**ProVia Lead Management Web Service**

April 10, 2012

**Overview**

ProVia has developed a web service that allows third parties to directly input leads into our lead management system.

**Web Service**

The service is available at the following URL:

[https://entrylink.provia.com/entrylink/leads.asmx](https://entrylink.proviaproducts.com/entrylink/leads.asmx)

The service supports the following operations:

**CaptureLead()**

Boolean. Inputs the lead into the system. It takes the following inputs as parameters (strings unless otherwise indicated):

* Name
* CompanyName
* Add1
* Add2
* Add3
* City
* State
* Zip
* Country
* Email
* Phone
* ExtNo
* LeadTypeID – Integer – describes the lead type. See the LeadTypeList() function below.
* CampaignID – Integer – the marketing campaign that generated the lead. See the CampainList() function below.
* ProductID – Integer – the product of interest. See the ProductList() function below.
* GradeABC – char(1) – A=Hot lead, B=Medium lead, C=Low interest.
* Comments – any notes or comments about the lead.
* CustNo – the ProVia customer identification number (6-digit).

Successfully calling this function will return “True” indicating that the lead has been created in the lead management system and processed as needed (emailed to appropriate staff for further processing). The system is fail-safe as to the length of the string. Contact ProVia’s marketing department to determine which fields are required (the system is agnostic and will accept any input).

**LeadTypeList()**

Returns a list of valid Lead Types – fields:

* TypeID – Integer / Identifier
* TypeDesc – String – describes the lead type (Contractor, Dealer, etc.)

**CampaignList()**

Returns a list of valid Marketing Campaigns – fields:

* CampaignID – Integer / Identifier
* CampaignDesc – String – describes the campaign (Web Leads, trade magazine, etc.)

**ProductList()**

Returns a list of valid products of interest – fields:

* ProductID – Integer / Identifier
* ParentID – Integer (points to the parent product ID).
* Product Description – String – Describes the product (Entry Doors, Stone – Dry Stack, etc.).  
  (The product is hierarchical – for example if the lead is interested in “Siding” in general, the product ID would be 5, but if they are interested in HeartTech Siding in particular the product ID would be 51.)

This table documents the ID numbers to use for the Lead Type, Campaign, and Product. **NOTE:** These are subject to change; refer to the web service for the most up-to-date listing.

|  |  |
| --- | --- |
| **Lead Type** | |
| **ID** | **Description** |
| 4 | Architect |
| 5 | Contractor |
| 2 | Dealer |
| 3 | Distributor |
| 1 | Homeowner |
| 6 | Installer |
| 7 | Multi-Family Property Manager |
| **Campaigns** | |
| **ID** | **Description** |
| 1 | 2011 Remodeling Show |
| 3 | Call In / Phone Leads |
| 12 | Custom Home Magazine |
| 13 | Exterior Products |
| 9 | LBM Journal Magazine |
| 6 | MFE Multifamily Executive Conference 2011 |
| 7 | Pro Sales Magazine |
| 10 | Qualified Remodeling Magazine |
| 11 | Remodeling Magazine |
| 14 | Residential Design & Build |
| 8 | Residential Small Project Lead |
| 2 | Walk In / Referral |
| 4 | Web Leads |
| **Products** | |
| **ID** | **Description** |
| 1 | Entry Doors |
| 10 | Entry Doors - Signet |
| 11 | Entry Doors - Steel |
| 12 | Entry Doors - Heritage |
| 13 | Entry Doors - Multi-Family/Non Residential |
| 14 | Entry Doors - Entry & Storm Door |
| 2 | Storm Doors |
| 20 | Storm Doors - Spectrum |
| 21 | Storm Doors - Decorator |
| 22 | Storm Doors - Deluxe |
| 23 | Storm Doors - DuraGuard |
| 24 | Storm Doors - Superview |
| 3 | Patio Doors |
| 30 | Patio Doors - Swinging |
| 31 | Patio Doors - Composite Sliding |
| 32 | Patio Doors - Vinyl Sliding |
| 4 | Windows |
| 40 | Windows - Composite |
| 41 | Windows - Vinyl - Aeris |
| 42 | Windows - Vinyl - Integra |
| 43 | Windows - Storm |
| 5 | Siding |
| 50 | Siding - CedarMAX |
| 51 | Siding - HeartTech |
| 52 | Siding - Autumnwood |
| 53 | Siding - Ultra |
| 6 | Stone |
| 60 | Stone - Dry Stack |
| 61 | Stone - Limestone |
| 62 | Stone - Ledge Stone |
| 63 | Stone - Field Stone |
| 64 | Stone - River Rock |