

**Objective:**

Need to develop backend APIs to perform functioning of data storage, and report generation. An example of data entries which will be stored can be seen by filling out the form on this link:

<https://www.prudentialhomesofamerica.com/receive-your-offer>

There are a total of 5 landing pages that collect almost similar entries. We need to do this work for all of them. However after completing one landing page, it's just duplication work for others.

**Technology:**

Node JS or Express

**Time:**

4 to 5 days

**Tasks:**

1. The ability to record the data from a lead. This includes the URL when the user lands, the URL when the user is on the thank you page, and the info that the user submits as they go through the funnel (name, address, email, phone). Example of these parameters can be seen by filling out the questionnaire/funnel in this link:

<https://www.prudentialhomesofamerica.com/receive-your-offer>

- a. We will be using affiliate marketing. So I want to store the parameters assigned in his link to every marketer. A click\_id is assigned to every click that occurs, and is unique to that click. All other data for a specific click or lead needs to be assigned to that click\_id. The click\_id is automatically generated in the Trackier account for that click when it comes in. So if I want to look back at a specific lead to see what happened to it, I would be able to locate that lead in the database by searching for the click\_id. sample is  
[https://www.prudentialhomes.co/thankyou?affid=276&utm\\_source=aff-cc&utm\\_medium=affiliate&utm\\_campaign=1021597&utm\\_term=SUBID&utm\\_content=10286021d36c4479b2b0ffb2adc4fb&name=NAME&phone=PHONE&address=ADDRESS,%20CITY,%20STATE%20ZIP&email=EMAIL](https://www.prudentialhomes.co/thankyou?affid=276&utm_source=aff-cc&utm_medium=affiliate&utm_campaign=1021597&utm_term=SUBID&utm_content=10286021d36c4479b2b0ffb2adc4fb&name=NAME&phone=PHONE&address=ADDRESS,%20CITY,%20STATE%20ZIP&email=EMAIL)
  - i. Note: the tracking link will be generated by us and not part of project.
- b. Also need to format and validate the input fields from the front-end side.  

For example: if someone enters email address the acceptable input must contain @ sign

2. Develop an API that can provide/post this data to buyers
  - a. the data including name, email, phone number that is collected in task 1 will be provided to the buyer. The buyer would need access to the API and request the access. A key will be provided to the buyer to integrate the API into his database. There will be a passcode to the API that will be valid till his subscription period. The API will post this data into buyers database in real time.
    - i. An example of this API is  
[www.homelight.com/api](http://www.homelight.com/api)

### 3. Reporting and analytics

- a. The database should be accessible via SQL, and these SQL queries should result in tables of data that can be downloaded into a spreadsheet. For example, if I want to build a SQL table in the database that pulls clicks and revenue by publisher for a given date range, I should be able to do that and then download that report into Excel.