Landing Page Documentation

Version 2.0

September 2011

Contents

Please contact Mary Jo Hayes at (303) 850-1664 or Justin McMorrow (303) 850-1650 with any additional questions about this release.

Landing Page services

Overview

The TopSchool landing page provides 3rd party applications the ability to post prospect information into the TopSchool system. This tool uses basic HTML GET technology. The 3rd party application captures the prospect information and sends an HTTP GET to a TopSchool URL.
The following information details the newest version of the landing pages, which is version 2.0. Please note that the previous version 1.0 is no longer supported.

Get URL

The following URL should be used to post prospect information into the TopSchool system via the http GET method:
https:// institution.topschoollive.com/BasicFeed/PostData.aspx?parameters
where the user substitutes "institution" with the name of the TopSchool customer.

Example:
https://yourschool.topschoollive.com/BasicFeed/PostData.aspx?ins=yourschool&importertype=userid&importercategory=password!&firstname=test55&lastname=test55&email=test55@55.com&Campaign=Internet&poi=Business+Essentials&poistartdate=5%2E1%2E2009&add1=Test55&city=Test55&stpro=CO&pc=46277&lso=Parent&rd=false& pa=2%2e0

Note: Users can use the %20 symbol to denote a space, however the "+" symbol is preferred. Version 2.0 will only support https url's. Any incoming http GET's will be redirected to https.

URL Parameters

The following standard fields can be posted for each prospect. Authentication is provided using a predefined SLM username and password provided by TopSchool. This account **must** be set up with absolutely no privileges to ensure data security. Additionally, the institution parameter must be passed. Please note that all parameters are case sensitive and if an exact match is needed for a value in TopSchool, the case will be evaluated.

Note: As of the latest release, we have added the following new parameters: Primary phone, program of interest start term, and delivery mode

Parameter	URL Code(s)	Req (Y/N)	Notes	Example
Username	importertype, it	Y	SLM Username – must be hardcoded in 3rd party web site	importertype=username or it=username
Password	importercategory, ic	Y	SLM Password – must be hardcoded in 3rd party web site	importercategory=password!

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Parameter	URL Code(s)	Req (Y/N)	Notes	Example
Institution Name	ins	Y	Must match existing Institution in SLM	ins=mycollege
Version	parameter, pa	Y	Must match version number – currently 2.0, this should be in ascii format "2%2e0". If set to 1.0 or not included, the landing pages will use the deprecated landing page functionality.	pa=2%2e0
First Name	firstname, fn	Y	Free text	firstname=Mark
Last Name	lastname, ln	Y	Free text	lastname=Smith
Prospect Status	status	N	SLM Status Value – must be hardcoded in 3rd party web site	status=in+process
Status Reason Code	statusreason	N	This must match the SLM reason code values. This does not need to be case sensitive.	Statusreason=bad+address
Email	email, em	Y	Format is a@b.com	email=Mark.Smith@topschoolinc.com
Second Email	secondemail	N	Format is a@b.com	secondemail=Mark.Smith@topschoolinc.com
Primary Phone	homephone	N	Numbers only. Will accept limited formatting e.g. (303)123-4567 or 303-123-4567.	Homephone=3037654321
Other Phone	otherphone	N	Numbers only. Will accept limited formatting e.g. (303)123-4567 or 303-123-4567.	otherphone=3031234567
Address 1	add1	N*	Free text. This is part of the address collection set.	add1=123+Main St.
Address 2	add2	N*	Free text. This is part of the address collection set.	add2=apartment B
City	city	N*	Free text. This is part of the address collection set.	city=Denver
State / Province	stpro	N*	Must match standard two letter state names as shown in the TopSchool UI, or free text for province. This is part of the address collection set.	stpro=CO
Postal Code	pc	N*	ZIP Code or other postal code. This is part of the address collection set.	pc=80237
Country	co	N*	Must match the country names as shown in the TopSchool UI or by using a country code (see Country Codes at the end of this	co=United+States

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Parameter	URL Code(s)	Req (Y/N)	Notes	Example
			document). If the country does not match, it will not be saved. This is part of the address collection set.	
Birth Date	bd	N	Format is mm.dd.yyyy	bd=12.12.1960
Gender	gen	N	M, F, or U (U = undeclared)	gen=M
Ethnicity	ethn	N	The following values on the left which can be used as a parmeter value correspond to the values on the right which are in TopSchool (as designated by the DoE). hispanic, latin -> HispanicOrLatino White, cauc -> White Two, multiple -> TwoOrMoreRaces Black, africa ->BlackOrAfricanAmerican Asia -> Asian Hawaii, pacific -> NativeHawaiianOrPacificIslander Indian, Alaska, native -> AmericanIndianOrAlaskaNative Anything else -> RaceAndEthnicityUnknown	ethn=hispanic
Program of Interest	poi	N	Must match the name of a Program Version in SLM	poi=program+name
Program Code	programcode	N	SLM Code Value – must be hardcoded in 3rd party web site	programcode=abc123
Delivery mode	Deliverymode	N	This should match the delivery mode in SLM. If not specified, the transaction will save without the delivery mode	deliverymode=delivery+mode
Admissions Stage	as	N	SLM Stage Value – must be hardcoded in 3rd party web site.	as=first+meeting
Program of Interest Start Date	poistartdate, poisd	N	Format is mm.dd.yyyy	poistartdate=5.1.2009
Program of Interest Start Term	poist	N	Must match existing term names in SLM.	poist=summerterm2011
Lead Source	lso	N	This should match the lead source in SLM. If not specified, the transaction will save without the lead source.	lso=whatever+you+want

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Parameter	URL Code(s)	Req (Y/N)	Notes	Example
Lead Provider	Leadpro	N	This should match the lead provider in SLM. If not specified, the transaction will save without the lead provider.	Leadpro=whatever+you+want
Campaign	campaign , ca	Y	Must match existing Campaign in SLM - normally hardcoded in 3rd party web site.	campaign=Internet
External Reference	externalreference	N	Free text	externalreference=abc123
Admission Advisor	aa	N	Must match SLM Administrative Advisor – must be hardcoded in 3rd party web site. Format is firstname+lastname.	aa=Mary+Smith
Degree Received	degrcvd	N	Free text	degrcvd=BA
Note	note	N	Free text	note=whatever
Return Email	rem	N	Format is a@b.com. This value should be hardcoded in the 3rd paty website.	rem=originator@3rdparty.com
Redirect	rd	N	If redirects should be used in response to the GET, this must be set to true. If not present or set to false, the success/error handling statuses will be sent.	rd=true
Redirect Success	rds	N	This will supply the redirect URL if the status is "Success".	rds=http://www.topschoolinc.com/success
Redirect Warning	rdw	N	This will supply the redirect URL if the status is "Warning".	rdw=http://www.topschoolinc.com/warning
Redirect Error	rde	N	This will supply the redirect URL if the status is "Error".	rde=http://www.topschoolinc.com/error

*If one value for the address is supplied, then the remaining address values are required – please see Address Collection Set below for further details.

Address Collection Set

TopSchool now requires all fields to be present for an address collection to be saved in the system. The required fields are address 1, city, state, zip, and country. If one of these is left off of the landing pages, no address values will be saved with the prospect record. For example, if address, city, state, and zip, but not country are submitted; the landing pages will not save any of the address fields (note the prospect will still be saved). For international addresses, state is not required but the other fields are.

Duplicate detection and handling

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The landing page performs a duplicate check using the rules that are specified in the SLM component for Match Set Criteria and Scoring. Records marked as potential duplicates will show up in the Potential Duplicate Queue and a new opportunity will be created for records flagged as a duplicate that have different opportunity information. Exact duplicates with the same campaign, start date/term, program of interest and lead provider information will not be saved.

Success/Error handling

The landing page code normally returns a status that can be intercepted by the originating 3rd party site and used to display the results of the transaction. The statuses returned are as follows:

Status	Message	Definition
Success	New prospect created	Returned only when a new prospect record has been saved into the TopSchool system
Success	Prospect record exists and has been updated	The prospect exists in the TopSchool system, but a new opportunity is saved for the prospect or data has been updated.
Success	Prospect record may already exist, the prospect has been placed in the duplicate queue	The prospect exists and has hit on enough matching fields to be a potential duplicate. This means the prospect data will only reside in the duplicate queue until a user decides to ignore it or merge the data.
Warning	Invalid Parameter Value - <parameter name(s)>. The prospect record has been saved without this value.	This is a catch-all for non-required invalid parameters coming through. The prospect will save except for the non-required field that is invalid.
Warning	The processing for the lead has exceeded the response timeout period. The transaction will continue to process and any errors will be sent via email	TopSchool allows a configurable timeout period that will force a response reply with a timeout warning. Upon the transaction completion, an email will be sent with the success or failure results. The email used is noted below under return email.
Error	Exact Prospect record and opportunity information exist. Record will not be added.	The prospect exists and has hit the minimum number of matches to be considered a duplicate record. Additionally – the campaign, program of interest, lead provider, and start term/date (if applicable) must match for this error.
Error	Required parameter is invalid or missing – <missing parameter(s)>	If a required parameter is missing or is invalid, TopSchool will return the parameter name(s) for the missing value(s) or the invalid entry in the response.
Error	Access Denied, invalid user credentials	If the username, password, or institution ID does not match in the TopSchool authentication database, the transaction will not be processed.
Error	Potential field duplication	If a parameter is detected more than once in a

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detected - <parameter name(s)>	request, the transaction will not be processed. TopSchool will return which parameter(s) has multiple entries in the response.

Return Messages

The XML return should look like the following for all responses. The response will come back – note that where <parameter> is used in the messages above, it relates to the <parameter> key below:

```
<WebMethodReturn xmlns:xsi="http://www.w3.org/2001/XMLSchema-instance"
xmlns:xsd="http://www.w3.org/2001/XMLSchema">
        <Status>Error</Status>
        <Message>Required parameter is missing</Message>
<Parameters>
   <Parameter>First Name</Parameter>
   <Parameter>Last Name</Parameter>
   <Parameter>EMail</Parameter>
   <Parameter>UserName</Parameter>
   <Parameter>Password</Parameter>
   <Parameter>Campaign</Parameter>
 </Parameters>
</WebMethodReturn>
```

When there aren't parameters:

```
<WebMethodReturn xmlns:xsi="http://www.w3.org/2001/XMLSchema-instance"
xmlns:xsd="http://www.w3.org/2001/XMLSchema">
  <Status>Success</Status>
  <Message>Prospect record exists, the prospect has been placed in the duplicate
queue</Message>
</WebMethodReturn></
```

Redirects

If the originating site is unable to handle the return status from the TopSchool sysem, we can configure up to three different URLs into the SLM system that will cause the page to redirect to a specified URL depending on the outcome of the transaction when it is complete. These URLs are:
- URL for a success message
- URL for a warning message
- URL for an error message

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To utilize these parameters, users must contact account management at TopSchool and request these to be added to the institution's environment, or supply the redirect parameters in the GET request. Please note that these do not route based on incoming ips or url's. If redirects are enabled, the return messages will not be sent. If the redirect parameter is set to true and no url's are supplied in the parameters for rds, rdw, and rde, the url's setup by TopSchool in the institutions environment will be used as a default.

Timeout Values

The landing pages will reference the Landing Pages Timeout (seconds) parameter in Setup->Institution->Info component. This value should be equal to or smaller than the time out that the http request originator has set. If a transaction exceeds this value, a warning response message will be sent and a follow up email will be sent with the final transaction results of success or failure. The email is set in the return email parameter. The email will look like the following:

SUBJECT: [FIRST NAME] [LAST NAME] processing completed with [STATUS]

BODY:
The processing for:
[FIRSTNAME] [LASTNAME]
Has completed.
The return message would have been:
[RETURNMESSAGE]

Country Codes

Country Code = US - United States
Country Code = AF - Afghanistan
Country Code = AL - Albania
Country Code = DZ - Algeria
Country Code = AS - American Samoa
Country Code = AD - Andorra
Country Code = AO - Angola
Country Code = AI - Anguilla
Country Code = AQ - Antarctica
Country Code = AG - Antigua Barbuda
Country Code = AN - Antilles, Netherlands
Country Code = AR - Argentina
Country Code = AM - Armenia
Country Code = AW - Aruba
Country Code = AU - Australia
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Country Code = AT - Austria
Country Code = AZ - Azerbaijan
Country Code = BS - Bahamas, The
Country Code = BH - Bahrain
Country Code = BD - Bangladesh
Country Code = BB - Barbados
Country Code = BY - Belarus
Country Code = BE - Belgium
Country Code = BZ - Belize
Country Code = BJ - Benin
Country Code = BM - Bermuda
Country Code = BT - Bhutan
Country Code = BO - Bolivia
Country Code = BA - Bosnia and Herzegovina
Country Code = BW - Botswana
Country Code = BV - Bouvet Island
Country Code = BR - Brazil
Country Code = IO - British Indian Ocean Territory
Country Code = VG - British Virgin Islands
Country Code = BN - Brunei Darussalam
Country Code = BG - Bulgaria
Country Code = BF - Burkina Faso
Country Code = BI - Burundi
Country Code = KH - Cambodia
Country Code = CM - Cameroon
Country Code = CA - Canada
Country Code = CV - Cape Verde
Country Code = KY - Cayman Islands
Country Code = CF - Central African Republic
Country Code = TD - Chad
Country Code = CL - Chile
Country Code = CN - China
Country Code = CX - Christmas Island
Country Code = CC - Cocos (Keeling) Islands
Country Code = CO - Colombia
Country Code = KM - Comoros
Country Code = CG - Congo
Country Code = CD - Congo, Democratic Rep = of the
Country Code = CK - Cook Islands
Country Code = CR - Costa Rica
Country Code = CI - Cote DIvoire
Country Code = HR - Croatia
Country Code = CU - Cuba
Country Code = CY - Cyprus
Country Code = CZ - Czech Republic
Country Code = DK - Denmark

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Country Code = DJ - Djibouti
Country Code = DM - Dominica
Country Code = DO - Dominican Republic
Country Code = TP - East Timor (Timor-Leste)
Country Code = EC - Ecuador
Country Code = EG - Egypt
Country Code = SV - El Salvador
Country Code = GQ - Equatorial Guinear
Country Code = ER - Eritrea
Country Code = EE - Estonia
Country Code = ET - Ethiopia
Country Code = FK - Falkland Islands (Malvinas)
Country Code = FO - Faroe Islands
Country Code = FJ - Fiji
Country Code = FI - Finland
Country Code = FR - France
Country Code = GF - French Guiana
Country Code = PF - French Polynesia
Country Code = TF - French Southern Territories - TF
Country Code = GA - Gabon
Country Code = GM - Gambia, the
Country Code = GE - Georgia
Country Code = DE - Germany
Country Code = GH - Ghana
Country Code = GI - Gibraltar
Country Code = GR - Greece
Country Code = GL - Greenland
Country Code = GD - Grenada
Country Code = GP - Guadeloupe
Country Code = GU - Guam
Country Code = GT - Guatemala
Country Code = GG - Guernsey and Alderney
Country Code = GN - Guinea
Country Code = GW - Guinea-Bissau
Country Code = GY - Guyana
Country Code = HT - Haiti
Country Code = HM - Heard and McDonald Islands
Country Code = VA - Holy See (Vatican City State)
Country Code = NL - Holland (see Netherlands)
Country Code = HN - Honduras
Country Code = HK - Hong Kong, (China)
Country Code = HU - Hungary
Country Code = IS - Iceland
Country Code = IN - India
Country Code = ID - Indonesia
Country Code = IR - Iran, Islamic Republic of

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Country Code = IQ - Iraq
Country Code = IE - Ireland
Country Code = IL - Israel
Country Code = IT - Italy
Country Code = JM - Jamaica
Country Code = JP - Japan
Country Code = JE - Jersey
Country Code = JO - Jordan
Country Code = KZ - Kazakhstan
Country Code = KE - Kenya
Country Code = KI - Kiribati
Country Code = KP - Korea, Demo = Peoples Rep = of
Country Code = KR - Korea, (South) Republic of
Country Code = KU - Kuwait
Country Code = KG - Kyrgyzstan
Country Code = LA - Laos Peoples Democratic Republic
Country Code = LV - Latvia
Country Code = LB - Lebanon
Country Code = LS - Lesotho
Country Code = LR - Liberia
Country Code = LY - Libyan Arab Jamahiriya
Country Code = LI - Liechtenstein
Country Code = LT - Lithuania
Country Code = LU - Luxembourg
Country Code = MO - Macao, (China)
Country Code = MK - Macedonia
Country Code = MG - Madagascar
Country Code = MW - Malawi
Country Code = MY - Malaysia
Country Code = MV - Maldives
Country Code = ML - Mali
Country Code = MT - Malta
Country Code = IM - Man, Isle of
Country Code = MH - Marshall Islands
Country Code = MQ - Martinique
Country Code = MR - Mauritania
Country Code = MU - Mauritius
Country Code = YT - Mayotte
Country Code = MX - Mexico
Country Code = FM - Micronesia, Federated States of
Country Code = MD - Moldova, Republic of
Country Code = MC - Monaco
Country Code = MN - Mongolia
Country Code = CS - Montenegro
Country Code = MS - Montserrat
Country Code = MA - Morocco

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Country Code = MZ - Mozambique
Country Code = MM - Myanmar (ex-Burma)
Country Code = NA - Namibia
Country Code = NR - Nauru
Country Code = NP - Nepal
Country Code = NC - New Caledonia
Country Code = NZ - New Zealand
Country Code = NI - Nicaragua
Country Code = NE - Niger
Country Code = NG - Nigeria
Country Code = NU - Niue
Country Code = NF - Norfolk Island
Country Code = MP - Northern Mariana Islands
Country Code = NO - Norway
Country Code = OM - Oman
Country Code = PK - Pakistan
Country Code = PW - Palau
Country Code = PS - Palestinian Territory
Country Code = PA - Panama
Country Code = PG - Papua New Guinea
Country Code = PY - Paraguay
Country Code = PE - Peru
Country Code = PH - Philippines
Country Code = PN - Pitcairn Island
Country Code = PL - Poland
Country Code = PT - Portugal
Country Code = PR - Puerto Rico
Country Code = QA - Qatar
Country Code = RE - Reunion
Country Code = RO - Romania
Country Code = RU - Russia (Russian Federation)
Country Code = RW - Rwanda
Country Code = EH - Sahara
Country Code = SH - Saint Helena
Country Code = KN - Saint Kitts and Nevis
Country Code = LC - Saint Lucia
Country Code = PM - Saint Pierre and Miquelon
Country Code = VC - Saint Vincent and the Grenadines
Country Code = WS - Samoa
Country Code = SM - San Marino
Country Code = ST - Sao Tome and Principe
Country Code = SA - Saudi Arabia
Country Code = SN - Senegal
Country Code = RS - Serbia
Country Code = SC - Seychelles
Country Code = SL - Sierra Leone

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Country Code = SG - Singapore
Country Code = SK - Slovakia
Country Code = SI - Slovenia
Country Code = SB - Solomon Islands
Country Code = SO - Somalia
Country Code = ZA - South Africa
Country Code = GS - S = Georgia and S = Sandwich Is =
Country Code = ES - Spain
Country Code = LK - Sri Lanka (ex-Ceilan)
Country Code = SD - Sudan
Country Code = SR - Suriname
Country Code = SJ - Svalbard and Jan Mayen Islands
Country Code = SZ - Swaziland
Country Code = SE - Sweden
Country Code = CH - Switzerland
Country Code = SY - Syrian Arab Republic
Country Code = TW - Taiwan
Country Code = TJ - Tajikistan
Country Code = TZ - Tanzania, United Republic of
Country Code = TH - Thailand
Country Code = TL - Timor-Leste (East Timor)
Country Code = TG - Togo
Country Code = TK - Tokelau
Country Code = TO - Tonga
Country Code = TT - Trinidad And Tobago
Country Code = TN - Tunisia
Country Code = TR - Turkey
Country Code = TM - Turkmenistan
Country Code = TC - Turks and Caicos Islands
Country Code = TV - Tuvalu
Country Code = UG - Uganda
Country Code = UA - Ukraine
Country Code = AE - United Arab Emirates
Country Code = UK - United Kingdom
Country Code = UM - US Minor Outlying Islands
Country Code = UY - Uruguay
Country Code = UZ - Uzbekistan
Country Code = VU - Vanuatu
Country Code = VE - Venezuela
Country Code = VN - Viet Nam
Country Code = VI - Virgin Islands, U = S
Country Code = WF - Wallis and Futuna
Country Code = YE - Yemen
Country Code = ZM - Zambia
Country Code = ZW - Zimbabwe

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