Reply.com Automotive Affiliate Specifications With Dealer Information in Ping Response

Ping PR_EX2

Final V4

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1 Overview

The purpose of this document is to define Reply!'s lead referral interface that supports ping response with dealer information for Exclusive or Non-Exclusive leads in technical detail. It will provide system integrators, programmers, and network engineers sufficient information to establish the appropriate configurations and software components to forward vehicle leads to Reply! by utilizing this system.

This document addresses the following areas:

- Network requirements
- Lead submission process
- Lead content requirements
- Deployment and status process

2 Network requirements

In order to access Reply's referral interface, Ping service requests need not be encrypted and authenticated. Post service requests do need to be encrypted. Data encryption will be accomplished by leveraging SSL whereas authentication will be based on IP address, username, and password.

2.1 Protocol

Ping service requests do not require the secured sockets layer (SSL) protocol. All Post service requests to Reply referral interface will adhere to the secured sockets layer (SSL) protocol.

2.2 IP addresses

Reply requires all service requests to originate from registered IP Addresses. Hence, all IP addresses of staging and production systems that will originate service requests to Reply referral interface must be provided to Reply. Unregistered IP addresses will have service requests denied.

2.3 User registration

All users of the system will be provided a user name and password. This will be generated by Reply and provided upon request. Service requests without correct user name and password will be denied access.

3 Lead submission process

Once authenticated, the process of submitting vehicle leads to Reply consists of two core steps: "Ping" and "Post."

3.1 Vehicle pinging

Vehicle pinging is defined as sending Reply's referral interface the make, model, and zip code of the vehicle that the provider wishes to transmit. Vehicle pinging requests will be directed to the following URL:

http://www.imotors.com/prxml/PingPREx2.asp

The data-types of the required request parameters are:

Parameter Name	Type	Example
1. make	String	*Volvo*
1. model	String	*Focus Coupe*
1. zip	String	*94089*
1. source	String	
1. password	String	

Table 1 Pinging: Request parameters

Example:
http://www.imotors.com/prxml/PingPREx2.asp?Make=Volvo&Model=Focus%20Coupe&Zip=94089&source=YOUR_AFFILIATE_NAME&password=YOUR_PASSWORD

3.1.1 Ping Response With Dealer Information

For a ping response with a list of dealers Reply is providing the lead to, Reply will process all vehicle ping requests and respond with the following for:

http://www.imotors.com/prxml/PingPREx2.asp

In the Ping response, a reservation token is provided for each dealer we return (up to 3). The validity of the token is for 30 minutes. The Post with that reservation ID must be received w/in 30 minutes of the initiating ping to be valid.

Format of the token numeric (3 digits-numeric (up to 19 digits))

Good Ping coverage true (Non-Exclusive):

```xml
<?xml version="1.0" encoding="UTF-16" ?>
<PingPR Accept="True">
      <DealerList numDealers="1">
            <Dealer>
                  <Id>389</Id>
                  <Name>TEST ACCOUNT: ben dealer</Name>
                        <Country>USA</Country>
                  <State>ca</State>
                        <City>modesto</City>
                        <Street>1121 hawthronve</Street>
                        <PostalCode>00646</PostalCode>
                        <Distance>5</Distance>
                        <reservationID>568-3698563</reservationID>
            </Dealer>
      </DealerList>
</PingPR>
```

Failed Ping coverage false:

```xml
<?xml version="1.0" encoding="windows-1252" ?>
<PingPR Accept="False" Error="Invalid UserName Password Combination" />
```

```xml
<?xml version="1.0" encoding="windows-1252" ?>
<PingPR Accept=" False" />
```

NOTE: All http://www.imotors.com/prxml/PingPREx2.asp responses will contain dealer information.

   The nodes containing information will be delineated in the <DealerList numDealers="x"> parameter. The <DealerList numDealers="x"> parameter will indicate the number of nodes that have dealer information. Please note, the number of dealers will be ≤ 3.

To ensure the effectiveness of the vehicle pinging process, Reply requires that all referral partners provide their vehicle make/model lists.

3.2 Vehicle posting

With the 'True' response from the ping, the affiliate is able to post the lead to Reply. The URL that an affiliate posts to is:

https://www.imotors.com/PRXML/SubmitADFEx2.asp

After set up is complete – a process that requires 1-3 days depending on the technical expertise of the affiliate – testing is required. Reply tests the affiliate communication by

requesting a post of an automotive lead for an Acura to zip code 00646. Upon receipt of a correctly formatted lead to the correct URL, the Reply system responds with a 'true' or 'false' response. The true response signals our acceptance of a properly formatted lead and is accompanied with a token and lead ID. A 'false' response will not contain a lead ID and indicates that there were problems with the acceptance of that lead. After review of the post to ascertain that the format is correct and the fields are completed correctly, the affiliate should contact Reply's IT department with any remaining issues.

Examples of the true and false response are as follows:

If there is an unexpected error at any point:
<ADFResponse Success="False" Error="Unspecified" />

Profanity: Blacklist level 2:
<ADFResponse Success="False" Error="Contains unacceptable language" />

No ADF root element, means the ADF document is completely invalid:
<ADFResponse Success="False" Error="No adf document element found" />

Three errors possible while checking for the source of the lead:
<ADFResponse Success="False" Error="id is required" />
<ADFResponse Success="False" Error="source is required" />
<ADFResponse Success="False" Error="invalid source" />

Data missing errors:
<ADFResponse Success="False" Error="make is required" />
<ADFResponse Success="False" Error="model is required" />
<ADFResponse Success="False" Error="postalcode is required" />

Duplicate entry error:
<ADFResponse Success="False" Error="Lead is duplicated" />

Franchise:
<ADFResponse Success="False" Error="no matching franchise found" />

Additional post responses if the token is valid.
<ADFResponse Success="False" Error="Token '896-56326585' does not match or is expired" />
<ADFResponse Success="False" Error="Token provided may not be null" />

When a lead is successfully sent:
<ADFResponse Success="True" LeadID="XXXXX" />

4 Vehicle lead content requirements

4.1 Auto-lead Data Format

Reply embraces industry standards to simplify integration with external systems. For vehicle leads, Reply requires that all inbound lead data must conform to the Auto-lead Data Format (ADF) specification. See Appendix A.

4.2 Lead content

Reply mandates content requirements on all vehicle leads.

4.2.1 General lead requirements

1. Each ADF lead must contain a lead ID
   a. Lead ID must be set in the *id* element contained within the *prospect* element
2. Each ADF lead must contain the Reservation ID (token)

4.2.2 Customer data requirements

1. All leads must contain customer first and last name
   a. First name must appear in a single *name* element with the *part* attribute set to "first"
   b. Last name must appear in a single *name* element with the *part* attribute set to "last"
   c. Invalid names will be rejected based on the following condition
      a. Single character name
      b. Number in the name
      c. Single repeating character
1. All leads must contain a customer email
   a. Email must be set in a single *email* element
   b. Email must meet standard email format (e.g., name@domain.com)
1. All leads must contain at least one customer contact phone number
   a. Each phone number must be contained in a separate *phone* element and must not contain any white spaces or hyphens between numbers
   b. A phone number extension will be denoted appending the letter "x" and the extension number to the phone number
   c. Each customer *phone* element will set the *preferredcontact* attribute.
      i. *Preferredcontact*=1 for primary number
      ii. *Preferredcontact*=0 for alternate number
1. All leads must contain a valid customer address
   a. Street address information will be placed in the one or more *street* elements
      i. Each *street* element must set the *line* attribute.
   b. City information must be set in the *city* element
   c. Province/State abbreviation must be set in the *regioncode* element
   d. Postal/Zip code must be set in the *postalcode* element

1. All leads must contain a textual description of the customer's purchase timeframe   a. If timeframe is unknown, please set timeframe to be "undecided"
1. Customer comments are required if available

4.2.3 Vehicle data requirements

1. Each ADF lead will contain no more that two *vehicle* elements
   a. One where the vehicle *interest* attribute is set to "buy" or "lease" (required)
   b. One where the vehicle interest attribute is set to "trade-in" (optional)

1. Each vehicle must have year, make, and model values set   a. Additional vehicle information, such as, trim, doors, and body style, is required if available
1. At least one vehicle color preference is required on "buy" vehicle   a. If a color is not selected, please set color to "no preference"
1. Vehicle options are required if available   a. Each vehicle option must be contained in a separate *optionname* element
1. Vehicle price is required if available

1. Vehicle financing preference is required
   a. If financial method is unknown, set "undecided" as the default value
   b. If down payment is unknown, set "0" as the default value

4.2.4 Provider data requirements

1. All provider elements must set the *name* element it contains   a. The value to set in the *name* element will be provided by Reply

5 Deployment and Status process

5.1 Deployment

The follow are the steps taken in the deployment process

1.   Reply will generate a production user name/password combination for the partner
1.   Reply will provide partner will appropriate URL for the production environment
1.   Reply and partner resources will work together to ensure that network connectivity is operational
1.   Reply requires that the first production vehicle lead submitted from the partner is validated by Reply before normal production lead flow is initiated

5.2 Status

For automotive affiliates, Reply gives the ability to check the status of leads posted to Reply. Access is given via the Reply Automotive Affiliate Extranet (reporting center). The extranet URL is as follows:

http://affiliates.imotors.com

Login and Password will be assigned by Reply when the affiliate is initially set up

Appendix A: Sample ADF lead

```xml
<?xml version="1.0" ?>
<?adf version="1.0" ?>
<adf>
<prospect status="new">
<id sequence="1" source="YOUR_COMPANY_NAME">568-3698563</id><!—token -->
<requestdate>2006-04-12T18:25:11-07:00</requestdate>
<vehicle interest="buy" status="new">
<year>2006</year>
<make>Honda</make>
<model>Accord</model>
<trim>EX</trim>
<transmission>auto</transmission>
<colorcombination>
<interiorcolor>Black</interiorcolor>
<exteriorcolor>Black</exteriorcolor>
<preference>1</preference>
</colorcombination>
<finance>
<method>Finance</method>
<amount>0.0</amount>
</finance>
</vehicle>
<customer>
<contact>
<name part="first">Joe</name>
<name part="last">Smith</name>
<email preferredcontact="1">joe@nextphasemedia.com</email>
<phone type="voice" time="morning" preferredcontact="0">9252023353</phone>
<address>
<street line="1">1 W 34TH ST</street>
<city>Utuado</city>
<regioncode>PR</regioncode>
<postalcode>37228</postalcode>
<country>US</country>
</address>
</contact>
<timeframe>Within 48 Hours</timeframe>
<comments>
</comments>
</customer>
<vendor>
<vendorname>Next Phase Media, Inc.</vendorname>
</vendor>
<provider>
<name part="full">Next Phase Media, Inc.</name>
</provider>
</prospect>
</adf>
```

Appendix C: Contact Information

Name:	Bill Perrault

Email:	bill.perrault@reply.com
Phone:	925-983-3516

Name:	
Email:	
Phone:	