

# DETROIT TRADING COMPANY

## Seller Technical Specifications

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### Auto Finance Leads

Detroit Trading Company

4/25/2012

Version 3.7

The logo for DTS, featuring the letters 'DTS' in a bold, serif font. The 'D' and 'T' are black, and the 'S' is blue. The letters have a subtle reflection effect below them.The logo for DT Co., featuring the letters 'DT' stacked above 'Co.' in a white, serif font, all contained within a solid black square. The letters have a subtle reflection effect below the square.The logo for DTX, featuring the letters 'DTX' in a bold, serif font. The 'D' and 'T' are black, and the 'X' is red. The letters have a subtle reflection effect below them.

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## Overview

The auto finance lead web service allows you to sell auto finance leads to buyers using either a ping/post method or just a post method. It is not necessary to PING the DT system prior to posting a lead. Pricing for each lead is based on how your account is configured ([See Dynamic or Tiered Pricing](#)).

**PING** is a lightweight communication to determine if Detroit Trading has coverage for the lead based on Zip Code, Social Security Number and Gross Monthly Income. A PING is NOT required to sell a lead in the DT System.

**POST** is the full communication of all lead data to sell the lead to the highest bidder. Each lead will be fully validated before being sold to the buyer.

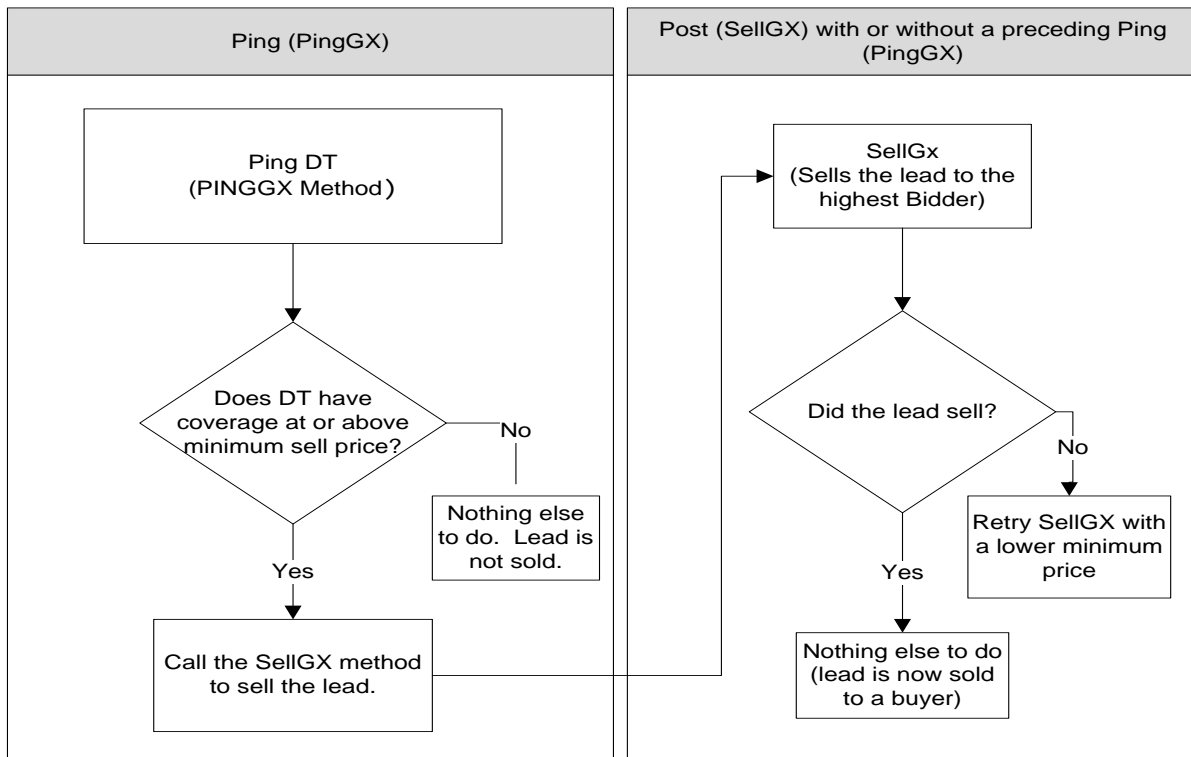
Here of an example of how a typical seller would interact with the DT system using both a PING and POST.

- 1) Consumer enters the complete lead information on your site.
- 2) Your site PINGS (using the PingGX method) Detroit Trading with the consumers Zip Code, Social Security Number and Gross Monthly Income and Minimum Sell Price.
- 3) Detroit Trading will respond with a SUCCESS of either true or false and the offer price for the lead.
- 4) If SUCCESS is true, your site then posts the lead (using the SellGX method) with the minimum\_sell\_price set to the offered price received in the ping response.

Here of an example of how a typical seller would interact with the DT system using ONLY a POST.

- 1) Consumer enters the complete lead information on your site.
- 2) Your site posts the lead (using the SellGX method) with the minimum\_sell\_price set to minimum amount you want to sell your lead for. Keep in mind that the lead will sell to the highest bidder.

Figure 1- Overview of Ping/Post System



## Dynamic or Tiered Pricing

You have the option of using Dynamic Pricing or Tiered Pricing. This setting would have been determined during the initial call with your DT Account Rep.

Dynamic Pricing gives you the highest possible payout on your leads. When you ping or post the DT system, the highest bid price from the buyers will be returned to you. You then determine to sell that lead to DT or not.

Tiered Pricing is a set number of price tiers for your leads. For example, you may set your tiers for \$12.00, \$10.00, \$8.00 and \$6.00. When you ping DT, you would set your MINIMUM\_PRICE in the ping to \$0.00 and we will return one of your tier prices as the highest bid or a NO COVERAGE message if no bids are greater than or equal to one of your tiers. For example, if a buyer bid's \$9.00 on your ping we would return \$8.00 as the highest bid. Then when you post (SELLGX) the lead, it would sell at \$8.00 and not at the \$9.00 bid. Tiered pricing is typically used when you are expecting a set price to be returned from the system and not a dynamic price. Most Ping/Post waterfalls are setup this way. Note that when posting the lead to DT (SELLGX) you should pass the price that is returned in the PINGGX\_RESPONSE in the MINIMUM\_PRICE field, this will ensure that your lead doesn't sell for less than that price.

If you have any questions on whether you should use Dynamic or Tiered pricing, please contact your Detroit Trading Account Manager.

## Protocols

Detroit Trading uses .NET web services with SOAP (1.1 or 1.2) and HTTP POST protocols available. Each Web Method (PingGX and SellGX) requires the following fields:

- 1) User – String – Typically your Generator ID
- 2) Password – String
- 3) Message – String (The actual XML request)
- 4) DebugMode – Boolean (True / False) – Only set to True during testing

Detroit Trading will provide you with the User and Password values for your account. The Message parameter should be a string containing a PINGGX\_REQUEST or SELLGX\_REQUEST xml document (described in the next sections).

DebugMode is set to true only during testing.

### Soap Protocol (preferred)

Detroit Trading accepts both SOAP 1.1 and SOAP 1.2. To use the SOAP protocol in .NET, you can add a reference to the web service in your .NET project. Most SOAP libraries will use the [WSDL URL listed below](#). More information about the format of the SOAP document is available by visiting the URL of the web service

<http://test.detroittradingexchange.com/DTEExchange.asmx>.

### HTTP POST Protocol

Sellers unable to use SOAP may use the HTTP POST protocol instead. With this protocol, a query string is sent to the web service. The query string will contain the lead data in the Message field and the other fields will contain authentication information.

**A PINGGX\_REQUEST sent to DTS using HTTP POST should follow this format:**

User=0000-9999&Password=9999UDY&Message= PINGGX\_REQUEST\_XML\_GOES\_HERE&DebugMode=false

When sending the lead using the HTTP POST protocol, the Message field (lead XML) **should be URL encoded**. Inside of each field, characters that are illegal in XML (or have special meaning) **should be escaped as XML entities**. An example of a character that must be escaped when encountered inside an XML field is the ( & ) ampersand character. It should be escaped as: **&amp;**; after URL encoding it looks like this: **%26amp;** .

**Failure to escape the message field (xml) when using HTTP POST properly will result in DT being unable to read your lead.**

## Testing URLs

**Web Service Test URL:**

<http://test.detroittradingexchange.com/DTEExchange.asmx>

**WSDL Test URL:**

<http://test.detroittradingexchange.com/DTEExchange.asmx?WSDL>

**SOAP –PingGX URL:**

<http://test.detroittradingexchange.com/DTEExchange.asmx?op=PingGX>

**HTTP POST –PingGX URL:**

<http://test.detroittradingexchange.com/DTEExchange.asmx/PingGX>

**SOAP –SellGX URL:**

<http://test.detroittradingexchange.com/DTEExchange.asmx?op=SellGX>

**HTTP POST –SellGX URL:**

<http://test.detroittradingexchange.com/DTEExchange.asmx/SellGX>

## Production URLs

**Web Service Production URL:**

<https://production.detroittradingexchange.com/DTEExchange.asmx>

**WSDL Production URL:**

<https://production.detroittradingexchange.com/DTEExchange.asmx?WSDL>

**SOAP –PingGX URL:**

<https://production.detroittradingexchange.com/DTEExchange.asmx?op=PingGX>

**HTTP POST –PingGX URL:**

<https://production.detroittradingexchange.com/DTEExchange.asmx/PingGX>

**SOAP –SellGX URL:**

<https://production.detroittradingexchange.com/DTEExchange.asmx?op=SellGX>

**HTTP POST –SellGX URL:**

<https://production.detroittradingexchange.com/DTEExchange.asmx/SellGX>

## Testing Data

Testing data to use to get successful responses on the Test Servers:

**Zip Code:** Any one of the following zip codes will return a successful ping or post:

48007,48009,48012,48015,48017,48021,48025,48026,48030,48033,48034,48035,48036,48037,48038,48043,48044,48046,48066,48067,48068,48069,48070,48071,48072,48073,48075,48076,48080,48081,48082,48083,48084,48085,48086,48088,48089,48090,48091,48092,48093,48098,48099,48101,48120,48121,48122,48123,48124,48125,48126,48127,48128,48135,48136,48141,48146,48150,48151,48152,48153,48154,48167,48168,48170,48174,48175,48180,48184,48185,48186,48187,48188,48192,48193,48195,48201,48202,48203,48204,48205,48206,48207,48208,48209,48210,48211,48212,48213,48214,48215,48216,48217,48218,48219,48220,48221,48222,48223,48224,48225,48226,48227,48228,48229,

48230,48231,48232,48233,48234,48235,48236,48237,48238,48239,48240,48242,48243,48244,48255,48260,48264,48265,48266,48267,48268,48269,48272,48275,48277,48278,48279,48288,48301,48302,48303,48304,48306,48307,48308,48309,48310,48311,48312,48313,48314,48315,48316,48317,48318,48320,48321,48322,48323,48324,48325,48326,48327,48328,48329,48330,48331,48332,48333,48334,48335,48336,48340,48341,48342,48343,48359,48360,48374,48375,48376,48377,48381,48382,48386,48387,48390,48391,48393,48397

**Gross Monthly Income: Any amount greater than \$2,000**

## PING Request (PingGX\_REQUEST)

There are 4 fields that MUST be included in each PING Request.

Field Name	Required or Optional	Description	Sample Data
User	Required	Your user id. This is typically your generator ID assigned by Detroit Trading.	0000-7011
Password	Required	Your password assigned by Detroit Trading.	7011CTF
Message	Required	This is the XML of the actual ping data. SEE MESSAGE FIELDS SECTION BELOW.	SEE MESSAGE SECTION BELOW
DebugMode	Required	Returns Debugging information. Only used on Test System.	False

## Ping Timeout Settings

Within the message xml, we have included an optional field called PING\_TIMEOUT\_SECONDS that we **HIGHLY** recommend that each seller uses. The field sets the Maximum response time for DT to respond to this ping request. Minimum allowed is 5 seconds. The shorter the time allowed, the less number of buyers will have the opportunity to bid on the lead. We recommend 15 seconds for this field.

## Message fields

The message section is an xml doc of the ping data broken out in 3 main sections: Lead\_Metadata, Sales\_Instructions & Lead\_Data.

Field Name	Required or Optional	Description	Data Type (Length)	Sample Data
<b>Lead_Metadata NODE</b>				
DTX_GEN_ID	Required	Generator ID supplied by Detroit Trading	String (20)	0000-9999
SELF_GENERATED_LEAD	Required	True / False value indicating whether or not the lead was generated by you or an affiliate.	Boolean	True
SOURCE_ID	Required	This field contains an identifier which represents a single source for the lead. For example, if you generate	String (50)	1234993

		leads from 5 different websites then there are five possible values for this field. Or if you send leads generated from another company, you must put a unique ID for that company here.		
<b>Lead_Data NODE</b>				
SSN	Required	Social Security Number of applicant	Numeric(9)	123456789
ZIP_POSTAL_CODE	Required	Zip (US) / Postal Code (Canada) of applicant.	String(7)	48075
GROSS_MONTHLY_INCOME	Required	Gross Monthly Income of applicant. Whole numbers only.	Numeric	3500
<b>MINIMUM_PRICE</b>				
MINIMUM_PRICE	Optional	Minimum in US Dollars that you want to sell the lead for.	Decimal	5.00
<b>PING_TIMEOUT_SECONDS</b>				
PING_TIMEOUT_SECONDS	Optional	Maximum response time for DT to respond to this ping request. Minimum allowed is 5 seconds. If you set this field to 15 seconds, then your system should wait 18 seconds before timing out as there is an additional 2-3 seconds for the response back to your system.	Numeric	15

**LEAD\_GEN\_METHOD Possible Values**

Value	Description
SEARCH_ORGANIC	Lead generated from traffic resulting from natural ranking in search results. Must not include leads generated through any form of payment to search companies.
SEARCH_PAID	Lead generated through search engine advertising. (PPC, Pay Per Click)
EMAIL	Lead generated in response to an e-mail campaign.
COREG	Lead generated as a result of consumer being offered goods or services for successful completion of registration/lead form.
BANNER_LINK	Lead generated through stand alone banner advertising or URL text links.
CALL_CENTER	Lead generated as a result of a call-center interaction with a consumer.
PIGGYBACK	Lead generated subsequent to a consumer supplying their information for an offer other than the subject of the lead.
SITE	A lead generated as a result of the consumer visiting a seller's site whose visit was not known to originate from SEARCH_PAID or EMAIL.
CONQUEST	Lead generated though conquering a consumer.
OTHER	Lead generated through method not covered above.
UNKNOWN	A lead generated as a result of an unknown method.

**SOAP 1.1 Sample PingGX**

```
POST /DTExchange.asmx HTTP/1.1
Host: test.detroittradingexchange.com
Content-Type: text/xml; charset=utf-8
Content-Length: length
SOAPAction: "www.detroittradingexchange.com/PingGX"
```

```
<?xml version="1.0" encoding="utf-8"?>
<soap:Envelope xmlns:xsi="http://www.w3.org/2001/XMLSchema-instance"
xmlns:xsd="http://www.w3.org/2001/XMLSchema"
xmlns:soap="http://schemas.xmlsoap.org/soap/envelope/">
  <soap:Body>
    <PingGX xmlns="www.detroittradingexchange.com/">
      <User>0000-9999</User>
      <Password>9999vvw</Password>
      <Message><?xml version="1.0" encoding="UTF-8"?>
<PINGGX_REQUEST xsi:schemaLocation="www.detroittradingexchange.com/SellerMessages
http://www.detroittradingexchange.com/SellerMessages/PingGx_request.xsd"
xmlns="www.detroittradingexchange.com/SellerMessages" xmlns:xsi="http://www.w3.org/2001/XMLSchema-instance">
  <Lead_Metadata>
    <DTX_GEN_ID>0000-1222</DTX_GEN_ID>
    <SELF_GENERATED_LEAD>true</SELF_GENERATED_LEAD>
    <SOURCE_ID>1234993</SOURCE_ID>
  </Lead_Metadata>
  <Lead_Data>
    <SSN>123456789</SSN>
    <ZIP_POSTAL_CODE>48075</ZIP_POSTAL_CODE>
    <GROSS_MONTHLY_INCOME>2500</GROSS_MONTHLY_INCOME>
  </Lead_Data>
  <MINIMUM_PRICE>1.50</MINIMUM_PRICE>
  <PING_TIMEOUT_SECONDS>15</PING_TIMEOUT_SECONDS></PINGGX_REQUEST>
</Message>
  <DebugMode>False</DebugMode>
</PingGX>
</soap:Body>
</soap:Envelope>
```

### SOAP 1.2 Sample PingGX

```
POST /DTExchange.asmx HTTP/1.1
Host: test.detroittradingexchange.com
Content-Type: application/soap+xml; charset=utf-8
Content-Length: length

<?xml version="1.0" encoding="utf-8"?>
<soap12:Envelope xmlns:xsi="http://www.w3.org/2001/XMLSchema-instance"
xmlns:xsd="http://www.w3.org/2001/XMLSchema"
xmlns:soap12="http://www.w3.org/2003/05/soap-envelope">
  <soap12:Body>
    <PingGX xmlns="www.detroittradingexchange.com/">
      <User>0000-9999</User>
      <Password>9999vvw</Password>
      <Message><?xml version="1.0" encoding="UTF-8"?>
<PINGGX_REQUEST xsi:schemaLocation="www.detroittradingexchange.com/SellerMessages
http://www.detroittradingexchange.com/SellerMessages/PingGx_request.xsd"
xmlns="www.detroittradingexchange.com/SellerMessages" xmlns:xsi="http://www.w3.org/2001/XMLSchema-instance">
  <Lead_Metadata>
    <DTX_GEN_ID>0000-1222</DTX_GEN_ID>
    <SELF_GENERATED_LEAD>true</SELF_GENERATED_LEAD>
  </Lead_Metadata>
  <Lead_Data>
    <SSN>123456789</SSN>
```

```

        <ZIP_POSTAL_CODE>48075</ZIP_POSTAL_CODE>
        <GROSS_MONTHLY_INCOME>2500</GROSS_MONTHLY_INCOME>
    </Lead_Data>
    <MINIMUM_PRICE>1.50</MINIMUM_PRICE>
    <PING_TIMEOUT_SECONDS>15</PING_TIMEOUT_SECONDS>
</PINGGX_REQUEST>
    </Message>
    <DebugMode>False</DebugMode>
</PingGX>
</soap12:Body>
</soap12:Envelope>
    
```

### HTTP POST Sample - PingGX

```

POST /DTEexchange.asmx/PingGX HTTP/1.1
Host: test.detroittradingexchange.com
Content-Type: application/x-www-form-urlencoded
Content-Length: length
    
```

```

User=0000-9999&Password=9999VWV&Message=
%3C%3Fxml%20version%3D%221.0%22%20encoding%3D%22UTF-
8%22%3F%3E%3CPINGGX_REQUEST%20xsi%3AschemaLocation%3D%22www.detroittradingexchange.com%2F
SellerMessages%20http%3A%2F%2Fwww.detroittradingexchange.com%2FSellerMessages%2FPingGx_re
quest.xsd%22%20xmlns%3D%22www.detroittradingexchange.com%2FSellerMessages%22%20xmlns%3Axs
i%3D%22http%3A%2F%2Fwww.w3.org%2F2001%2FXMLSchema-
instance%22%3E%3CLead_Metadata%3E%3CCTX_GEN_ID%3E0000-
1222%3C%2FDTX_GEN_ID%3E%3CSELF_GENERATED_LEAD%3Etrue%3C%2FSELF_GENERATED_LEAD%3E%3C%2FLea
d_Metadata%3E%3CLead_Data%3E%3CSSN%3E123456789%3C%2FSSN%3E%3CZIP_POSTAL_CODE%3E48075%3C%2
FZIP_POSTAL_CODE%3E%3CGROSS_MONTHLY_INCOME%3E2500%3C%2FGROSS_MONTHLY_INCOME%3E%3C%2FLead_
Data%3E%3CMINIMUM_PRICE%3E1.50%3C%2FMINIMUM_PRICE%3E%3CPING_TIMEOUT_SECONDS%3E15%3C%2FPIN
G_TIMEOUT_SECONDS%3E%3C%2FPINGGX_REQUEST%3E&DebugMode=False
    
```

\*\*\*\* Notice that the message query parameter is http encoded.

### Ping Response (PingGXResponse)

The ping response has the following fields. Note that the response is an XML doc within the Response.

Field Name	Required or Optional	Description	Data Type (Length)	Sample Data
<b>Lead_Metadata Section</b>				
DTX_LEAD_ID	Required	A unique ID assigned to each ping / post	String (20)	600201932
SUCCESS	Required	A True / False value. True indicates that one or more buyers have offered a price for this lead (at or above the MINIMUM_PRICE if one was specified). False indicates that no buyer bid to purchase this lead (again, at or above the MINIMUM_PRICE if one was specified).	Boolean	True
CACHED_RESPONSE	Required	This field contains a true/false value. True	Boolean	False

		indicates that DT has previously executed this EXACT ping request from this seller in the last 2 hours and the response is cached from that execution.		
PRICE	Required	The highest price bid for the lead. If a minimum price was specified, this will be the highest price bid above the specified minimum.	Decimal	7.50
REASON	Optional	Exists only if Success = False DT supplied reason code. SEE RETURN ERROR CODES SECTION	String (50)	NO_COVERAGE
REASON_MESSAGE	Optional	Exists only if Success = False	String (50)	Invalid Lead Data
ERROR	Optional	Exists only if Success = False DT supplied Error code. SEE RETURN ERROR CODES SECTION	String (50)	SSN_INVALID
ERROR_MESSAGE	Optional	Exists only if Success = False	String (50)	Failed Validation

### Sample PingGX\_RESPONSE (Success = True)

```
<?xml version="1.0" encoding="utf-8" ?>
<string xmlns="www.detroittradingexchange.com/">
  <?xml version="1.0" encoding="UTF-8"?>
  <PINGGX_RESPONSE xmlns="www.detroittradingexchange.com/SellerMessages"
xmlns:xsi="http://www.w3.org/2001/XMLSchema-instance"
xsi:schemaLocation="www.detroittradingexchange.com/SellerMessages
http://www.detroittradingexchange.com/SellerMessages/PingGx_response.xsd">
    <DTX_LEAD_ID>2674</DTX_LEAD_ID>
    <SUCCESS>True</SUCCESS>
    <CACHED_RESPONSE>False</CACHED_RESPONSE>
    <PRICE>20.00</PRICE>
  </PINGGX_RESPONSE>
</string>
```

### Sample PingGX\_RESPONSE (Success = False)

```
<?xml version="1.0" encoding="utf-8" ?>
<string xmlns="www.detroittradingexchange.com/">
  <?xml version="1.0" encoding="UTF-8"?>
  <PINGGX_RESPONSE xmlns="www.detroittradingexchange.com/SellerMessages"
xmlns:xsi="http://www.w3.org/2001/XMLSchema-instance"
xsi:schemaLocation="www.detroittradingexchange.com/SellerMessages
http://www.detroittradingexchange.com/SellerMessages/SellGx_response.xsd">
    <DTX_LEAD_ID>-1</DTX_LEAD_ID>
    <SUCCESS>False</SUCCESS>
    <CACHED_RESPONSE>False</CACHED_RESPONSE>
    <PRICE>0.0</PRICE>
    <REASON>UNKNOWN_GEN</REASON>
    <REASON_MESSAGE>Invalid Login</REASON_MESSAGE>
    <ERROR/>
    <ERROR_MESSAGE/>
  </PINGGX_RESPONSE>
</string>
```

Because the actual response is returned as an XML doc, you'll need to strip: `<?xml version="1.0" encoding="utf-8"?>`, `<string xmlns="www.detroittradingexchange.com/">` and `</string>` before parsing the XML.

## POST (SellGX\_REQUEST)

If the PingGX\_Response contained success = true, or you are posting leads without a ping, you then would call the SellGX method for the lead. There are 4 fields that MUST be included in each SellGX\_Request:

Field Name	Required or Optional	Description	Sample Data
User	Required	Your user id. This is typically your generator ID assigned by Detroit Trading.	0000-7011
Password	Required	Your password assigned by Detroit Trading.	7011CTF
Message	Required	This is the XML of the actual ping data. SEE MESSAGE FIELDS SECTION BELOW.	SEE MESSAGE SECTION BELOW
DebugMode	Required	Returns Debugging information. Only used on Test System.	False

### Message fields

The message section is an xml doc of the ping data broken out in 3 main sections: Lead\_Metadata, Sales\_Instructions & Lead\_Data.

**\*\* IMPORTANT: Each field must exist in the request. If it is not a required field as listed below then pass the field as blank. IE. <SOURCE\_ID/>.**

Field Name	Required or Optional	Description	Data Type (Length)	Sample Data
<b>Lead_Metadata Node</b>				
DTX_GEN_ID	Required	Generator ID supplied by Detroit Trading	String (20)	0000-9999
LEAD_GEN_METHOD	Required	By what means was the lead generated? See LEAD_GEN_METHOD section below.	String (50)	SITE
LEAD_SOURCE_IP	Required	IP Address of consumer that completed the lead.	String (15)	172.58.66.77
CAMPAIGN_ID	Optional	A string supplied by the seller to identify the campaign that was used to generate this lead.	String (20)	XGJ43001
SOURCE_ID	Required	This field contains an identifier which represents a single source for the lead. For example, if you	String (50)	1234993

		generate leads from 5 different websites then there are five possible values for this field. Or if you send leads generated from another company, you must put a unique ID for that company here.		
GEN_LEAD_ID	Required	Seller's unique identifier for the lead	String (50)	439292910
SELF_GENERATED_LEAD	Required	True / False value indicating whether or not the lead was generated by you or an affiliate. True = you generated the lead, False = an affiliate of yours or some other company generated the lead.	Boolean	True
<b>Sales_Instructions Node</b>				
MINIMUM_PRICE	Optional	Minimum in US Dollars that you want to sell the lead for. If a price was returned in the PINGGX_REQUEST you should use that number here.	Decimal	5.00
<b>Lead_Data Node</b>				
<b>PERSONAL_INFO node</b>				
SSN	Required	Social Security number of consumer	Numeric	123456789
FIRST_NAME	Required	First name of consumer	String (50)	Barney
LAST_NAME	Required	Last name of consumer	String (50)	Rubble
DOB	Required	Date of Birth of consumer. Format (YYYY-MM-DD)	Date	1972-04-01
BANKRUPTCY	Required	True / False indicating if consumer has filed bankruptcy within the last 7 years	Boolean	False
COSIGNER_AVAILABLE	Required	True / False indicating if consumer has a co-signer available.	Boolean	True
GROSS_MONTHLY_INCOME	Required	Consumers Gross Monthly Income from all sources (before taxes). Whole numbers only, no other formatting characters allowed IE("\$", ",", ".")	Numeric	3500
CREDIT_SCORE	Optional	Credit score of consumer. This should be entered by the consumer only.	Numeric	600
DOWN_PAYMENT_AMOUNT	Optional	Amount consumer has available for the down payment on a vehicle. Whole numbers only, no other formatting characters allowed IE("\$", ",", ".")	Numeric	1200
<b>CONTACT_INFO Node</b>				
HOME_PHONE	Required	Home telephone number of consumer	String (20)	248-352-1313

EMAIL	Required	Email address of consumer	String (50)	barney@flintstones.com
WORK_PHONE	Required	Work telephone number of consumer	String (20)	248-352-0877
WORK_PHONE_EXT	Optional	Work telephone number extension of consumer	String (20)	2552
MOBILE_PHONE	Optional	Mobile phone number of consumer	String (20)	248-352-1144
<b>EMPLOYMENT_INFO Node</b>				
EMPLOYER_NAME	Required	Name of the consumer's employer	String (50)	Jaxx Car Wash
EMPLOYER_PHONE	Required	Phone number of consumer's employer	String (20)	248-555-1212
YEARS_AT_EMP	Required	Number of years the consumer has been employed by current employer. Also See MONTHS_AT_EMP field. Whole numbers only.	Numeric	3
MONTHS_AT_EMP	Required	* In conjunction with YEARS_AT_EMP field. Number of months the consumer has been employed by current employer. For example, if the consumer has been with the current employer for 3 years 5 months, then the field YEARS_AT_EMP would contain 3 and MONTHS_AT_EMP would contain 5. Whole numbers only.	Numeric	5
JOB_TITLE	Required	Consumers Job Title at current employer.	String (50)	Petroleum Transfer Technician
<b>RESIDENCE_INFO Node</b>				
TYPE	Required	Consumer's current residence type. MUST BE ONE OF THE FOLLOWING VALUES: <ul style="list-style-type: none"> <li>• OWN: Consumer owns their current residence</li> <li>• RENT: Consumer rents their current residence</li> <li>• LIVE_WITH_FAMILY: Consumer lives in a family member's residence.</li> <li>• OTHER: Consumer's residences type is not one of the 3 types above.</li> </ul>	String(20)	OWN
ADDRESS	Required	Street address of consumer	String(100)	2000 Town Center
CITY	Required	Address city of consumer	String (50)	Southfield
STATE_PROVINCE	Required	Address state of consumer	String (2)	MI
ZIP_POSTAL_CODE	Required	Address zip code of consumer	String (7)	48075
COUNTRY	Required	Address country of consumer. Only available countries are USA and CANADA	String (50)	USA

YEARS_AT_RES	Required	Number of years the consumer has lived at current residence. Also See MONTHS_AT_RES field. Whole numbers only.	Numeric	4
MONTHS_AT_RES	Required	* In conjunction with YEARS_AT_RES field. Number of months the consumer has lived at current residence. For example, if the consumer has lived at the current residence for 4 years and 1 month, then the field YEARS_AT_RES would contain 4 and MONTHS_AT_RES would contain 1. Whole numbers only.	Numeric	1
MONTHLY_PAYMENT	Required	Monthly payment that consumer pays for current residence. Whole Numbers Only.	Numeric	1500
<b>AUTHORIZATIONS Node</b>				
CREDIT_CHECK	Required	True / False value indicating whether or not the consumer has authorized a credit check.	Boolean	True
FORWARD_APPLICATION	Required	True / False value indicating whether or not consumer has authorized the forwarding of their application to 3 <sup>rd</sup> parties.	Boolean	True
SPECIAL_OFFERS	Required	True / False value indicating whether or not the consumer would like to opt-in to any special offers.	Boolean	False

**LEAD\_GEN\_METHOD Possible Values**

Value	Description
SEARCH_ORGANIC	Lead generated from traffic resulting from natural ranking in search results. Must not include leads generated through any form of payment to search companies.
SEARCH_PAID	Lead generated through search engine advertising. (PPC, Pay Per Click)
EMAIL	Lead generated in response to an e-mail campaign.
COREG	Lead generated as a result of consumer being offered goods or services for successful completion of registration/lead form.
BANNER_LINK	Lead generated through stand alone banner advertising or URL text links.
CALL_CENTER	Lead generated as a result of a call-center interaction with a consumer.
PIGGYBACK	Lead generated subsequent to a consumer supplying their information for an offer other than the subject of the lead.
SITE	A lead generated as a result of the consumer visiting a seller's site whose visit was not known to originate from SEARCH_PAID or EMAIL.
OTHER	Lead generated through method not covered above.
UNKNOWN	A lead generated as a result of an unknown method.
CONQUEST	Lead generated though conquering a consumer.

**Soap 1.1 Sample SellGX**

```

POST /DTEExchange.asmx HTTP/1.1
Host: test.detroittradingexchange.com
Content-Type: text/xml; charset=utf-8
Content-Length: length
SOAPAction: "www.detroittradingexchange.com/SellGX"

<?xml version="1.0" encoding="utf-8"?>
<soap:Envelope xmlns:xsi="http://www.w3.org/2001/XMLSchema-instance"
xmlns:xsd="http://www.w3.org/2001/XMLSchema"
xmlns:soap="http://schemas.xmlsoap.org/soap/envelope/">
  <soap:Body>
    <SellGX xmlns="www.detroittradingexchange.com/">
      <User>0000-9999</User>
      <Password>9999VVU</Password>
      <Message><?xml version="1.0" encoding="UTF-8"?>
<SELLGX_REQUEST xmlns="www.detroittradingexchange.com/SellerMessages"
xmlns:xsi="http://www.w3.org/2001/XMLSchema-instance"
xsi:schemaLocation="www.detroittradingexchange.com/SellerMessages
http://www.detroittradingexchange.com/SellerMessages/SellGx_request.xsd">
  <Lead_Metadata>
    <DTX_GEN_ID>0000-9999</DTX_GEN_ID>
    <LEAD_GEN_METHOD>SITE</LEAD_GEN_METHOD>
    <LEAD_SOURCE_IP>172.44.56.55</LEAD_SOURCE_IP>
    <SOURCE_ID>ABC123</SOURCE_ID>
    <CAMPAIGN_ID>GGL993</CAMPAIGN_ID>
    <GEN_LEAD_ID>485839A4939</GEN_LEAD_ID>
    <SELF_GENERATED_LEAD>true</SELF_GENERATED_LEAD>
  </Lead_Metadata>
  <Sales_Instructions>
    <MINIMUM_PRICE>2.00</MINIMUM_PRICE>
  </Sales_Instructions>
  <Lead_Data>
    <PERSONAL_INFO>
      <SSN>123-45-9999</SSN>
      <FIRST_NAME>Barney</FIRST_NAME>
      <LAST_NAME>Rubble</LAST_NAME>
      <DOB>1975-01-02</DOB>
      <BANKRUPTCY>>false</BANKRUPTCY>
      <COSIGNER_AVAILABLE>>true</COSIGNER_AVAILABLE>
      <GROSS_MONTHLY_INCOME>2500</GROSS_MONTHLY_INCOME>
      <CREDIT_SCORE>595</CREDIT_SCORE>
      <DOWN_PAYMENT_AMOUNT>750</DOWN_PAYMENT_AMOUNT>
    </PERSONAL_INFO>
    <CONTACT_INFO>
      <HOME_PHONE>248-352-1313</HOME_PHONE>
      <EMAIL>brubble@gmail.com</EMAIL>
      <WORK_PHONE>248-851-3086</WORK_PHONE>
      <WORK_PHONE_EXT></WORK_PHONE_EXT>
      <MOBILE_PHONE>248-851-3455</MOBILE_PHONE>
    </CONTACT_INFO>
    <EMPLOYMENT_INFO>
      <EMPLOYER_NAME>Slate Construction</EMPLOYER_NAME>
      <EMPLOYER_PHONE>248-851-3086</EMPLOYER_PHONE>
      <YEARS_AT_EMP>4</YEARS_AT_EMP>
      <MONTHS_AT_EMP>3</MONTHS_AT_EMP>
      <JOB_TITLE>Boulder Crusher</JOB_TITLE>
    </EMPLOYMENT_INFO>
  </Lead_Data>
</SELLGX_REQUEST>
    </Message>
  </SellGX>
</soap:Body>
</soap:Envelope>

```

```

        </EMPLOYMENT_INFO>
        <RESIDENCE_INFO>
            <TYPE>OWN</TYPE>
            <ADDRESS>2000 Town Center STE 1300</ADDRESS>
            <CITY>Southfield</CITY>
            <STATE_PROVINCE>MI</STATE_PROVINCE>
            <ZIP_POSTAL_CODE>48075</ZIP_POSTAL_CODE>
            <COUNTRY>USA</COUNTRY>
            <YEARS_AT_RES>2</YEARS_AT_RES>
            <MONTHS_AT_RES>2</MONTHS_AT_RES>
            <MONTHLY_PAYMENT>1500</MONTHLY_PAYMENT>
        </RESIDENCE_INFO>
        <AUTHORIZATIONS>
            <CREDIT_CHECK>true</CREDIT_CHECK>
            <FORWARD_APPLICATION>true</FORWARD_APPLICATION>
            <SPECIAL_OFFERS>false</SPECIAL_OFFERS>
        </AUTHORIZATIONS>
    </Lead_Data>
</SELLGX_REQUEST></Message>
    <DebugMode>False</DebugMode>
</SellGX>
</soap:Body>
</soap:Envelope>

```

## Soap 1.2 Sample SellGX

```

POST /DTExchange.asmx HTTP/1.1
Host: test.detroittradingexchange.com
Content-Type: application/soap+xml; charset=utf-8
Content-Length: length

<?xml version="1.0" encoding="utf-8"?>
<soap12:Envelope xmlns:xsi="http://www.w3.org/2001/XMLSchema-instance"
xmlns:xsd="http://www.w3.org/2001/XMLSchema"
xmlns:soap12="http://www.w3.org/2003/05/soap-envelope">
    <soap12:Body>
        <SellGX xmlns="www.detroittradingexchange.com/">
            <User>0000-9999</User>
            <Password>9999VVU</Password>
            <Message><?xml version="1.0" encoding="UTF-8"?>
<SELLGX_REQUEST xmlns="www.detroittradingexchange.com/SellerMessages"
xmlns:xsi="http://www.w3.org/2001/XMLSchema-instance"
xsi:schemaLocation="www.detroittradingexchange.com/SellerMessages
http://www.detroittradingexchange.com/SellerMessages/SellGx_request.xsd">
    <Lead_Metadata>
        <DTX_GEN_ID>0000-9999</DTX_GEN_ID>
        <LEAD_GEN_METHOD>SITE</LEAD_GEN_METHOD>
        <LEAD_SOURCE_IP>172.44.56.55</LEAD_SOURCE_IP>
        <SOURCE_ID>ABC123</SOURCE_ID>
        <CAMPAIGN_ID>GGL993</CAMPAIGN_ID>
        <GEN_LEAD_ID>485839A4939</GEN_LEAD_ID>
        <SELF_GENERATED_LEAD>true</SELF_GENERATED_LEAD>
    </Lead_Metadata>
    <Sales_Instructions>
        <MINIMUM_PRICE>2.00</MINIMUM_PRICE>
    </Sales_Instructions>
    <Lead_Data>

```

```

<PERSONAL_INFO>
  <SSN>123-45-9999</SSN>
  <FIRST_NAME>Barney</FIRST_NAME>
  <LAST_NAME>Rubble</LAST_NAME>
  <DOB>1975-01-02</DOB>
  <BANKRUPTCY>>false</BANKRUPTCY>
  <COSIGNER_AVAILABLE>>true</COSIGNER_AVAILABLE>
  <GROSS_MONTHLY_INCOME>2500</GROSS_MONTHLY_INCOME>
  <CREDIT_SCORE>595</CREDIT_SCORE>
  <DOWN_PAYMENT_AMOUNT>750</DOWN_PAYMENT_AMOUNT>
</PERSONAL_INFO>
<CONTACT_INFO>
  <HOME_PHONE>248-352-1313</HOME_PHONE>
  <EMAIL>brubble@gmail.com</EMAIL>
  <WORK_PHONE>248-851-3086</WORK_PHONE>
  <WORK_PHONE_EXT></WORK_PHONE_EXT>
  <MOBILE_PHONE>248-851-3455</MOBILE_PHONE>
</CONTACT_INFO>
<EMPLOYMENT_INFO>
  <EMPLOYER_NAME>Slate Construction</EMPLOYER_NAME>
  <EMPLOYER_PHONE>248-851-3086</EMPLOYER_PHONE>
  <YEARS_AT_EMP>4</YEARS_AT_EMP>
  <MONTHS_AT_EMP>3</MONTHS_AT_EMP>
  <JOB_TITLE>Boulder Crusher</JOB_TITLE>
</EMPLOYMENT_INFO>
<RESIDENCE_INFO>
  <TYPE>OWN</TYPE>
  <ADDRESS>2000 Town Center STE 1300</ADDRESS>
  <CITY>Southfield</CITY>
  <STATE_PROVINCE>MI</STATE_PROVINCE>
  <ZIP_POSTAL_CODE>48075</ZIP_POSTAL_CODE>
  <COUNTRY>USA</COUNTRY>
  <YEARS_AT_RES>2</YEARS_AT_RES>
  <MONTHS_AT_RES>2</MONTHS_AT_RES>
  <MONTHLY_PAYMENT>1500</MONTHLY_PAYMENT>
</RESIDENCE_INFO>
<AUTHORIZATIONS>
  <CREDIT_CHECK>>true</CREDIT_CHECK>
  <FORWARD_APPLICATION>>true</FORWARD_APPLICATION>
  <SPECIAL_OFFERS>>false</SPECIAL_OFFERS>
</AUTHORIZATIONS>
</Lead_Data>
</SELLGX_REQUEST></Message>
  <DebugMode>False</DebugMode>
</SellGX>
</soap12:Body>
</soap12:Envelope>

```

### HTTP POST - Sample SellGX

```

POST /DTEExchange.asmx/SellGX HTTP/1.1
Host: test.detroittradingexchange.com
Content-Type: application/x-www-form-urlencoded
Content-Length: length

```

```
User=0000-9999&Password=9999VW&Message= %3C%3Fxml%20version%3D%221.0%22%20encoding%3D%22UTF-8%22%3F%3E%3CSELLGX_REQUEST%20xmlns%3D%22www.detroittradingexchange.com%2FSellerMessages%22%20xmlns%3Aksi%3D%22http%3A%2F%2Fwww.w3.org%2F2001%2FXMLSchema-instance%22%20xsi%3ASchemaLocation%3D%22www.detroittradingexchange.com%2FSellerMessages%20http%3A%2F%2Fwww.detroittradingexchange.com%2FSellerMessages%2FSellGx_request.xsd%22%3E%3CLead_Metadata%3E%3CDTX_GEN_ID%3E0000-9999%3C%2FDTX_GEN_ID%3E%3CLEAD_GEN_METHOD%3ESITE%3C%2FLEAD_GEN_METHOD%3E%3CLEAD_SOURCE_IP%3E172.44.56.55%3C%2FLEAD_SOURCE_IP%3E%3CSOURCE_ID%3EABC123%3C%2FSOURCE_ID%3E%3CCAMPAIGN_ID%3EGGL993%3C%2FCAMPAIGN_ID%3E%3CGEN_LEAD_ID%3E485839A4939%3C%2FGEN_LEAD_ID%3E%3CSELF_GENERATED_LEAD%3Etrue%3C%2FSELF_GENERATED_LEAD%3E%3C%2FLead_Metadata%3E%3CSales_Instructions%3E%3CMINIMUM_PRICE%3E2.00%3C%2FMINIMUM_PRICE%3E%3C%2FSales_Instructions%3E%3CLead_Data%3E%3CPERSONAL_INFO%3E%3CSSN%3E123-45-9999%3C%2FSSN%3E%3CFIRST_NAME%3EBarney%3C%2FFIRST_NAME%3E%3CLAST_NAME%3ERubble%3C%2FLAST_NAME%3E%3CDOB%3E1975-01-02%3C%2FDOB%3E%3CBANKRUPTCY%3Efalse%3C%2FBANKRUPTCY%3E%3CCOSIGNER_AVAILABLE%3Etrue%3C%2FCOSIGNER_AVAILABLE%3E%3CGROSS_MONTHLY_INCOME%3E2500%3C%2FGROSS_MONTHLY_INCOME%3E%3CCREDIT_SCORE%3E595%3C%2FCREDIT_SCORE%3E%3CDOWN_PAYMENT_AMOUNT%3E750%3C%2FDOWN_PAYMENT_AMOUNT%3E%3C%2FPERSONAL_INFO%3E%3CCONTACT_INFO%3E%3CHOME_PHONE%3E248-352-1313%3C%2FHOME_PHONE%3E%3CEMAIL%3Ebrubble%40gmail.com%3C%2FEMAIL%3E%3CWORK_PHONE%3E248-851-3086%3C%2FWORK_PHONE%3E%3CWORK_PHONE_EXT%3E%3C%2FWORK_PHONE_EXT%3E%3CMOBILE_PHONE%3E248-851-3455%3C%2FMOBILE_PHONE%3E%3C%2FCONTACT_INFO%3E%3CEMPLOYMENT_INFO%3E%3CEMPLOYER_NAME%3EState%20Construction%3C%2FEMPLOYER_NAME%3E%3CEMPLOYER_PHONE%3E248-851-3086%3C%2FEMPLOYER_PHONE%3E%3CYEARS_AT_EMP%3E4%3C%2FYEARS_AT_EMP%3E%3CMONTHS_AT_EMP%3E3%3C%2FMONTHS_AT_EMP%3E%3CJOB_TITLE%3EBoulder%20Crusher%3C%2FJOB_TITLE%3E%3C%2FEMPLOYMENT_INFO%3E%3CRESIDENCE_INFO%3E%3CTYPE%3EOWN%3C%2FTYPE%3E%3CADDRESS%3E2000%20Town%20Center%20STE%201300%3C%2FADDRESS%3E%3CCITY%3ESouthfield%3C%2FCITY%3E%3CSTATE_PROVINCE%3EMI%3C%2FSTATE_PROVINCE%3E%3CZIP_POSTAL_CODE%3E48075%3C%2FZIP_POSTAL_CODE%3E%3CCOUNTRY%3EUSA%3C%2FCOUNTRY%3E%3CYEARS_AT_RES%3E2%3C%2FYEARS_AT_RES%3E%3CMONTHS_AT_RES%3E2%3C%2FMONTHS_AT_RES%3E%3CMONTHLY_PAYMENT%3E1500%3C%2FMONTHLY_PAYMENT%3E%3C%2FRESIDENCE_INFO%3E%3CAUTHORIZATIONS%3E%3CCREDIT_CHECK%3Etrue%3C%2FCREDIT_CHECK%3E%3CFORWARD_APPLICATION%3Etrue%3C%2FFORWARD_APPLICATION%3E%3CSPECIAL_OFFERS%3Efalse%3C%2FSPECIAL_OFFERS%3E%3C%2FAUTHORIZATIONS%3E%3C%2FLead_Data%3E%3C%2FSELLGX_REQUEST%3E&DebugMode=False
```

**This is the un-encoded version of the message field:**

```
<?xml version="1.0" encoding="UTF-8"?>
<SELLGX_REQUEST xmlns="www.detroittradingexchange.com/SellerMessages"
xmlns:xsi="http://www.w3.org/2001/XMLSchema-instance"
xsi:schemaLocation="www.detroittradingexchange.com/SellerMessages
http://www.detroittradingexchange.com/SellerMessages/SellGx_request.xsd">
  <Lead_Metadata>
    <DTX_GEN_ID>0000-9999</DTX_GEN_ID>
    <LEAD_GEN_METHOD>SITE</LEAD_GEN_METHOD>
    <LEAD_SOURCE_IP>172.44.56.55</LEAD_SOURCE_IP>
    <SOURCE_ID>ABC123</SOURCE_ID>
    <CAMPAIGN_ID>GGL993</CAMPAIGN_ID>
    <GEN_LEAD_ID>485839A4939</GEN_LEAD_ID>
    <SELF_GENERATED_LEAD>true</SELF_GENERATED_LEAD>
  </Lead_Metadata>
```

```

<Sales_Instructions>
  <MINIMUM_PRICE>2.00</MINIMUM_PRICE>
</Sales_Instructions>
<Lead_Data>
  <PERSONAL_INFO>
    <SSN>123-45-9999</SSN>
    <FIRST_NAME>Barney</FIRST_NAME>
    <LAST_NAME>Rubble</LAST_NAME>
    <DOB>1975-01-02</DOB>
    <BANKRUPTCY>>false</BANKRUPTCY>
    <COSIGNER_AVAILABLE>>true</COSIGNER_AVAILABLE>
    <GROSS_MONTHLY_INCOME>2500</GROSS_MONTHLY_INCOME>
    <CREDIT_SCORE>595</CREDIT_SCORE>
    <DOWN_PAYMENT_AMOUNT>750</DOWN_PAYMENT_AMOUNT>
  </PERSONAL_INFO>
  <CONTACT_INFO>
    <HOME_PHONE>248-352-1313</HOME_PHONE>
    <EMAIL>brubble@gmail.com</EMAIL>
    <WORK_PHONE>248-851-3086</WORK_PHONE>
    <WORK_PHONE_EXT></WORK_PHONE_EXT>
    <MOBILE_PHONE>248-851-3455</MOBILE_PHONE>
  </CONTACT_INFO>
  <EMPLOYMENT_INFO>
    <EMPLOYER_NAME>Slate Construction</EMPLOYER_NAME>
    <EMPLOYER_PHONE>248-851-3086</EMPLOYER_PHONE>
    <YEARS_AT_EMP>4</YEARS_AT_EMP>
    <MONTHS_AT_EMP>3</MONTHS_AT_EMP>
    <JOB_TITLE>Boulder Crusher</JOB_TITLE>
  </EMPLOYMENT_INFO>
  <RESIDENCE_INFO>
    <TYPE>OWN</TYPE>
    <ADDRESS>2000 Town Center STE 1300</ADDRESS>
    <CITY>Southfield</CITY>
    <STATE_PROVINCE>MI</STATE_PROVINCE>
    <ZIP_POSTAL_CODE>48075</ZIP_POSTAL_CODE>
    <COUNTRY>USA</COUNTRY>
    <YEARS_AT_RES>2</YEARS_AT_RES>
    <MONTHS_AT_RES>2</MONTHS_AT_RES>
    <MONTHLY_PAYMENT>1500</MONTHLY_PAYMENT>
  </RESIDENCE_INFO>
  <AUTHORIZATIONS>
    <CREDIT_CHECK>>true</CREDIT_CHECK>
    <FORWARD_APPLICATION>>true</FORWARD_APPLICATION>
    <SPECIAL_OFFERS>>false</SPECIAL_OFFERS>
  </AUTHORIZATIONS>
</Lead_Data>
</SELLGX_REQUEST>

```

## Post Response (SellGXResponse)

The SellGX response has the following fields. Note that the response is an XML doc within the Response.

Field Name	Required or	Description	Data Type (Length)	Sample Data
------------	-------------	-------------	--------------------	-------------

	Optional			
<b>Lead_Metadata Section</b>				
DTX_LEAD_ID	Required	A unique ID assigned to each ping / post	String (20)	600201932
SUCCESS	Required	A True / False value. True indicates that the lead has been sold for the amount in the AMOUNT field. False indicates that no buyer bid to purchase this lead at or above the MINIMUM_PRICE if one was specified.	Boolean	True
CACHED_RESPONSE	Required	This field contains a true/false value. True indicates that DT has previously executed this EXACT ping request from this seller in the last 2 hours and the response is cached from that execution.	Boolean	False
BUYER_DTX_ID	Required	DTX ID of the buyer of the lead	String(9)	0000-2127
PRICE	Required	The final sale price of the lead.	Decimal	7.50
RESERVATION_ID	Required	This field contains a unique ID that is assigned by the buyer. DT and the seller can use this value in future communication to identify this transaction.	String(50)	27810-3296
REASON	Optional	Exists only if Success = False 1. DT supplied reason code. SEE RETURN ERROR CODES SECTION	String (50)	NO_COVERAGE
REASON_MESSAGE	Optional	Exists only if Success = False. DT supplied message to further explain why the lead was not sold.	String (50)	Invalid Lead Data
ERROR	Optional	Exists only if Success = False DT supplied Error code. SEE RETURN ERROR CODES SECTION	String (50)	SSN_INVALID
ERROR_MESSAGE	Optional	Exists only if Success = False. DT supplied error message containing text to help explain and/or diagnose the error.	String (50)	Failed Validation
POST_REJECT_HISTORY	Optional	DO NOT USE. This node remains for backward compatibility.		

### Sample SellGX\_RESPONSE (Success = True)

```
<?xml version="1.0" encoding="utf-8" ?>
<string xmlns="www.detroittradingexchange.com/">
  <?xml version="1.0" encoding="UTF-8"?>
  <SELLGX_RESPONSE xmlns="www.detroittradingexchange.com/SellerMessages"
xmlns:xsi="http://www.w3.org/2001/XMLSchema-instance"
xsi:schemaLocation="www.detroittradingexchange.com/SellerMessages
http://www.detroittradingexchange.com/SellerMessages/SellGx_response.xsd">
    <DTX_LEAD_ID>2780</DTX_LEAD_ID>
    <SUCCESS>True</SUCCESS>
    <CACHED_RESPONSE>False</CACHED_RESPONSE>
    <BUYER_DTX_ID>0000-2333</BUYER_DTX_ID>
```

```

        <PRICE>20.0</PRICE>
        <RESERVATION_ID>2780-3296</RESERVATION_ID>
    </SELLGX_RESPONSE>
</string>

```

### Sample SellGX\_RESPONSE (Success = False)

```

<?xml version="1.0" encoding="utf-8" ?>
<string xmlns="www.detroittradingexchange.com/">
    <?xml version="1.0" encoding="UTF-8"?>
    <SELLGX_RESPONSE xmlns="www.detroittradingexchange.com/SellerMessages"
xmlns:xsi="http://www.w3.org/2001/XMLSchema-instance"
xsi:schemaLocation="www.detroittradingexchange.com/SellerMessages
http://www.detroittradingexchange.com/SellerMessages/SellGx_response.xsd">
        <DTX_LEAD_ID>2778</DTX_LEAD_ID>
        <SUCCESS>False</SUCCESS>
        <CACHED_RESPONSE>False</CACHED_RESPONSE>
        <BUYER_DTX_ID/>
        <PRICE>0.0</PRICE>
        <RESERVATION_ID/>
        <REASON>NO_COVERAGE</REASON>
        <REASON_MESSAGE/>
        <ERROR>LEAD_DATA_INVALID</ERROR>
        <ERROR_MESSAGE>Suspicious name: Barney Rubble</ERROR_MESSAGE>
        <POST_REJECT_HISTORY>
            <POST_REJECT>
                <BUYER_DTX_ID>0000-2333</BUYER_DTX_ID>
                <REASON/>
                <REASON_MESSAGE/>
                <ERROR>LEAD_DATA_INVALID</ERROR>
                <ERROR_MESSAGE>Suspicious name: Barney Rubble</ERROR_MESSAGE>
            </POST_REJECT>
        </POST_REJECT_HISTORY>
    </SELLGX_RESPONSE>
</string>

```

Because the actual response is returned as an XML doc, you'll need to strip: `<?xml version="1.0" encoding="utf-8"?>`, `<string xmlns="www.detroittradingexchange.com/">` and `</string>` before parsing the XML.

### ERROR CODES:

These error codes are the list of possible error codes that could be returned in either a PING\_GX\_RESPONSE OR SELLGX\_RESPONSE:

Error	Description
AGE_FILTER	The consumer's age was below the dealer's minimum age requirement.
BANKRUPTCTY_FILTER	The intended dealer does not accept consumers with a bankruptcy.
BANKRUPTCY_FIELD_IS_MISSING	The Bankruptcy field was missing from the request
BANKRUPTCY_INVALID	The value in the Bankruptcy field is not boolean

BUCKET_FULL	The intended dealer has already met their lead quota for the day (This is checked on the ping as well)
BUDGET_REACHED	The intended dealer has already met their budget quota for the day (This is checked on the ping as well)
BUYER_DUPLICATE	The intended buyer of this lead has rejected the lead due to duplication.
BUYER_RETURNS_AN_EMPTY_MESSAGE	The intended buyer of this lead returned an erroneous empty response.
BUYER_RETURNS_AN_INVALID_XML	The intended buyer of this lead returned an erroneous XML response.
BUYER_TIME_OUT	The intended buyer of this lead timed out on the post request.
COSIGNER_FIELD_IS_MISSING	The Cosigner field was missing from the request
COSIGNER_INVALID	The value in the Cosigner field is not boolean
CREDIT_CHECK_FIELD_IS_MISSING	The Credit Check field was missing from the request
CREDIT_CHECK_NOT_TRUE	The Credit Check field did not contain a value of true.
DATA_MISSING	The lead does not contain all the required consumer information
DTX_COMMUNICATION_ERROR	There was a communication error during the post process.
DUPLICATE_AF_LEAD	The lead was found to be a duplicate consumer within the DTS system.
DUPLICATE_D_LEAD	The lead was found to be a duplicate consumer within the DTS retail network.
DUPLICATE_DB_LEAD	The consumer information has already been posted to the intended dealer
DUPLICATE_LEAD	The lead was found to be a duplicate consumer
DUPLICATE_PE_LEAD	The new car lead was found to be a duplicate consumer within the DTS system.
EMPTY_MESSAGE	An unknown error has occurred.
FAILED_EMAIL_VALIDATION	The consumer email failed a basic validation test.
FORWARD_APPLICATION_FIELD_IS_MISSING	The Forward Application field was missing from the request
INCOME_TOO_HIGH	The consumer's income was above the dealer's maximum income requirement.
INCOME_TOO_LOW	The consumer's income was below the dealer's minimum income requirement (Also checked on ping).
INVALID_BID	There was a buyer bid on the lead but it was invalid.
INVALID_MIN_PRICE	The min price specified by a tier-based seller does not match any of the tiers set up
INVALID_RESERVATION_ID	The reservation id provided in the post is invalid.
INVALID_SELLER_CONFIG	The seller is tier-based and not private. Tier-based sellers ought to be private
INVALID_ZIP	The zip code provided in the lead is invalid.
LEAD_DATA_INVALID	The consumer data in the lead is invalid.
LEAD_GEN_METHOD_FILTER	The intended dealer has excluded the lead generation method used for this lead (Also checked on ping).
LEAD_ID_MISMATCH_ON_TRUE_RESPONSE	The intended buyer returned an invalid lead id in the post response so the lead could not be accepted.
LOWER_BID_PRICE	The intended buyer bid is below the min price or below the seller

	tier price in case of tier-based seller
MIN_EMPLOYMENT_FILTER	The consumer's time at employer was below the dealer's minimum requirement.
MIN_RESIDENCE_FILTER	The consumer's time at residence was below the dealer's minimum requirement.
NO_ERROR	The intended buyer rejects the lead without stating a reason
NO_FUNDS_AVAILABLE	The intended dealer's account does not have funding to support this purchase (This is checked on the ping as well)
NO_OPERATION	The intended buyer response is empty
OTHER_SEE_MESSAGE	The intended buyer response cannot be interpreted by our system. Actual message will be displayed in the error message/reason message section
PREVIOUSLY_REJECTED	The intended buyer excluded this lead because it was previously rejected on the post (from the same seller).
RES_TYPE_FILTER	The consumer's residence type did not meet the intended dealer's configuration.
SCHEMA_MISMATCH_OR_MISSING_GENERATOR_DATA	XML string (lead information) posted does not match with the schema expected
SELLER_TIER_UNAVAILABLE	The seller is configured for tier-based selling but no tier is configured.
SSN_INVALID	The social security number provided in the lead is invalid.
SSN_MISSING	The social security number is missing from the lead.
TARGUS_INVALID	The lead failed to pass Targus phone validation.
TECHNICAL	A technical error has occurred.
THIRDPARTY_REJECT	The intended buyer rejected this lead due to a third party rejection.
UNKNOWN_ERROR	An unknown error has occurred.
UNKNOWN_GEN	Generator ID specified is not valid.

## DT Technical Contact Information

For additional information or technical questions, please contact:

Support Services

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