latest in the world of vehicles.
Flag	Req	For future use. Please ignore.	True

5.2.2 Message Definitions

Please use these URLs when interacting with the Autobytel Consumer Communication Options system:

WSDL:

<http://commsys.services.staging.autobytel.com/commsys/Service.asmx?wsdl>

Testing: SOAP

<http://commsys.services.staging.autobytel.com/commsys/Service.asmx?op=GetOptionsByBrand>

Production: SOAP

<http://commsys.services.autobytel.com/commsys/Service.asmx?op=GetOptionsByBrand>

5.2.2.1 SOAP 1.1

REQUEST

```

POST /commsys/service.asmx HTTP/1.1
Host: commsys.services.autobytel.com
Content-Type: text/xml; charset=utf-8
Content-Length: length
SOAPAction:
"http://commsys.services.media.autobytel.com/commsys/GetOptionsByBrand"

<?xml version="1.0" encoding="utf-8"?>
<soap:Envelope xmlns:xsi="http://www.w3.org/2001/XMLSchema-instance"
xmlns:xsd="http://www.w3.org/2001/XMLSchema"
xmlns:soap="http://schemas.xmlsoap.org/soap/envelope/">
  <soap:Body>
    <GetOptionsByBrand xmlns="http://commsys.services.media.autobytel.com/commsys/">
      <Token>string</Token>
      <BrandCode>string</BrandCode>
    </GetOptionsByBrand>
  </soap:Body>
</soap:Envelope>

```

RESPONSE

```

HTTP/1.1 200 OK
Content-Type: text/xml; charset=utf-8
Content-Length: length
<?xml version="1.0" encoding="utf-8"?>
<ssoap:Envelope xmlns:xsi="http://www.w3.org/2001/XMLSchema-instance"
xmlns:xsd="http://www.w3.org/2001/XMLSchema"
xmlns:soap="http://schemas.xmlsoap.org/soap/envelope/">
  <soap:Body>
    <GetOptionsByBrandResponse
      xmlns="http://commsys.services.media.autobytel.com/commsys/">
      <GetOptionsByBrandResult>
        <Options>
          <Option>
            <OptionCode>string</OptionCode>
            <CategoryCode>string</CategoryCode>
            <DisplayText>string</DisplayText>
            <Flag>boolean</Flag>
          </Option>
          <Option>
            <OptionCode>string</OptionCode>
            <CategoryCode>string</CategoryCode>
            <DisplayText>string</DisplayText>
            <Flag>boolean</Flag>
          </Option>
        </Options>
        <Errors>
          <Error>
            <Code>string</Code>
            <Message>string</Message>
          </Error>
          <Error>
            <Code>string</Code>
            <Message>string</Message>
          </Error>
        </Errors>
      </GetOptionsByBrandResult>
    </GetOptionsByBrandResponse>
  </soap:Body>
</ssoap:Envelope>

```

```
</Errors>
</GetOptionsByBrandResult>
</GetOptionsByBrandResponse>
</soap:Body>
</soap:Envelope>
```

5.2.2.2 SOAP 1.2

REQUEST

```

POST /commsys/service.asmx HTTP/1.1
Host: commsys.services.autobytel.com
Content-Type: text/xml; charset=utf-8
Content-Length: length

<?xml version="1.0" encoding="utf-8"?>
<soap12:Envelope xmlns:xsi="http://www.w3.org/2001/XMLSchema-instance"
xmlns:xsd="http://www.w3.org/2001/XMLSchema"
xmlns:soap12="http://schemas.xmlsoap.org/soap/envelope">
    <soap12:Body>
        <GetOptionsByBrand xmlns="http://commsys.services.media.autobytel.com/commsys/">
            <Token>string</Token>
            <BrandCode>string</BrandCode>
        </GetOptionsByBrand>
    </soap12:Body>
</soap12:Envelope>

```

RESPONSE

```

HTTP/1.1 200 OK
Content-Type: text/xml; charset=utf-8
Content-Length: length

<?xml version="1.0" encoding="utf-8"?>
<soap12:Envelope xmlns:xsi="http://www.w3.org/2001/XMLSchema-instance"
xmlns:xsd="http://www.w3.org/2001/XMLSchema"
xmlns:soap12="http://schemas.xmlsoap.org/soap/envelope">
    <soap12:Body>
        <GetOptionsByBrandResponse
            xmlns="http://commsys.services.media.autobytel.com/commsys/">
            <GetOptionsByBrandResult>
                <Options>
                    <Option>
                        <OptionCode>string</OptionCode>
                        <CategoryCode>string</CategoryCode>
                        <DisplayText>string</DisplayText>
                        <Flag>boolean</Flag>
                    </Option>
                    <Option>
                        <OptionCode>string</OptionCode>
                        <CategoryCode>string</CategoryCode>
                        <DisplayText>string</DisplayText>
                        <Flag>boolean</Flag>
                    </Option>
                </Options>
                <Errors>
                    <Error>
                        <Code>string</Code>
                        <Message>string</Message>
                    </Error>
                    <Error>
                        <Code>string</Code>
                        <Message>string</Message>
                    </Error>
                </Errors>
            </GetOptionsByBrandResult>
        </GetOptionsByBrandResponse>
    </soap12:Body>
</soap12:Envelope>

```

```

        </GetOptionsByBrandResponse>
    </soap12:Body>
</soap12:Envelope>

```

5.2.3 Sample Responses

5.2.3.1 Success Transaction

```

<?xml version="1.0" encoding="utf-8" ?>
<soap:Envelope xmlns:soap="http://schemas.xmlsoap.org/soap/envelope/">
    xmlns:xsi="http://www.w3.org/2001/XMLSchema-instance"
    xmlns:xsd="http://www.w3.org/2001/XMLSchema">
        <soap:Body>
            <GetOptionsByBrandResponse
                xmlns="http://commsys.services.media.autobytel.com/commsys/">
                <GetOptionsByBrandResult>
                    <Options>
                        <Option>
                            <OptionCode>OptionHTML</OptionCode>
                            <CategoryCode />
                            <DisplayText>True for HTML e-mail, false
                                for plain text formatted
                                email</DisplayText>
                            <Flag>true</Flag>
                        </Option>
                        <Option>
                            <OptionCode>OptionNews</OptionCode>
                            <CategoryCode>RIDECategoryInternal</CategoryCode>
                            <DisplayText>AutoMinute. This is MyRide.com's
                                e-mail newsletter about the
                                latest in the world of
                                vehicles</DisplayText>
                            <Flag>true</Flag>
                        </Option>
                    </Options>
                    <Errors />
                </GetOptionsByBrandResult>
            </GetOptionsByBrandResponse>
        </soap:Body>
    </soap:Envelope>

```

5.2.3.2 Failure Transaction

```

<?xml version="1.0" encoding="utf-8" ?>
<soap:Envelope xmlns:soap="http://schemas.xmlsoap.org/soap/envelope/">
    xmlns:xsi="http://www.w3.org/2001/XMLSchema-instance"
    xmlns:xsd="http://www.w3.org/2001/XMLSchema">
        <soap:Body>
            <GetOptionsByBrandResponse
                xmlns="http://commsys.services.media.autobytel.com/commsys/">
                <GetOptionsByBrandResult>
                    <Errors>
                        <Error>
                            <Code>INVALIDBRANDCODE</Code>
                            <Message>Brand code input parameter is invalid</Message>
                        </Error>
                    </Errors>
                </GetOptionsByBrandResult>
            </GetOptionsByBrandResponse>
        </soap:Body>
    </soap:Envelope>

```

6 Contacts

6.1 Business Contacts

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Appendix A: Glossary

ADF: Automotive Data Format – A standardized, industry accepted format for capturing, describing, and communicating automotive sales lead data

Consumer: The person who is interacting with a web site and is the party wishing to receive a quote for the purchase of a vehicle

Content Type: A header setting within HTTP protocol that notifies the receiver as to what type of information is contained in the document

Dealer: The entity identified as the licensed franchisee selling a particular make

GET: A method of transmitting web-based form data where that data is laid out in name/value pairs and sent as visible text on the URL address. See POST.

HTML: Hypertext Markup Language – A standard language used to communicate information as web pages within a web browser

HTTP: Hypertext Transport Protocol – A standard communication method used to delivery HTML content over the internet

HTTPS: Secure Hypertext Transport Protocol – Similar to HTTP with an added layer of encryption for security purposes. Typically slower communication compared to HTTP.

Lead Provider: An entity that accumulates sales leads with the intent to forward those leads to Autobytel or on to other lead aggregators.

Ping: A method of passing minimal information for a lead, in order to determine coverage availability

POST: A method of encapsulating web-based form data such that the data is transmitted in the HTTP header rather than on the URL. See GET.

Sales Lead: The accumulated vehicle and personal contact information that represents the consumer request to purchase a vehicle. This encapsulated data is forwarded to a dealer as a potential sale.

SOAP: Simple Object Access Protocol – A standard means of communicating with application objects over the internet

XML: Extensible Markup Language – An extension to the HTML language, it is a means of using hierarchical tags to describe and store data.

Appendix B: PING/POST Error Messages

Error Code	Object Member and Error Message
SystemError	<i>Lead Object</i> A system error has occurred
EmailAddressBlank	<i>Customer.Email</i> The consumer email address was blank
EmailAddressInvalid	<i>Customer.Email</i> The consumer email address did not pass validation
EmailDomainInvalid	<i>Customer.Email</i> The consumer email address did not pass validation
FirstNameBlank	<i>Customer.FirstName</i> The consumer first name was blank
FirstNameInvalid	<i>Customer.FirstName</i> The consumer first name did not pass validation
FullNameInvalid	<i>Customer>FirstName + Customer.LastName</i> The consumer full name did not pass validation
HomePhoneNumberInvalid	<i>Customer.HomePhone</i> The consumer home phone number did not pass validation
LastNameBlank	<i>Customer.LastName</i> The consumer last name was blank
LastNameInvalid	<i>Customer.LastName</i> The consumer last name did not pass validation
MakeBlank	<i>Vehicle.Make</i> The vehicle make was blank
ModelBlank	<i>Vehicle.Model</i> The vehicle model was blank
PhoneNumberBlank	<i>Customer.HomePhone + Customer.WorkPhone</i> The consumer phone number was blank
ProviderInvalid	<i>Provider.ProviderID</i> The Provider id did not pass validation
ProviderBlank	<i>Provider.ProviderID</i> The provider id was blank
StreetAddressInvalid	<i>Customer.Address1</i> The consumer street address did not pass validation
VehicleInvalid	<i>Vehicle.Year + Vehicle.Make + Vehicle.Model</i> The vehicle year, make, model combination did not pass validation

Error Code	Object Member and Error Message
WorkPhoneNumberInvalid	<i>Customer.WorkPhoneNumber</i> The consumer work phone number did not pass validation
YearBlank	<i>Vehicle.Year</i> The vehicle year was blank
ZipCodeBlank	<i>Customer.Zip</i> The consumer ZIP Code was blank
ZipCodeInvalid	<i>Customer.Zip</i> The consumer ZIP Code did not pass validation
DealerNotAvailable	<i>Lead Object</i> There are no dealers available to accept the consumer request
VehicleIDBlank	<i>Vehicle.VehicleID</i> The vehicle id was blank >>> Applies to Used Car Only
VehicleIDInvalid	<i>Vehicle.VehicleID</i> The vehicle id did not pass validation >>> Applies to Used Car Only
DuplicateRequest	<i>Lead Object</i> A request from the consumer has already been received