

DETROIT TRADING COMPANY

Seller Technical Specifications

Lead Validation Service

Detroit Trading Company

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Version 1.0

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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Overview

Detroit Trading provides a lead validation service for its new car, auto finance, and inventory leads. This service allows our sellers to utilize the DTS proprietary validation service to help improve the accuracy of the information contained in the leads. By first posting to the lead validation service, it will allow sellers to alert the user to the fields that have invalid data. This provides the opportunity for the user to adjust these fields so that the lead will not be rejected due to erroneous data. The main goal of this service is to increase the quality of the leads submitted to the Exchange, therefore increasing the conversion rates for sellers whose leads were previously being rejected due to quality restrictions.

This document details how to post lead information to the validation service and the expected responses to be returned.

Validating Lead Information

Detroit Trading Services provides a WCF (Windows Communication Framework) service for posting leads for validation.

Testing URL

Web Service Test URL:

<http://test.detroittradingexchange.com/LeadValidation/Service.asmx/ValidateFields>

Production URL

Web Service Test URL:

<https://production.detroittradingexchange.com/LeadValidation/Service.asmx/ValidateFields>

Lead Validation 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_Account_ID	Required	DTX Generator ID	String(10)
User	Required	User ID	String(10)
Password	Required	DTX Password	String(10)
PlatformId	Required	What Lead Type 1 = New Car, 2 = Auto Finance, 3 = Inventory	Integer
FirstName	Required	First name of consumer	String(50)
LastName	Required	Last name of consumer	String(50)
Address	Required	Street address of consumer	String(100)
City	Required	Address City of consumer	String(50)
State	Required	Address State of consumer	String(2)
Zip	Required	Address Zip Code of consumer	String(5)
Email	Required	Email address of consumer	String(100)
EmployerName	Optional*	This field is only required when validating an auto finance lead	String(20)
Phone	Required	Primary Phone of Consumer	String(20)
SSN	Optional*	This field is only required when validating an auto finance lead.	String(10)

Email	Required	Email address of consumer	String(100)
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A post send to DTS via ValidateFields method should follow the format above. Below is a sample post

Sample Post String

```
DTX_Account_ID=0000-9999&User=0000-9999&Password=9999ABC &PlatformId=1&FirstName= Charlie &LastName=
Smith &Address=123%20Main%20Street &City= Ann%20Arbor &State= MI &Zip=48104&Email= csmith@gmail.com
&Phone=7342645579
```

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).

Lead Validation Post Response

The table below describes the xml response of the post. For validation purposes, it is suggested that the error message be kept for internal logging as it can describe technical details of the failure and are subject to change. The Fields node should be used to determine what to display to the customer to prompt them to correct the fields which failed validation. If the lead fails validation and there are no fields provided there is nothing the customer can modify to make the lead pass validation.

Field Name	Required or Optional	Description	Data Type (Length)	Sample Data
Lead_Metadata Section				
SUCCESS	Required	A True / False value. True indicates that a lead sale was transacted. False indicates that no lead sale occurred.	Boolean	True
ERROR_MESSAGE	Required	Only has text if Success = false	String (250)	Failed Validation
FIELDS	Optional	Only Exists if Failure due to invalid lead data. Is a node containing a list of Field nodes which indicate the fields that failed validation	Node	
FIELD	Optional	Only exists if a field failed validation	String(50)	PHONE

Possible Error Message Values

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

Error	Description
INVALID_LOGIN	The Username and/or password provided is invalid
Blank Phone	No phone number specified
Email cannot have space	The email address contains a space
Invalid Address	The address is invalid
Invalid Email	The email is invalid
Invalid Name	The name is invalid
Invalid post xml	This is generated when using the Validate method and the lead xml is not valid.
INVALID SSN	The SSN provide is invalid.
Invalid/Likely Disconnected Phone	The phone number is not valid
Last Name is too short	Last name is too short
Profanity:	This indicates there was profanity in the lead information the error message will start with the tag "Profanity:" and will be proceeded with the profanity found.
Suspicious name:	This indicates that the name provided was suspicious. The error message will start with the tag "Suspicious name:" and will be proceeded with the suspicious name found.
Suspicious State:	This indicates that the zip or state or city provided was suspicious. The error message will start with the tag "Suspicious State:" and will be proceeded with the suspicious zip, city, and state found.
Suspicious: Same First and Last Name	The first and last name were the same
TECHNICAL:	This indicates that something technically went wrong in validating the lead. The error message will start with the tag "TECHINCAL:" and will be proceeded with the technical details.

Possible Field Values

This is a list of fields that may fail validation.

Field
ADDRESS
CITY
EMAIL
EMPLOYER_NAME
FIRST_NAME
LAST_NAME
PHONE
SSN
STATE
ZIP

Profanity:
Suspicious name:
Suspicious State:
Suspicious: Same First and Last Name
TECHNICAL:

Sample Lead Validation Post Response

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

```
<RESPONSE xmlns="http://tempuri.org/" xmlns:xsi="http://www.w3.org/2001/XMLSchema-instance"
xmlns:xsd="http://www.w3.org/2001/XMLSchema">
<SUCCESS>>false</SUCCESS>
<ERROR_MESSAGE> Email can not have space </ERROR_MESSAGE>
<FIELDS>
  <FIELD> PHONE</FIELD>
  <FIELD> EMAIL</FIELD>
</FIELDS>
</RESPONSE>>
```

Sample HTTP Post

Below is a sample C# implementation of HTTP Post

```
HttpWebRequest request =
(HttpWebRequest)WebRequest.Create("http://test.detroittradingexchange.com/LeadValidation/Service.asmx/ValidateFields");
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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