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1. General Information

The Consumer Web Service is a REST based Web service that can be used to select, get counts, and purchase targeted consumer mailing lists, in real-time, anytime. It is available to mailers for private, in-house use, or as a portal for your customers to use to make their list selections. You can custom-design a website to meet your own needs, as well as those of your customers.

It has two method calls, which uses an HTTP query string to pass a request with selected options. An HTTPS query works just the same as an HTTP query.

1. Get Counts Call - This call returns an XML document showing the record counts for a specific request, allowing you to see how many records are available for the selected parameters. A sample URL:
`http://list.melissadata.net/v1/Consumer/rest/Service.svc/get/city?id=123456&city=CA;&ownRend=1&dwell=2&cAge-d=3-4-5&phone=1`

2. Buy Lists Call - This call initiates the purchase of the list detailed by the request. This call is similar to the Get call, but has additional information returned. This information is the order ID, number of usage, and download URL. If the purchase of the list was successful, you will receive a link to the list file in the format you selected in the options. To specify how many records you want to buy, use the qty parameter. If no quantity is specified the maximum and default is 100,000 for all file types, except for Excel and CSV files (that have a 65,535 record limit). A sample URL:

`http://list.melissadata.net/v1/Consumer/rest/Service.svc/buy/city?id=123456&city=CA;&ownRend=1&dwell=2&cAge-d=3-4-5&phone=1&file=8`

Requests and returns may be preceded in the following sequence:

- 1) Get count
- 2) Return count
- 3) Buy list
- 4) Return count, order id and download URL
- 5) Download/retrieve list

2. Request Parameters

2.1. Standard Components

Domain	
Version	version of the web service
Web service	consumer
Protocol	REST
Action	get count or buy list
Geographic type	ZIP, city, county, state, street, radius, circle or polygon (refer to table 2.4 for details)
Customer ID	requester's customer ID or email address
Options	<ul style="list-style-type: none">• geographic options (table 2.5.1)• demographic options (table 2.5.2)• general options (table 2.5.3)• other purchase options (table 2.5.4)

2.2. Actions

The following actions are supported by the web service:

Verb	Service Description
Get	Get count of customers who fit in the geographic and demographic criteria.
Buy	Buy a list of customers' info that fits in the geographic and demographic criteria.

2.3. Authentication

Each customer's id or email address is passed in as id in the URL. It is checked against the list of registered customers.

2.4. Geographic Types

Each request must specify one of the following geographic types:

Type	Description
Zip	Either 5-digit ZIP or 9-digit ZIP+4. Multiple ZIP or ZIP+4 can be requested, comma separated with no space.
City	Format: 2-digit state;city name, i.e. TX:Dallas Multiple cities be requested, comma separated with no space.
County	Format: 2-digit state;county name, i.e. CA:Lake Multiple counties be requested, comma separated with no space.
State	Format: 2-digit state code Multiple states can be requested, comma separated with no space
Radius	Miles of radius from a given address, or the closes so many records to a given address or point.
Street	a street name within a ZIP
Polygon	Format: longitude1;latitude1,longitude2,latitude2,... The first pair of longitude/latitude is automatically the start and end of the polygon. The points (longitude/latitude pair) go counter clock wise to form a polygon. Multiple polygons can be requested with the delimiter without space . No more than 10 polygons.
Circle	Miles of radius from a point (longitude;latitude).

2.5. Options

Each request takes a set of geographic input. Demographic and other input are optional with default values, as well as purchase options. See table 4.2 for the format of all columns appended to file.

2.5.1. Geographic options

URL Parameter	Geographic Type	Handling
Zip (5 digits) or zip+4 (9 digits)	Required: zip Optional: radius, street	Each five-digit ZIP is validated Plus4 is a filter in data selection
City	Required: city Optional: radius	Each city and state combination is validated
County	Required: county	Each county and state combination is validated. FIPS is retrieved if valid.
State	Required: state Optional: radius	Two-digit state code is validated
Addr	Required: radius	Exact street number and street name are used in data selection No validation. Latitude and longitude are retrieved if the address exists.
Mile	Required: circle (mile) Optional: radius (One of the two should be given, not required together.)	Mile is used to find out the latitude and longitude of a parameter so many miles away from the given point or address. For circle, it must be within 0.25 and 25 miles.
Records		Number of records that are the closest to the given address.
Str	Required: street Optional: radius	A street name within the given zip. For radius type, the street name needs to be exact. For street type, if not exact street name is found, similar street name (as a substring) is searched.

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Strzip	Optional: radius	Zip for a specific street that is within the given radius (combination with a given address).
Points	Required: polygon	Each set of points for polygon is validate, and reoriented in the sequence of drawing.
Pt	Required: circle	A longitude;latitude point

2.5.2. Demographic options

URL Parameter	Meaning	Values
hInc	Append household income info to file.	Default: hInc =0 To append: hInc =1
hInc-d	Various ranges of household incomes. 1. \$0 - 14,999 2. \$15,000 - 19,999 3. \$20,000 - 29,999 4. \$30,000 - 39,999 5. \$40,000 - 49,999 6. \$50,000 - 74,999 7. \$75,000 - 99,999 8. \$100,000 - 124,999 9. \$125,000 - 149,999 10. \$150,000 - 174,999 11. \$175,000 - 199,999 12. \$200,000 - 249,999 13. \$250,000+	Default: all inclusive Otherwise specify the index; use '-' dash to specify multiple ranges, i.e. hInc-d =2-3-5
cAge	Append contact age group info to file if exists (frequency: 84.2%)	Default: cAge=0 To append: cAge=1
cAge-d	Various contact age groups. 1. 18-20 2. 21-25 3. 26-30 4. 31-35 5. 36-40 6. 41-45 7. 46-50 8. 51-55 9. 56-60 10. 61-65 11. 66-70 12. 71-75 13. 76+	Default: all inclusive Otherwise specify the index; use '-' dash to specify multiple ranges, i.e. cAge-d =2-3-5
ownRent	Append home owner/renter info to file if exists (frequency: 98.5%)	Default: ownRent=0 To append: ownRent=1
ownRent-d	Home owner or renter 1. Home Owner 2. Renter	Default: all inclusive Otherwise specify the index, i.e. ownRent-d =1
marital	Append marital status to file	Default: marital =0 To append: marital=1
marital-d	Various marital statuses 1. Unknown 2. Household contain at least 1 married person 3. Household contain at least 1 single person 4. Household contain both married & single persons	Default: all inclusive Otherwise specify the index; use '-' dash to specify multiple ranges, i.e. marital-d=2-3-4
resLen	Append length of residency to file	Default: resLen=0

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		To append: resLen=1
resLen-d	Various lengths of residency 1. 0 - 6 months 2. 7 - 12 months 3. 1 - 2 years 4. 3 - 5 years 5. 6 - 10 years 6. 11 - 15 years 7. 16 - 20 years 8. 20 or more years	Default: all inclusive Otherwise specify the index; use '-' dash to specify multiple ranges, i.e. resLen-d=2-3-4
hAge	Append household age code to file	Default: hAge=0 To append: hAge=1
hAge-d	Various household age codes 1. 18 - 24 2. 25 - 34 3. 35 - 44 4. 45 - 54 5. 55 - 64 6. 65 - 74 7. 75+	Default: all inclusive Otherwise specify the index; use '-' dash to specify multiple ranges, i.e. hAge-d=2-3-4
people	Append number of people in household to file	Default: people =0 To append: people=1
people-d	Various numbers of people in household 1. 1 person 2. 2 persons 3. 3 persons 4. 4 persons 5. 5 persons 6. 6 persons 7. 7 persons 8. 8 persons 9. 9+	Default: all inclusive Otherwise specify the index; use '-' dash to specify multiple ranges, i.e. people-d=2-3-4
adults	Append numbers of adults in household to file	Default: adults=0 To append: adults=1
adults-d	Various numbers of adults in household 1. 1 adult 2. 2 adults 3. 3 adults 4. 4 adults 5. 5 adults or more	Default: all inclusive Otherwise specify the index; use '-' dash to specify multiple ranges, i.e. adults-d=2-3-4
kids	Append numbers of children in household to file if exists (frequency: 25.5%)	Default: kids=0 To append: kids=1
kids-d	Various numbers of children in household 1. 0 child 2. 1 child 3. 2 children 4. 3 children 5. 4 children 6. 5 children 7. 6 children 8. 7 children 9. 8 children 10. 9 children or more	All inclusive Otherwise specify the index; use '-' dash to specify multiple ranges, i.e. kids-d=2-3-9
cCard	Append household credit card info to file	Default: cCard=0 To append: cCard=1
cCard-d	Various household credit cards 1. Miscellaneous Credit Card 2. Standard Retail Card	Default: all inclusive Otherwise specify the index; use '-' dash to

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	<ul style="list-style-type: none"> 3. Standard Specialty Card 4. Upscale Retail Card 5. Upscale Specific Retail Card 6. Bank Card 7. Oil-Gas Card 8. Finance Company Card 9. Travel/Entertainment Card 	specify multiple ranges, i.e. cCard -d=2-3-4
mail	Append mail responsive info to file if exists (frequency: 66.5%)	Default: mail=0 To append: mail=1
mail-d	Various mail responsive info <ul style="list-style-type: none"> 1. Mail Buyer Indicator 2. Mail Donor Indicator 	Default: all inclusive Otherwise specify the index; use '-' dash to specify multiple ranges, i.e. mail-d=2
worth	Append net worth to file if exists (frequency: 69.5%)	Default: worth=0 To append: worth=1
worth-d	Various net worth ranges <ul style="list-style-type: none"> 1. Less than \$25K 2. \$25,000-\$49,999 3. \$50,000-\$74,999 4. \$75,000-\$99,000 5. \$100,000-\$149,999 6. \$150,000-\$249,999 7. \$250,000-\$499,999 8. \$500,000-\$749,999 9. \$750,00-\$999,999 10. \$1,000,000 or More 	Default: all inclusive Otherwise specify the index; use '-' dash to specify multiple ranges, i.e. Worth-d=2-3-5
home	Append target home valuation mode in 1,000s to file if exists (frequency: 76.2%)	Default: home=0 To append: home=1
Home-d	Various ranges of target home valuation mode in 1,000s <ul style="list-style-type: none"> 1. \$1 - 49,999 2. \$50,000 - 99,999 3. \$100,000 - 149,999 4. \$150,000 - 199,999 5. \$200,000 - 249,999 6. \$250,000 - 299,999 7. \$300,000 - 349,999 8. \$350,000 - 399,999 9. \$400,000 - 449,999 10. \$450,000 - 499,999 11. \$500,000 - 574,999 12. \$575,000 - 649,999 13. \$650,000 - 724,999 14. \$725,000 - 799,999 15. \$800,000 - 899,999 16. \$900,000 - 999,999 17. \$1,000,000 - 1,999,999 18. \$2,000,000+ 	Default: all inclusive Otherwise specify the index; use '-' dash to specify multiple ranges, i.e. home-d=2-3-5

2.5.3.

General options

URL Parameter	Meaning	Values
dwell	Dwelling type: <ul style="list-style-type: none"> 1. Single and Multi-Family 2. Single Family Only 3. Multi-Family Only 	Default: all inclusive Otherwise specify the index, i.e. dwell=2
one	One contact per address	Default: one=1 Otherwise one=0

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		returns all contacts
gender	Primary gender	Default: all inclusive Otherwise: M or F
zip4	Records with zip+4 info only	Default: zip4=0 Otherwise zip4=1 returns only addresses with zip4 info
usps	Using USPS preferred city names	Default: usps=1 Otherwise usps=0 returns whatever city name (official name or vanity name or abbreviated) consumers entered
dbug	Parameter check. If a parameter is spelt wrong or not suited for the given call, the request will be rejected.	Default: dbug=0 Otherwise dbug=1 to check

2.5.4.

Other Purchase options

URL Parameter	Meaning	Default Value
phone	Append phone number to file if exists (frequency: 41.1%)	0
birth	Append birth date to file if exists (frequency: 84.2%)	(To append, set value to 1)
fam	Append family relationship to file if exists (frequency: 99.9%)	
struct	Append structure year to file if exists (frequency: 52.8%)	
po	Customer's purchase order number	n/a
qty	Number of records requested	n/a
multi	Multiple usage of the list (1 – 5 times)	1

3. Response

XML return for both get-count and buy-list requests:

Tag Code	Tag Description
<Consumer>	Tag encapsulating the whole XML document.
<Geography>	Geo request
<Address>	Tags returned depend on Geo type.
<City>	
<County>	
<State>	
<ZIP>	
<Polygons>	

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<Circle>	
<Records>	Returned if Radius is called with &records specification.
<Miles>	Returned if radius is called with &mile specification.
<Options>	Demographic Selects Request
<ContactPersonInfo>	
<ContactPersonInfo>	<ul style="list-style-type: none"> • One Per Address • All Contacts
<Gender>	Returned if &gender is specified in url request. Output per request.
<OnlyAddressesWithZipPlus4>	Returned if &zip4=1 is requested. Output: True.
<USPSPREFERREDCityNames>	True or False
<BuildingType>	
<Details>	<ul style="list-style-type: none"> • Single and Multi-Family • Single Family Only • Multi-Family Only
<HouseholdIncome>	
<IncludeAll> OR <Details>	Default output is <IncludeAll>True</IncludeAll>, unless detailed options are specified in request. For the example in table 2.5.2, <Details>\$15,000 - 19,999;\$20,000 - 29,999;\$40,000 - 49,999</Details> would be shown with all chosen options separated by semi colon.
<AppendToFile>	True or False
<ContactAgeGroup>	
<IncludeAll> OR <Details>	Default output is <IncludeAll>True</IncludeAll>, unless detailed options are specified in request. For the example in table 2.5.2, <Details>21-25;26-30;36-40</Details> would be shown with all chosen options separated by semi colon.
<AppendToFile>	True or False
<HomeOwnerRenter>	
<IncludeAll> OR <Details>	Default output is <IncludeAll>True</IncludeAll>, unless detailed option is specified in request. For the example in table 2.5.2, <Details>Home Owner</Details> would be shown.

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<AppendToFile>	True or False
<MaritalStatus>	
<IncludeAll> OR <Details>	Default output is <IncludeAll>True</IncludeAll>, unless detailed options are specified in request. For the example in table 2.5.2, <Details>Household contain at least 1 married person;Household contain at least 1 single person;Household contain both married & single persons</Details> would be shown with all chosen options separated by semi colon.
<AppendToFile>	True or False
<LengthOfResidentCode>	
<IncludeAll> OR <Details>	Default output is <IncludeAll>True</IncludeAll>, unless detailed options are specified in request. For the example in table 2.5.2, <Details>07 - 12 months;01 - 02 years;03 - 05 years</Details> would be shown with all chosen options separated by semi colon.
<AppendToFile>	True or False
<HouseholdAgeCode>	
<IncludeAll> OR <Details>	Default output is <IncludeAll>True</IncludeAll>, unless detailed options are specified in request. For the example in table 2.5.2, <Details>25 - 34;35 - 44;45 - 54</Details> would be shown with all chosen options separated by semi colon.
<AppendToFile>	True or False
<NumPersonsInHousehold>	
<IncludeAll> OR <Details>	Default output is <IncludeAll>True</IncludeAll>, unless detailed options are specified in request. For the example in table 2.5.2, <Details>2 persons;3 persons;4 persons</Details> would be shown with all chosen options separated by semi colon.
<AppendToFile>	True or False
<NumAdultsInHousehold>	
<IncludeAll> OR <Details>	Default output is <IncludeAll>True</IncludeAll>, unless detailed options are specified in request. For the example in table 2.5.2, <Details>2 adults;3 adults;4 adults</Details> would be shown with all chosen options separated by semi colon.
<AppendToFile>	True or False
<NumChildrenInHousehold>	
<IncludeAll> OR <Details>	Default output is <IncludeAll>True</IncludeAll>, unless detailed options are specified in request. For the example in table 2.5.2, <Details>2 children;3 children</Details> would be shown with all chosen options separated by semi colon.

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	<i>children;9+</Details></i> would be shown with all chosen options separated by semi colon.
<AppendToFile>	True or False
<HouseholdCreditCardInfo>	
<IncludeAll> OR <Details>	Default output is <i><IncludeAll>True</IncludeAll></i> , unless detailed options are specified in request. For the example in table 2.5.2, <i><Details>Standard Retail Card;Standard Specialty Card;Upscale Retail Card</Details></i> would be shown with all chosen options separated by semi colon.
<AppendToFile>	True or False
<MailResponsiveInfo>	
<IncludeAll> OR <Details>	Default output is <i><IncludeAll>True</IncludeAll></i> , unless detailed options are specified in request. For the example in table 2.5.2, <i><Details>Mail Donor Indicator</Details></i> would be shown with all chosen options separated by semi colon.
<AppendToFile>	True or False
<TargetNetWorth>	
<IncludeAll> OR <Details>	Default output is <i><IncludeAll>True</IncludeAll></i> , unless detailed options are specified in request. For the example in table 2.5.2, <i><Details>\$25,000-\$49,999;\$50,000-\$74,999;\$100,000-\$149,999</Details></i> would be shown with all chosen options separated by semi colon.
<AppendToFile>	True or False
<TargetHomeMarketValue>	
<IncludeAll> OR <Details>	Default output is <i><IncludeAll>True</IncludeAll></i> , unless detailed options are specified in request. For the example in table 2.5.2, <i><Details>\$50,000 - 99,999;\$100,000 - 149,999;\$200,000 - 249,999</Details></i> would be shown with all chosen options separated by semi colon.
<AppendToFile>	True or False
<AdditionalAppend>	
<PhoneNumber>	True or False
<StructureYear>	True or False
<FamilyRelationship>	True or False
<BirthDate>	True or False

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<CountDetails>	Contains a breakdown of the total count.
<StreetRange>	Contains a breakdown of the street range.
<Street>	Individual streets.
<StartNumber>	For Geo types radius and street. Shows the starting street number and ending street number in the count.
<EndNumber>	
<Geography>	Location of count detail. The location varies by the request type: <ul style="list-style-type: none">• ZIP type returns Zip plus 4.• City type returns city, state.• County type returns county, state.• State type returns state.• Street type returns street, city, state.• Radius type returns street, city, state.• Polygon type returns sets of polygon points with longitude and latitude.
<Zip>	For radius and street types only.
<Count>	Number of records that <StartNumber>, <EndNumber>, <Geography>, and <Zip> apply to.
<Addresses>	<ul style="list-style-type: none">• Returned with geo type Street.• Only returned with Radius when strzip is specified. Contains a breakdown of the addresses returned.
<Address>	Individual addresses.
<TotalCount>	Total number of records returned with the selected options.
<Order>	Buy Requests Only. Order details for a Buy request.
<Id>	Order Id.
<Usage>	
<DownloadURL>	The URL to download the purchased file.
<PONumber>	Returned if po is specified.
<DeliveredQty>	
<RequestedQty>	Returned if &qty is specified.
<Result>	Returns the status code.

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<StatusCode>	Indicates the status of a request. Returns Declined, Approved, or Err. (See table 5 for details.)
<Errors>	If <StatusCode> returns Err.
<Error>	See table 6 for details.
<ErrorCode>	
<ErrorDescription>	

An example (from the buy list call in section 1):

```

<Consumer>
  <Geography>
    <City>CA;orange</City>
  </Geography>
  <Options>
    <ContactPersonInfo>
      <ContactPersonInfo>One per Address</ContactPersonInfo>
    </ContactPersonInfo>
    <BuildingType>
      <Details>Single Family Only</Details>
    </BuildingType>
    <HouseholdIncome>
      <IncludeAll>True</IncludeAll>
      <AppendToFile>False</AppendToFile>
    </HouseholdIncome>
    <ContactAgeGroup>
      <Details>26-30;31-35;36-40</Details>
      <AppendToFile>False</AppendToFile>
    </ContactAgeGroup>
    <HomeOwnerRenter>
      <Details>Home Owner</Details>
      <AppendToFile>False</AppendToFile>
    </HomeOwnerRenter>
    <MaritalStatus>
      <IncludeAll>True</IncludeAll>
      <AppendToFile>False</AppendToFile>
    </MaritalStatus>
    <LengthOfResidentCode>
      <IncludeAll>True</IncludeAll>
      <AppendToFile>False</AppendToFile>
    </LengthOfResidentCode>
    <HouseholdAgeCode>
      <IncludeAll>True</IncludeAll>
      <AppendToFile>False</AppendToFile>
    </HouseholdAgeCode>
    <NumPersonsInHousehold>

```

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```
<IncludeAll>True</IncludeAll>
<AppendToFile>False</AppendToFile>
</NumPersonsInHousehold>
<NumAdultsInHousehold>
  <IncludeAll>True</IncludeAll>
  <AppendToFile>False</AppendToFile>
</NumAdultsInHousehold>
<NumChildrenInHousehold>
  <IncludeAll>True</IncludeAll>
  <AppendToFile>False</AppendToFile>
</NumChildrenInHousehold>
<HouseholdCreditCardInfo>
  <IncludeAll>True</IncludeAll>
  <AppendToFile>False</AppendToFile>
</HouseholdCreditCardInfo>
<MailResponsiveInfo>
  <IncludeAll>True</IncludeAll>
  <AppendToFile>False</AppendToFile>
</MailResponsiveInfo>
<TargetNetWorth>
  <IncludeAll>True</IncludeAll>
  <AppendToFile>False</AppendToFile>
</TargetNetWorth>
<TargetHomeMarketValue>
  <IncludeAll>True</IncludeAll>
  <AppendToFile>False</AppendToFile>
</TargetHomeMarketValue>
<AdditionalAppend>
  <PhoneNumber>True</PhoneNumber>
</AdditionalAppend>
</Options>
<CountDetails>
  <StreetRange>
    <Street>
      <StartNumber/>
      <EndNumber/>
      <Geography>Orange, CA</Geography>
      <Zip/>
      <Count>16192</Count>
    </Street>
  </StreetRange>
  <TotalCount>
    <Count>16192</Count>
  </TotalCount>
  <Order>
    <Id>123456</Id>
    <Usage>1</Usage>
    <DownloadURL>ftp://w10.melissadata.com>ListOrderFiles/123456\_678910.csv
    </DownloadURL>
    <DeliveredQty>16192</DeliveredQty>
  </Order>
  <Result>
    <StatusCode>Approved</StatusCode>
  </Result>
</CountDetails>
</Consumer>
```

4. List/File

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4.1. File types

File Format	Value for URL Parameter (file)
Zipped .txt	2
Zipped .csv	3
Zipped .xls	5
.txt	7
.csv	8 (default)
.xls	10

4.2. Columns in file

Column	Max Length	Corresponding URL Parameter and value to append	Description
Address	75		Mailing street address
City	28		Mailing city name
State	2		Mailing state
Zip	5		Mailing zip
Plus4	4		Maling zip4
CRRT	4		Mailing carrier route
DPB	3		Mailing Delivery Point
namePrefixCode	1		1 Mr 2 Mrs with male name 3 Miss or Ms 4 Mrs 5 Dr 6 Rev Blank Blank
firstName	14		
lastName	20		
nameSuffix	2		3D Blank II IV JR SR
HouseIncome	1	hInc=1	1 Less than \$15,000 2 \$ 15,000 - \$ 19,999 3 \$ 20,000 - \$ 29,999 4 \$ 30,000 - \$ 39,999 5 \$ 40,000 - \$ 49,999 6 \$ 50,000 - \$ 74,999 7 \$ 75,000 - \$ 99,999 8 \$ 100,000 - \$124,999 9 \$ 125,000 - \$149,999 A \$ 150,000 - \$174,999 B \$ 175,000 - \$199,999 C \$ 200,000 - \$249,999 D \$ 250,000 or more
Age1	3	cAge=1	Data is presented in 2-year bands. So, for example, 18 means 18 or 19 and 34 means 34 or 35
OwnerRenter	1	ownRent=1	0 No Information

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			1 Definite Renter 2 Probable Renter 3 Probable owner 4 Definite owner
MaritalStatus	1	marital=1	0 Not Available 1 Household contains at least 1 Married person 2 Household contains at least 1 Single person 3 Household contains both married and single persons
LengthResidence	1	resLen=1	A 00-06 months B 07-12 months C 13-18 months D 19-24 months E In the 3rd year F In the 4th year G In the 5th year H In the 6th year I In the 7th year J In the 8th year K In the 9th year L In the 10th year M In the 11th year N In the 12th year O In the 13th year P In the 14th year Q In the 15th year R In the 16th year S In the 17th year T In the 18th year U In the 19th year V 20 or more years
AgeHouseholdCode	1	hAge=1	1 18-24 years old 2 25-34 years old 3 35-44 years old 4 45-54 years old 5 55-64 years old 6 65-74 years old 7 75+ years old
NumPersons	1	people=1	1 One person 2 Two persons 3 Three persons 4 Four persons 5 Five persons 6 Six persons 7 Seven persons 8 Eight persons 9 Nine or more persons Blank Not Available
NumAdults		adults=1	1 One adult 2 Two adults 3 Three adults 4 Four adults 5 Five adults Blank Unknown number of adults

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NumChildren		kids=1	1 2 3 4 5 6 7 8 9 10 Blank	No child One child Two children Three children Four children Five children Six children Seven children Eight children Nine or more children Unknown number of children
CCMisc	1	cCard=1		Represents a category of Credit card used by someone within the household.
CCStdRetail				
CCStdSpecialty				
CCUpRetail				
CCUpSpecialty				
CCBank				
CCOil				
CCFinance				
CCTravel				
MailBuyer	1	mail=1	0 1 2	No mail buyer information available Single mail buyer Multiple mail buyer
MailDonor			0 1 2	No mail buyer information available Single mail buyer Multiple mail buyer
TargetNetWorth	1	worth=1	0 1 2 3 4 5 6 7 8 9 Blank	Less than \$25k \$25,000 - \$49,999 \$50,000 - \$74,999 \$75,000 - \$99,999 \$100,000 - \$149,999 \$150,000 - \$249,999 \$250,000 - \$499,999 \$500,000 - \$749,999 \$750,000 - \$999,999 \$1,000,000 or More Blank
TargetHomeMarketValue	10	Home=1		Home Market Value in Thousands
Phone	10	phone=1		
BirthYear1	4	birth=1		Format: YYYY
BirthMonth1	2		1 10 11 12 2 3 4 5 6 7	January October November December February March April May June July

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			8 August 9 September Blank Blank
MemberCode	1	fam=1	1 Head of Household Blank Not Available
StructureAgeYear	4	struct=1	Construction year of the home Format: YYYY

5. Status Codes

Status Code	Description
Approved	
Declined	Not a current subscriber
Err	Error. (See error codes table 6).

6. Error Codes

Error Code	Description
100	Unrecognized ZIP Code.
101	Unrecognized city or state.
102	Unrecognized county or state.
103	Unrecognized address.
104	User ID or password not recognized.
106	Invalid user information.
108	Order failed, please try later.
109	Insufficient geographic input.

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111	Request exceeds 100,000 record maximum.
112	Unrecognized state.
113	Error, please try again.
115	For the Radius geography type, please enter a number of records.
116	Sorry, you don't have permission to access this service.
117	ZIP Code is not a valid input for the requested geography type.
121	The list cannot be used more than 5 times.
122	Order count exceeds 65,535 record maximum for Excel files.
123	Invalid option.
124	Order count exceeds 65,535 record maximum for comma limited files.
125	Request exceeds 10 miles maximum radius.
126	Invalid polygon(s).
127	The square mileage requested exceeds the limit 10 square miles.
128	The number of polygons requested exceeds the limit 10 polygons.
129	Miles of radius for the circle must be within 0.25 and 25 miles.
130	You have exceeded your order limit.
131	You're approaching your order limit.

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132	Your subscription will expire soon.
133	Your subscription expired.
134	Invalid latitude/longitude.

7. Logging

Each buy request is logged immediately before and after order id generation.

8. Data Update Schedule

Bimonthly