

DETROIT TRADING COMPANY

Seller Technical Specifications

Inventory Leads

Detroit Trading Company

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Version 1.8

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

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Inventory Data File Overview

Detroit Trading Exchange has built up a large database of new and used car inventory from hundreds of dealers across the country that is updated daily. Each generator who chooses to sell inventory leads to DTX based on this database will receive their own data feed. This file is available via a daily FTP file download. The feed itself is called “dtcinventory.zip”. Inside this zip file resides two .txt files: “dtcinventory.txt” and “dtddealers.txt”. The “dtcinventory.txt” file lists all of the new and used vehicles in our database and their associated details. The “dtddealers.txt” file is a unique list of all currently active dealers and their associated details. Each file is a tab delimited file with no qualifiers.

DTCInventory.txt

The following columns are in the inventory data file:

Field Name	Data Type	Description	Sample Data
InventoryID	Integer	This id is the DTC unique id for the vehicle. It must be passed to DTC during the lead posting process.	2456123
Condition	String(9)	“New” or “Pre-Owned”	Pre-Owned
VIN	String(20)	Vehicle Identification Number	SEE MESSAGE SECTION BELOW
StockNumber	String(50)	Stock Number of Vehicle	XB439190
Year	Integer	Model Year of Vehicle	2010
Make	String(50)	Make of Vehicle	Ford
Model	String(50)	Model of Vehicle	Fusion
Trim	String(150)	Trim of Vehicle	SE
Style	String(150)	Style of Vehicle	4dr Sedan
Body_Type	String(50)	Body Type Of Vehicle	Sedan, SUV, Coupe, etc.
Doors	Integer	Number Of Doors	4
DriveTypeCode	String(3)	Drive Type	4WD, AWD, FWD,RWD
EngineBlock	String(11)	Engine Block	V8, V12, etc.
EngineDisplacement	String(11)	Engine Displacement	2.0L, 1.5L, etc.
FuelTypeCode	String(1)	Fuel Type Code	D = Diesel, E= Electric, F = Flexible Fuel, G = Gas, N = Compressed Natural Gas R = Compressed Natural Gas/Propane Y = Hybrid
FuelDescription	String(50)	Fuel Type Description	Diesel,Electric, Gas, etc.
TransmissionTypeCode	String(3)	Transmission Type Code	AT = Automatic MT = Manual CVT = Continuously Variable
TransmissionSpeed	Integer	Transmission Speed	4
Model Category	String(50)	Model Category	7 Series, M Class, etc.
VehicleTypeCode	String(1)	Vehicle Type Code	C= Car, S= SUV T= Truck

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			V=Van
VehicleCategory	String(75)	Vehicle Category	Luxury, Sport, Intermediate, etc.
CityMPG	Decimal	City Miles Per Gallon	33
HwyMPG	Decimal	Highway Miles Per Gallon	38
SellingPrice	Decimal (USD)	Selling Price of Vehicle	23997.00
Mileage	Integer	Number of miles on the vehicle.	12293
ExteriorColor	String(50)	Exterior color of the vehicle	Bright Green Metallic
InteriorColor	String(50)	Interior color of the vehicle	Medium Slate Gray
Options	String	Pipe Delimitated list of options/features.	Front cloth bucket seats 6-way pwr driver w/manual lumbar adjust.....
Comments	String	Owner's comments on the vehicle	Very Nice Ford Fusion owned by non-smoker.....
DealerID	Integer	Unique ID for Dealership	1112
DealerRadius	Integer	The number of miles from the DealerZipCode for which the dealer will accept a lead.	100
Certified	Boolean	Is Certified	True
NumberOfImages	Integer	Number of Images in the Images list below.	2
Images	String	Pipe delimited list of image for the vehicle. (append http://imageservice.leaddelivery.net/img/{Seller_ID}/) to each image to view	112341 432221
DateCreated	Datetime	Date DTC first became aware the vehicle was on the market	01/01/2012 12:00:00
WebPayoutPrice	Decimal (USD)	The payout price DTC will pay the generator for a web form lead on this vehicle.	5.40
PhoneExtension	String(6)	The extension the user must dial to be connected with a dealership on a phone lead	12345
PhonePayoutPrice	Decimal (USD)	The payout price DTS will pay the generator for a phone lead on this vehicle.	6.20
PpcUrl	String(150)	PayPerClick link user is redirected to. (the link is in the format of http://clicks.leaddelivery.net/img/{Seller_ID}/{VIN} you must replace {Seller_ID} with the 9 character generator provided to get credit for the click	http://clicks.leaddelivery.net/img/{Seller_ID}/19UUA8F24CA022394
PpcPayout	Decimal (USD)	The payout price DTS will pay the generator for a PPC lead on this vehicle.	.50
DeltaType	Char(1)	This field is empty for the full file. However the delta files will contain	I

		either a I,U,D. Indicating insert, update, or delete respectively.	
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DTCDealers.txt

The following columns are in the inventory data file.

Field Name	Data Type	Description	Sample Data
DealerID	Integer	Unique ID for Dealership	1112
Name	String(255)	Name of Dealership	Smith Ford
Address	String(255)	Dealership street address	123 Main Street
City	String(50)	Dealership city	Ann Arbor
State	String(2)	Dealership state	MI
ZipCode	String(5)	Dealership zip code	48104
NewDisclaimer	Text	This is required to be displayed with all new vehicles when detail requested.	Prices, Features, and Mileage subject to change
UsedDisclaimer	Text	This is required to be displayed with all used vehicles when detail requested.	Prices, Features, and Mileage subject to change

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 configuration will allow for any possible dollar amount to be in the WebPayoutPrice field above. Dynamic pricing is more fluid to changes in buyer pricing, but the seller system must be able to be agreeable to real-time dynamic pricing as well.

Tiered Pricing is a set number of price tiers for your leads. For example, you may set your tiers for \$12.00, \$8.00, \$5.00 and \$2.00. In this case only these 4 price points would be returned in the WebPayoutPrice field above. If DT cannot payout at least as much as your lowest tier, then the vehicle will be excluded from your data feed.

In either case (dynamic or tiered pricing), you may specify a minimum sell price when you post the lead. The minimum sell price is optional. If specified, it should be at most the amount specified in the WebPayoutPrice field above. If the minimum price is not specified on the post, and the primary buyer rejects the lead on post for any reason (i.e. the dealer has hit their cap for the day/month), then DT will proceed to sell the lead for a lesser amount if an alternate buyer is available. DT will return the price paid for the lead in the post response. This request & response is described in more detail in a later section.

Posting Inventory Leads

Detroit Trading Exchange provides a WCF (Windows Communication Framework) service for posting inventory leads. The service is available at the following URLs:

Testing URL

Web Service Test URL:

<http://test.detroittradingexchange.com/inventoryService.svc/Post>

Production URL

Web Service Production URL:

<https://production.detroittradingexchange.com/inventoryService.svc/Post>

Inventory Lead Post Data Format

The table below defines the required and optional fields for an inventory lead post.

Field Name	Required Or Optional	Description	Data Type (Max Length)
DTX_GEN_ID	Required	DTX Generator ID	String(10)
Password	Required	DTX Password	String(10)
Lead_Gen_Method	Required	By what means was the lead generated? See Lead_Gen_Method section below.	String(50)
Lead_Source_IP	Required	IP Address of consumer that completed the lead	String(15)
Campaign_ID	Optional	A string supplied by the seller to identify the campaign that was used to generate this lead.	String(20)
Gen_Lead_ID	Optional	Seller's unique identifier for the lead	String(50)
Self_Generated_Lead	Required	True / False value indicating whether or not the lead was generated by the generator or an affiliate of the generator.	Boolean
Min_Price	Optional	The minimum sell price at which DTS should execute the lead sale.	Decimal
Inventory_ID	Required	DTX Inventory ID	String(20)
VIN	Required	VIN of Vehicle	String(20)
Year	Required	Model Year of vehicle	Numeric (4)
Make	Required	Make of Vehicle	String(25)
Model	Required	Model of Vehicle	String(50)
Trim	Optional	Trim of Vehicle	String(50)
First_Name	Required	First name of consumer	String(50)
Last_Name	Required	Last name of consumer	String(50)
Address	Optional	Street address of consumer	String(100)
City	Optional	Address City of consumer	String(50)
State	Optional	Address State of consumer	String(2)
Zip_Code	Required	Address Zip Code of consumer	String(5)
Home_Phone	Optional*	Home Phone Number of consumer. *A minimum of one phone number is required.	String(20)
Mobile_Phone	Optional*	Mobile Phone number of consumer. *A minimum of one phone number is required.	String(20)
Work_Phone	Optional*	Work Phone number of consumer. *A minimum of one phone number is required.	String(20)

Work_Phone_Ext	Optional	Work Phone Number Extension of consumer.	String(10)
Email	Required	Email address of consumer	String(100)
Contact_Time	Required	Time of the day that the consumer wishes to be contacted by the dealer. MUST BE ONE OF THE FOLLOWING: <ul style="list-style-type: none"> • ANY • MORNING • AFTERNOON • EVENING • NIGHT 	String(20)
Comments	Optional	Any comments from the consumer for the dealer	String(1500)

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.
BANNER_LINK	Lead generated through standalone banner advertising or URL text links.
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 through conquering a consumer.
OTHER	Lead generated through method not covered above.

An Inventory Lead Post sent to DTS using HTTP POST should follow the format above. Below is a sample post

Sample Inventory Post String

```
DTX_Gen_ID=0000-9999&Password=9999ABC&Lead_Gen_Method=SITE&Lead_Source_IP=168.12.3.343&Campaign_ID=CampaignA&Gen_Lead_ID=12345&Self_Generated_Lead=true&Inventory_ID=430056&Vin= WVWGV71K79W138377&Year=2010&Make=Ford&Model=Fusion&Trim=SE&First_Name=Charlie&Last_Name=Smith&Address=123%20Main%20Street&City=Ann%20Arbor&State=MI&Zip_Code=48104&Home_Phone=7342645579&Email=csmith@gmail.com&Contact_Time=ANY&Min_Price=0
```

Note: When sending the lead using the HTTP POST protocol, the string **should be URL encoded**. Inside of each field, characters that are illegal HTTP characters, such as a white space character, should be URL encoded (i.e. white space becomes %20 shown in the address & city fields in the example above).

Inventory Lead Post Response

Field Name	Required or Optional	Description	Data Type (Length)	Sample Data
Lead_Metadata Section				
DTX_LEAD_ID	Required	A unique ID assigned to each post	String (20)	600201932
SUCCESS	Required	A True / False value. True indicates that a lead	Boolean	True

		sale was transacted. False indicates that no lead sale occurred.		
PRICE	Required	The final sale price of the lead.	Decimal	7.50
ERROR	Optional	Exists only if Success = False SEE ERROR CODES Section.	String (50)	ZIP_INVALID
ERROR_MESSAGE	Optional	Exists only if Success = False	String (50)	Failed Validation

Possible Error Code Values

This is a list of possible error codes that may be returned.

<u>Error</u>	<u>Description</u>
BUCKET_FULL	The intended dealer has already met their lead quota for the day.
BUDGET_REACHED	The intended dealer has already met their budget quota for the day.
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.
LEAD_OUT_OF_DEALER_ACCEPTABLE_RANGE	The consumer is out of dealer acceptable area
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_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.
DUPLICATE_SP_LEAD	The new car lead was found to be a duplicate consumer within the DTS sub-prime finance lead system.
EMPTY_MESSAGE	An unknown error has occurred.
FAILED_EMAIL_VALIDATION	The consumer email failed a basic validation test.
HH_MATCH_FILTER	The lead failed to pass DTS lead validation. This validation is specific to name and address.
LEAD_DATA_INVALID	The lead did not pass the basic profanity
INVALID_MIN_PRICE	The min price specified by a tier-based seller does not match any of the tiers set up
INVALID_VIN	The VIN specified is not a valid VIN in the DTS database
INVALID_PHONE	The consumer phone number is invalid
DELETED_VIN	The VIN specified has been removed from the buyer feed
LEAD_DATA_INVALID	The consumer data in the lead is invalid.
LOWER_BID_PRICE	The intended buyer bid is below the min price or below the seller tier price in case of tier-based seller
NO_ERROR	The intended buyer rejects the lead without stating a reason
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 section
PLS_LEAD_DATA_INVALID	The lead failed to pass DTS lead validation.
SELLER_TIER_UNAVAILABLE	The seller is configured for tier-based selling but no tier is configured.
TARGUS_INVALID	The lead failed to pass Targus phone validation.

TECHNICAL	A technical error has occurred.
UNKNOWN_ERROR	An unknown error has occurred.
UNKNOWN_GEN	Generator ID specified is not valid.
PHONE_NOT_AVAILABLE	All phone fields are empty

Sample Inventory Post Response

Below is a sample XML response that DTS would return from an Inventory Post.

```
<INVENTORY_POSTGX_RESPONSE xmlns="http://www.detroittradingexchange.com/SellerMessages"
xmlns:i="http://www.w3.org/2001/XMLSchema-instance">
  <DTX_LEAD_ID>314914</DTX_LEAD_ID>
  <SUCCESS>true</SUCCESS>
  <PRICE>5</PRICE>
  <ERROR />
  <ERROR_MESSAGE />
</INVENTORY_POSTGX_RESPONSE>
```

Sample HTTP Post

Below is a sample C# implementation of HTTP Post

```
HttpWebRequest request =
(HttpWebRequest)WebRequest.Create("http://test.detroittradingexchange.com/InventoryService/Post");
request.ContentType = "application/x-www-form-urlencoded";
request.Method = "POST";
request.ContentLength = strPostReq.Length;

using (StreamWriter requestWriter = new StreamWriter(request.GetRequestStream()))
{
    requestWriter.Write(strPostReq);
}

string result = string.Empty;
WebResponse response = request.GetResponse();
using (StreamReader responseReader = new StreamReader(response.GetResponseStream()))
{
    result = responseReader.ReadToEnd();
}
```

Technical Contact Information

For additional information or technical questions, please contact:

Support Services

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