Web Service Integration Guide

Broker Guide
Version 2.6
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Introduction

This guide is provided for remote sites wishing to submit leads to Lunar Media via native HTTP SOAP requests. The document details the required format for the messages by including a sample message with placeholders for the parameters.

Outlines of the parameters required are set against each field and the appropriate lookup tables are included towards the end of this document.

Disclaimer

Whilst every effort has been made to provide a quality service to parties wishing to integrate with Lunar Media, in the form of documentation and on-going support, it cannot and does not accept any liability whatsoever for the completeness or accuracy of this support documentation. Any errors or omissions in this document should be raised via your client in order that future releases may benefit.

Guide

Best Practice Guidelines

A few things to mention re-integration

1. Ensure that the web service URL is looked up from the configuration file rather than hard coded as a static address. This is likely to change and it is useful to be able to switch simply from test to live and vise-versa.

2. Implement tracing of web service call. Ideally the native SOAP request should be able to be saved to a file so that in case of problems this may be compared with the standard or resubmitted. Without this then data related issues are extremely difficult to diagnose as they are often rejected by the target web service before they begin processing.

3. Anticipate that the web service will fail sporadically with communication or data validation issues. Make sure you have an adequate re-try and error reporting processing for this.

4. Understand that the web call takes between 1-5 seconds to return from its processing.

5. Different credentials (media campaign codes) may be required for test and live environments.

Application Submission

The following is a sample SOAP request and response. The **placeholders** shown need to be replaced with actual values. **Field that cannot be completed should be left blank or should not be included in the submission.**

Request

```
Content-Type: text/xml; charset=utf-8
SOAPAction: "https://crm.lunarmedia.co.uk/net/webservices/inbound/soappost.aspx"

<?xml version="1.0" encoding="utf-8"?>
<soap:Envelope xmlns:soap="https://www.w3.org/2001/12/soap-envelope">
 <soap:Body>
   <executeSoap xmlns:lead="https://crm.lunarmedia.co.uk/net/webservices/inbound/soappost.aspx">
                <MediaCampaignID> int </MediaCampaignID>
                <ClientReference> varchar </ClientReference>
                <ClientDataSource> varchar </ClientDataSource>
                <MediaCampaignCostInbound> float </MediaCampaignCostInbound>
                <Amount> int </Amount>
                <ProductType> varchar </ProductType>
                <App1HomeTelephone> number </App1HomeTelephone>
                <App1MobileTelephone> number </App1MobileTelephone>
                <App1WorkTelephone> number </App1WorkTelephone>
                <App1EmailAddress> varchar </App1EmailAddress>
                <App1Title> varchar </App1Title>
                <App1FirstName> varchar </App1FirstName>
                <App1Surname> varchar </App1Surname>
    </executeSoap>
 </soap:Body>
</soap:Envelope>
```

Response

```
<?xml version="1.0" encoding="utf-8"?>
<soap:Envelope xmlns:soap="https://www.w3.org/2001/12/soap-envelope">
        <soap:Body>
                <executeSoapResponse
xmlns:lead="https://crm.lunarmedia.co.uk/net/webservices/inbound/soappost.aspx">
                        <executeSoapResult>varchar</executeSoapResult>
                        <executeSoapStatus>int</executeSoapStatus>
                        <executeSoapNo>int</executeSoapNo>
                </executeSoapResponse>
        </soap:Body>
</soap:Envelope>
```

Application Submission Data Attribute Matrix

The following table provides a detailed overview of the fields and the associated data requirements for a SOAP interface with Lunar Media.

Some of the data fields are marked as mandatory and should be included in the every SOAP transmission. Others may require appropriate values from the accompanying lookup tables.

Additional available fields can be viewed on the URL below;

https://api.lunarmedia.co.uk/net/fieldlookup.aspx?MediaCampaignID=XXXXX   (where **XXXXX** is your unique MediaCampaignID)

Common Fields

Field	Type	Required	Sample Value	Notes
MediaCampaignID	Int	Y	123456	Unique business code.
MediaCampaignCostInbound	Int		100	Chargeable cost of lead
ClientReference	Varchar		A123456	Your unique case reference number
ClientDataSource	Varchar	N	1051	The source of your data; affiliate ID or data provider
Amount	Int	Y	25000	Pounds, without a decimal point and sign
ProductTerm	Int		300	Months
ProductType	Varchar	Y	Life Insurance	See product type lookup.
App1HomeTelephone	Number	Y	0113 456789	Including std code
App1MobileTelephone	Number		07950 124567	Including std code
App1WorkTelephone	Number		01484 456789	Including std code
App1EmailAddress	Varchar		abc@def.com	
App1MaritalStatus	Varchar		Married	See marital status lookup
App1Title	Varchar		Mr	See title lookup

App1FirstName	Varchar	Y	Fred	
App1MiddleNames	Varchar		John	
App1Surname	Varchar	Y	Smith	
App1MaidenName	Varchar			
App1PreviousName	Varchar		Davis	
App1DOB	Date		01/05/1954	DD/MM/YYYY
App1Sex	Char		M	M/F
App1Smoker	Char		Y	Y/N
AddressLine1	Varchar	Y	43 Mitchell Street	
AddressLine2	Varchar		The Hill	
AddressLine3	Varchar		Birtley	Locality
AddressLine4	Varchar		Chester Le Street	Post town
AddressCounty	Varchar		Tyne and Wear	
AddressPostCode	Varchar	Y	DH9 2EP	
AddressHouseName	Varchar			House name or number required
AddressHouseNumber	Varchar		43	House name or number required
BestContactDate	DateTime		01/01/1900 12:00	Preferred contact time. Use 01/01/1900 to omit the year.
Notes	Varchar			A free format note, up to 100 characters, excluding line breaks and carriage returns

Response

Field	Type	Sample Value	Notes
executeSoapResult	Varchar	Application successfully received	Success or failure message
executeSoapStatus	Int	1	Success or failure code – see response status lookup
executeSoapNo	Int	1234567	Application id

Common Application Submission Data Lookup Tables

Source Codes

Please contact Lunar Media for your unique code.

Response Status

Value	Description
1	Application successfully received
-1	Error in file. Invalid XML received
-2	Top level data field not found
-3	Mandatory data field not found
-4	Security check failed
-5	Invalid data type found

Revisions

16/03/2010	Document created
29/03/2010	New product type lookup
18/05/2010	Additional products added
27/05/2010	PropertyNewBuild and DeclaredBankrupt added. Additional products added
01/06/2010	Added LeadCost field
22/09/2010	Life Insurance added
11/05/2011	BestContactDate added
20/07/2011	Test URL updated
26/10/2011	Note field added
20/02/2012	Product example updated
05/03/2014	ClientDataSource
16/11/2020	LeadCost changed to MediaCampaignCostInbound
21/04/2021	Note change to Notes