**LMS 2.0 Posting Instructions**UPDATED: April 29, 2013

OVERVIEW:

LeadAmp LMS uses a three-tiered system for receiving leads from our lead partners. The stages are simply: PRE-PING, PING and POST. Each stage receives a greater amount of lead information, allowing lead vendors to customize their submissions according to the business rules and contracts they have in place with their online lead generation properties and affiliates. **It is up to the individual vendor to optimize their processing to take advantage of the results of each stage of lead submission.**

With the upgrade to LeadAmp LMS 2.0, processing of a lead is no longer viewed as three separate submissions, but rather a three-step handshake involving a single lead. For consistency’s sake, a LeadAmpID will be returned on successful PRE-PING, which must then be passed as a required parameter into the subsequent PING. Upon successful PING, a LeadAmpID will again be returned as part of the processing response and will be a required parameter on the subsequent POST. In the PING and POST stages, the system will lookup the incoming LeadAmpID and will only proceed when it is able to verify that the previous stage was successful.

PRE-PING:

LeadAmp LMS 2.0 accepts lead “pre-ping” information via an HTTPS POST request. The PRE-PING is really a pre-purchase courtesy lookup that allows vendors to validate that an order exists in the LeadAmp system for the prospective lead, and that the order is active and un-paused prior to submission on the PING. This document assumes that a remote application or process has been created, at a remote location, and can submit an HTTPS POST request to the appropriate URL:

**TEST ENVIRONMENT:** https://test1.leadamplms.com/prospect/preping

**PRODUCTION ENVIRONMENT:** https://prod1.leadamplms.com/prospect/preping

|  |  |
| --- | --- |
| Parameter | Values |
| clientCode | AMFAM |
| sourceCode | <Unique Vendor ID Provided By LeadAmp Administrator> |
| campaignCode | AUTO, HRAUTO, HOME, RENT, COMMPC, COMMWC |
| zip | Zip Code for appropriate geographies (i.e. 64101) |
| affiliateCode | Any GUID string up to 255 characters designating which of your affiliates you purchased your lead from |

**RESPONSE WHEN PREPING IS ACCEPTED:**

{“response”:”qualified”, “LeadAmpID”:”8102281”}

**RESPONSE WHEN PREPING IS REJECTED:**

{“response”:”disqualified”}

**RESPONSE WHEN PREPING FAILS:**

{“response”:”error”, “message”:”Internal Server Error”}

PING:

Unlike the PRE-PING, the PING contains personal contact information for the lead. This information is used to reject duplicate leads and to verify that the individual does not hold an existing policy with the client. Some vendors are provided this information by their affiliates prior to their purchase-decision and should view the PING as an opportunity to decline a lead that may not be suitable for the intended purchaser. This document assumes that a remote application or process has been created, at a remote location, and can submit an HTTPS POST request to the appropriate URL:

**TEST ENVIRONMENT:** https://test1.leadamplms.com/prospect/ping

**PRODUCTION ENVIRONMENT:** https://prod1.leadamplms.com/prospect/ping

|  |  |
| --- | --- |
| Parameter | Values |
| clientCode | AMFAM |
| sourceCode | <Unique Vendor ID Provided By LeadAmp Administrator> |
| campaignCode | AUTO, HRAUTO, HOME, RENT, COMMPC, COMMWC |
| prepingID | The LeadAmpID provided in the response of a successful PRE-PING |
| productCode | Code designating which product the prospect has interest in purchasing |
| vendorLeadCode | Unique ID by which you (the vendor) identify the lead, for reconciliation purposes |
| affiliateCode | Any GUID string up to 255 characters designating which of your affiliates you purchased your lead from |
| firstName | The given name of the lead prospect |
| lastName | The prospect’s surname |
| email | Electronic mail address of the prospect |
| primaryPhone | Phone number where the prospect can be reached |
| alternatePhone | Alternate phone number where the prospect can be reached |
| address | The physical address of the prospect |
| address2 | The suite or apartment portion of the prospect’s physical address |
| city | The prospect’s city of residence |
| state | The prospect’s state of residence |
| zip | The postal code for the prospect |
| country | The prospect’s country of residence |

**RESPONSE WHEN PING IS ACCEPTED:**

{“response”:”qualified”, “LeadAmpID”:”8102281”, “decile”:”3”}

**RESPONSE WHEN PING IS REJECTED:**

{“response”:”disqualified”, “reason”:”Lead is already a customer”}

**RESPONSE WHEN PING FAILS:**

{“response”:”error”, “message”:”Internal Server Error”}

|  |  |
| --- | --- |
| Result Parameter | Values |
| response | **qualified** indicates that a lead is a valid, unique lead for the client. Only qualified leads should be attempted on a subsequent ‘POST’.  **disqualified** means that the lead was rejected by the ping for the reason given in the “reason” response parameter.  **error** implies that an internal failure occurred during PING processing for the reason given in the “message” field. Error leads should not be attempted on a ‘POST’ as they will be rejected. |
| LeadAmpID | Unique identifier in the LeadAmp system for the given lead. Only returned for qualified leads. |
| reason | Reason for which the lead was disqualified. Not present on qualified leads. |
| decile | Provided for qualified “U” leads only. Could be any numeric integer value between 1 and 10. Indicates how likely the lead is to purchase services from the client according to their model implementation. |
| message | Error message indicating what may have caused processing to terminate abnormally |

PING Disqualification REASONS:

Leads may be rejected on the PING for a variety of reasons. The reason for disqualification is provided in the “reason” parameter of the PING response. Reasons are always text descriptions that include details about the violation, and may include data regarding another LeadAmpID that may have caused the violation.

The rejection reasons are given as a means of providing feedback for vendor optimization efforts. Critical review of rejection reasons may shape the direction of future marketing efforts and display ad strategies in terms of zip codes and demographics. Close analysis of the rejection reasons reveals trends in historic and possibly future purchasing patterns. The following table is an incomprehensive list of the PING disqualification reasons. Other reasons may be added as the system evolves. Proper advance notice will be attempted prior to adding additional disqualification reasons.

|  |
| --- |
| Possible PING Disqualification Reasons |
| Acxiom: Back-End Interface Unavailable |
| Acxiom: Failed Verification |
| Acxiom: Lead exists in customer file |
| Acxiom: System Unavailable |
| Acxiom unreachable |
| Invalid Address |
| Invalid City |
| Invalid First Name |
| Invalid Last Name |
| Invalid Postal Code |
| Invalid email provided |
| The field 'City' contains a value that we do not accept. |
| The field 'FirstName' contains a value that we do not accept. |
| The field 'LastName' contains a value that we do not accept. |
| The home phone, work phone, cell phone, alt phone are invalid |
| Test Lead based on <parameter name> |
| All orders for campaign-geo fulfilled |
| No order exists for the given campaign-geo combination |
| Order cancelled |
| Order paused |
| Duplicate email |
| Duplicate phone number |
| Missing Required Fields |
| State not in approved list |
| Lead does not meet model standards |

POST:

The POST contains all of the personal contact information as the PING, as well as an ACORD standard XML payload designating driving record, credit histories, number of vehicles, existing coverage, etc. Upon acceptance on the ping, this information is distributed to agents and call centers to all the individual to establish a policy with the client. Some vendors are provided this information by their affiliates prior to their purchase-decision and should view the PING as an opportunity to decline a lead that may not be suitable for the intended purchaser. This document assumes that a remote application or process has been created, at a remote location, and can submit an HTTPS POST request to the appropriate URL:

**TEST ENVIRONMENT:** https://test1.leadamplms.com/prospect/post

**PRODUCTION ENVIRONMENT:** https://prod1.leadamplms.com/prospect/post

|  |  |
| --- | --- |
| Parameter | Value |
| clientCode | <Unique Client ID Provided By LeadAmp Administrator> |
| sourceCode | <Unique Vendor ID Provided By LeadAmp Administrator> |
| campaignCode | AUTO, HRAUTO, HOME, RENT, COMMPC, COMMWC |
| pingID | The LeadAmpID provided in the response of a successful PING |
| productCode | Code designating which product the prospect has interest in purchasing |
| vendorLeadCode | Unique ID by which you (the vendor) identify the lead, for reconciliation purposes |
| affiliateCode | Any GUID string up to 255 characters designating which of your affiliates you purchased your lead from |
| firstName | The given name of the lead prospect |
| lastName | The prospect’s surname |
| email | Electronic mail address of the prospect |
| primaryPhone | Phone number where the prospect can be reached |
| alternatePhone | Alternate phone number where the prospect can be reached |
| address | The physical address of the prospect |
| address2 | The suite or apartment portion of the prospect’s physical address |
| city | The prospect’s city of residence |
| state | The prospect’s state of residence |
| zip | The postal code for the prospect |
| country | The prospect’s country of residence |
| payload | ACORD standard XML document containing specific data about the purchaser wishing to establish a policy with the customer |

**RESPONSE WHEN POST IS ACCEPTED:**

{“response”:”qualified”, “LeadAmpID”:”8102281","program":"A","customerType":"N"}

**RESPONSE WHEN POST IS REJECTED:**

{“response”:”disqualified”, “reason”:”Qualified matching PING not found”}

**RESPONSE WHEN POST FAILS:**

{“response”:”error”, “message”:”Internal Server Error”}

|  |  |
| --- | --- |
| Result Parameter | Values |
| response | **qualified** – The lead was accepted on the POST  **disqualified** – The lead was rejected on the POST  **error** – Abnormal processing failure during the POST |
| LeadAmpID | Unique identifier in the LeadAmp system for the given lead. Only returned for qualified leads. |
| reason | Reason for which the lead was disqualified on the POST. This parameter is not present on qualified leads. |
| program | **A** - the lead was sold to an Agent.  **C** - the lead was sold to a Call Center. |
| message | Error message indicating what may have caused processing to terminate abnormally |