

DETROIT TRADING COMPANY

Seller Technical Specifications

New Car Leads

Detroit Trading Company

4/25/2012

Version 3.7

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

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Overview

The new car lead web service allows you to sell new car 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, Make and Model.

ZIP BACK (also called **DEALER BACK**) is part of the PING process that will return a list of dealers for the consumer to choose from to have their lead sent to. DT allows up to a MAXIMUM of 5 dealers to be selected. A typical process for ZIP BACK use would be:

- 1) Consumer enters Zip Code, Make and Model on your site.
- 2) Your site PINGS Detroit Trading with the consumers Zip Code, Make, Model and the flag <REQUIRE_ZIP_BACK> set to True.
- 3) Detroit Trading will respond with any Dealer(s) that participate in the ZIP BACK program for all Buyers.
- 4) You show the list of dealers that were returned from Detroit Trading to the consumer, allowing them to choose as many dealers as are returned. **It is mandatory that your site DOES NOT automatically select the dealers for the consumer. The consumer must SELF-SELECT the dealers** up to a MAXIMUM of 5.
- 5) Once consumer completes the full lead form on your site, your site then POSTS the lead to the Detroit Trading system for each Dealer that the consumer selected. If a consumer selected 3 dealers, you would POST the lead 3 times to Detroit Trading, one for each dealer selected. This then means that you have generated/sold 3 leads from one consumer. Each lead will still be run through the full validation process.

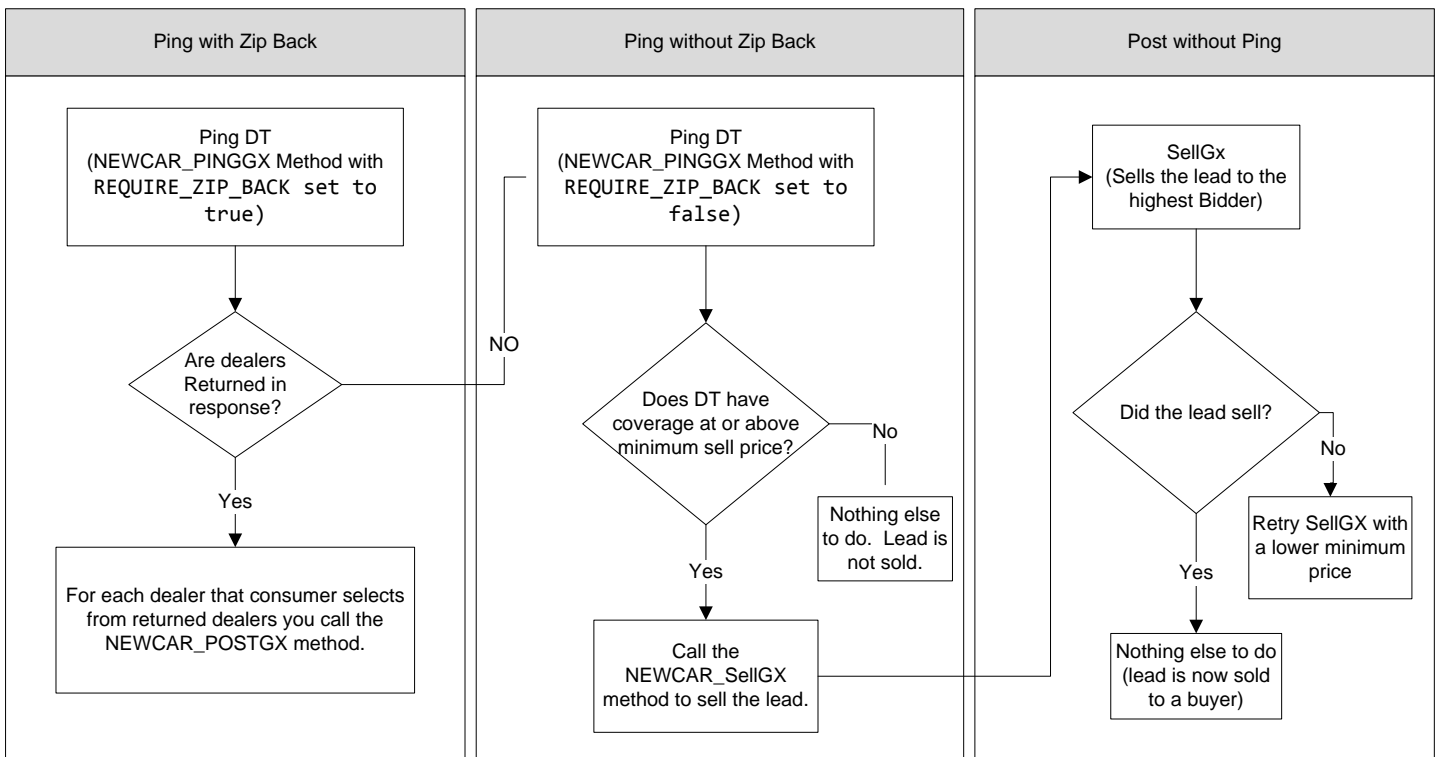
POST is the full communication of all lead data to sell the lead to the highest bidder. Each lead will be fully validated before being sold to the buyer.

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

- 1) Consumer enters Zip Code, Make and Model on your site.
- 2) Your site PINGS Detroit Trading with the consumers Zip Code, Make, Model and the flag <REQUIRE_ZIP_BACK> set to True.
- 3) Detroit Trading will respond with any Dealer(s) that participate in the ZIP BACK program for all Buyers.
- 4) If no dealers are returned in step 3 skip to step 7
- 5) You show the list of dealers that were returned from Detroit Trading to the consumer, allowing them to choose as many dealers as are returned. **It is mandatory that your site DOES NOT automatically select the dealers for the consumer. The consumer must SELF-SELECT the dealers** up to a MAXIMUM of 5.
- 6) Once consumer completes the full lead form on your site, your site then POSTS the lead to the Detroit Trading system for each Dealer that the consumer selected. If a consumer selected 3 dealers, you would POST the lead 3 times to Detroit Trading, one for each dealer selected. This then means that you have generated/sold 3 leads from one consumer. Each lead will still be run through the full validation process.

- 7) **NO DEALERS RETURNED IN ZIP BACK:** Once consumer completes the full lead form on your site and no dealers were returned, your site then POSTS (using the NEWCAR_SellGX method) the lead to the Detroit Trading system. Be aware that there are many buyers that do not utilize ZIP BACK, so even if no dealers are returned from the ping, there still could be buyers for the lead. **DYNAMIC PRICING ONLY:** If a buyer bids on your lead at or above your minimum sell price, then the lead will sell to that buyer, otherwise the lead will not sell. You can POST the same lead at different minimum sell prices OR POST the lead with a minimum sell price of \$0.00 at which the lead will be sold to the highest bidder. Each lead will still be run through the full validation process.

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 the MINIMUM_PRICE field 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 bids \$9.00 on your ping we would return \$8.00 as the highest bid. Then when you post (NEWCAR_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 (NEWCAR_SELLGX) you should pass the price that is returned in the

NEWCAR_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 (NEWCAR_PingGX, NEWCAR_PostGX and NEWCAR_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 NEWCAR_PINGGX_REQUEST, NEWCAR_POSTGX_REQUEST or NEWCAR_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/PremierLeadExchange.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 NEWCAR_PINGGX_REQUEST sent to DTS using HTTP POST should follow this format:

User=0000-9999&Password=9999UDY&Message=NEWCAR_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: **&**; after URL encoding it looks like this: **%26amp;** .

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

Testing URLs

Web Service Test URL:

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

WSDL Test URL:

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

SOAP – NEWCAR_PingGX URL:

http://test.detroittradingexchange.com/premierleadexchange.asmx?op=NEWCAR_PingGX

HTTP POST – NEWCAR_PingGX URL:

http://test.detroittradingexchange.com/PremierLeadExchange.asmx/NEWCAR_PingGX

SOAP – NEWCAR_PostGX URL:

http://test.detroittradingexchange.com/premierleadexchange.asmx?op=NEWCAR_PostGX

HTTP POST – NEWCAR_PostGX URL:

http://test.detroittradingexchange.com/PremierLeadExchange.asmx/NEWCAR_PostGX

SOAP – NEWCAR_SellGX URL:

http://test.detroittradingexchange.com/premierleadexchange.asmx?op=NEWCAR_SellGX

HTTP POST – NEWCAR_SellGX URL:

http://test.detroittradingexchange.com/PremierLeadExchange.asmx/NEWCAR_SellGX

Production URLs

Web Service Production URL:

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

WSDL Production URL:

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

SOAP – NEWCAR_PingGX URL:

https://production.detroittradingexchange.com/premierleadexchange.asmx?op=NEWCAR_PingGX

HTTP POST – NEWCAR_PingGX URL:

https://production.detroittradingexchange.com/PremierLeadExchange.asmx/NEWCAR_PingGX

SOAP – NEWCAR_PostGX URL:

https://production.detroittradingexchange.com/premierleadexchange.asmx?op=NEWCAR_PostGX

HTTP POST – NEWCAR_PostGX URL:

https://production.detroittradingexchange.com/PremierLeadExchange.asmx/NEWCAR_PostGX

SOAP – NEWCAR_SellGX URL:

https://production.detroittradingexchange.com/premierleadexchange.asmx?op=NEWCAR_SellGX

HTTP POST – NEWCAR_SellGX URL:

https://production.detroittradingexchange.com/PremierLeadExchange.asmx/NEWCAR_SellGX

Testing Data

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

Zip Code: Any one of the following:

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

Make: ANY make

PING Request (NEWCAR_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 10 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.

**** 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
Lead_Metadata Section				
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 generate leads from 5 different websites then there are five possible values for this field. If you sell us leads from another provider/generator, you need to pass a unique id for that generator.	String (50)	MySite.com
GEN_LEAD_ID	Optional	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.	Boolean	True
Sales_Instructions Section				
MINIMUM_PRICE	Optional	Minimum in US Dollars that you want to sell the lead for.	Decimal	5.00
REQUIRE_ZIP_BACK	Optional	True / False value indicating if you require a list of dealers returned for ZIP_BACK	Boolean	True
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_Data Section				

VEHICLE_INFO sub section				
YEAR	Required	Four digit model year of requested vehicle	Numeric (4)	2010
MAKE	Required	Make/Manufacturer of requested vehicle	String (20)	Chevrolet
MODEL	Required	Model of requested vehicle	String (50)	Malibu
TRIM	Required	Trim / style of requested vehicle. Required but can be blank.	String (50)	LTZ
INTERIOR_COLOR	Optional	Interior color of requested vehicle	String (20)	Grey
EXTERIOR_COLOR	Optional	Exterior color of requested vehicle	String (20)	Beige
PURCHASE_INFO sub section				
FINANCING	Optional	The intended method of financing for the vehicle customer is interested in buying. MUST BE ONE OF THE FOLLOWING: <ul style="list-style-type: none"> • CASH • LOAN • LEASE 	String (20)	LOAN
TIME_FRAME_DAYS	Optional	Time frame represented in days in which the consumer intends to purchase the vehicle.	Numeric	14
PERSONAL_INFO sub section				
FIRST_NAME	Optional	First name of consumer	String (50)	Barney
LAST_NAME	Optional	Last name of consumer	String (50)	Rubble
CONTACT_INFO sub section				
HOME_PHONE	Optional	Home telephone number of consumer	String (20)	248-352-1313
EMAIL	Optional	Email address of consumer	String (50)	barney@flintstones.com
WORK_PHONE	Optional	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
CONTACT_TIME	Optional	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 		ANY
RESIDENCE_INFO				
ADDRESS	Optional	Street address of consumer	String(100)	2000 Town Center
CITY	Optional	Address city of consumer	String (50)	Southfield
STATE_PROVINCE	Optional	Address state of consumer	String (2)	MI
ZIP_POSTAL_CODE	Required	Address zip code of consumer	String (7)	48075
COUNTRY	Optional	Address country of consumer. Only available countries are USA and CANADA	String (50)	USA

LEAD_DATA section continued				
COMMENTS	Optional	Any comments from the consumer to the dealer(s)	String (1024)	I have the X plan and am willing to look at other styles.
BUYER_DETAILS sub section				
FIRST_TIME_BUYER	Optional	Is consumer a first time car buyer	Boolean	False
TRADE_IN sub section				
YEAR	Optional	Model year of trade in vehicle	Numeric	2002
MAKE	Optional	Make/Manufacturer of trade in vehicle	String (50)	Ford
MODEL	Optional	Model of trade in vehicle	String (50)	Explorer
TRIM	Optional	Trim / Style of trade in vehicle	String (50)	4WD XLT
MILEAGE	Optional	Mileage of trade in vehicle	String (6)	126000

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 NEWCAR_PingGX

```
POST /premierleadexchange.asmx HTTP/1.1
Host: test.detroittradingexchange.com
Content-Type: text/xml; charset=utf-8
Content-Length: length
SOAPAction: "www.detroittradingexchange.com/NEWCAR_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>
    <NEWCAR_PingGX xmlns="www.detroittradingexchange.com/">
      <User>0000-9999</User>
      <Password>9999VWV</Password>
      <Message><?xml version="1.0" encoding="UTF-8"?>
        <NEWCAR_PINGGX_REQUEST xmlns="www.detroittradingexchange.com/SellerMessages"
xmlns:xsi="http://www.w3.org/2001/XMLSchema-instance"
```

```

xsi:schemaLocation="http://www.detroittradingexchange.com/SellerMessages
http://www.detroittradingexchange.com/SellerMessages/NewCar_PingGX_request.xsd">
  <Lead_Metadata>
    <DTX_GEN_ID>0000-9999</DTX_GEN_ID>
    <LEAD_GEN_METHOD>SITE</LEAD_GEN_METHOD>
    <LEAD_SOURCE_IP>66.94.234.13</LEAD_SOURCE_IP>
    <SOURCE_ID>1234993</SOURCE_ID>
    <CAMPAIGN_ID/>
    <GEN_LEAD_ID/>
    <SELF_GENERATED_LEAD/>
  </Lead_Metadata>
  <Sales_Instructions>
    <MINIMUM_PRICE>1.00</MINIMUM_PRICE>
    <REQUIRE_ZIP_BACK>true</REQUIRE_ZIP_BACK>
    <PING_TIMEOUT_SECONDS>10</PING_TIMEOUT_SECONDS>
  </Sales_Instructions>
  <Lead_Data>
    <VEHICLE_INFO>
      <YEAR>2010</YEAR>
      <MAKE>Chevrolet</MAKE>
      <MODEL>Malibu</MODEL>
      <TRIM/>
      <INTERIOR_COLOR/>
      <EXTERIOR_COLOR/>
    </VEHICLE_INFO>
    <PURCHASE_INFO>
      <FINANCING/>
      <TIME_FRAME_DAYS/>
    </PURCHASE_INFO>
    <PERSONAL_INFO>
      <FIRST_NAME/>
      <LAST_NAME/>
    </PERSONAL_INFO>
    <CONTACT_INFO>
      <HOME_PHONE/>
      <EMAIL/>
      <WORK_PHONE/>
      <WORK_PHONE_EXT/>
      <MOBILE_PHONE/>
      <CONTACT_TIME/>
    </CONTACT_INFO>
    <RESIDENCE_INFO>
      <ADDRESS/>
      <CITY/>
      <STATE_PROVINCE/>
      <ZIP_POSTAL_CODE>48075</ZIP_POSTAL_CODE>
      <COUNTRY/>
    </RESIDENCE_INFO>
    <COMMENTS/>
    <BUYER_DETAILS>
      <FIRST_TIME_BUYER/>
      <TRADE_IN>
        <YEAR/>
        <MAKE/>
        <MODEL/>
        <TRIM/>
        <MILEAGE/>
      </TRADE_IN>
    </BUYER_DETAILS>
  </Lead_Data>
</NewCar_PingGX_request>

```

```

        </TRADE_IN>
        </BUYER_DETAILS>
    </Lead_Data>
</NEWCAR_PINGGX_REQUEST>
</Message>
<DebugMode>False</DebugMode>
</NEWCAR_PingGX>
</soap:Body>
</soap:Envelope>

```

SOAP 1.2 Sample NEWCAR_PingGX

```

POST /premierleadexchange.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>
    <NEWCAR_PingGX xmlns="www.detroittradingexchange.com/">
      <User>0000-9999</User>
      <Password>9999VWV</Password>
      <Message><?xml version="1.0" encoding="UTF-8"?>
        <NEWCAR_PINGGX_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/NewCar_PingGX_request.xsd">
          <Lead_Metadata>
            <DTX_GEN_ID>0000-9999</DTX_GEN_ID>
            <LEAD_GEN_METHOD>SITE</LEAD_GEN_METHOD>
            <LEAD_SOURCE_IP>66.94.234.13</LEAD_SOURCE_IP>
            <SOURCE_ID/>
            <CAMPAIGN_ID/>
            <GEN_LEAD_ID/>
            <SELF_GENERATED_LEAD/>
          </Lead_Metadata>
          <Sales_Instructions>
            <MINIMUM_PRICE>1.00</MINIMUM_PRICE>
            <REQUIRE_ZIP_BACK>true</REQUIRE_ZIP_BACK>
            <PING_TIMEOUT_SECONDS>10</PING_TIMEOUT_SECONDS>
          </Sales_Instructions>
          <Lead_Data>
            <VEHICLE_INFO>
              <YEAR>2010</YEAR>
              <MAKE>Chevrolet</MAKE>
              <MODEL>Malibu</MODEL>
              <TRIM/>
              <INTERIOR_COLOR/>
              <EXTERIOR_COLOR/>
            </VEHICLE_INFO>
            <PURCHASE_INFO>
              <FINANCING/>
              <TIME_FRAME_DAYS/>
            </PURCHASE_INFO>
            <PERSONAL_INFO>
              <FIRST_NAME/>

```

```

        <LAST_NAME/>
    </PERSONAL_INFO>
    <CONTACT_INFO>
        <HOME_PHONE/>
        <EMAIL/>
        <WORK_PHONE/>
        <WORK_PHONE_EXT/>
        <MOBILE_PHONE/>
        <CONTACT_TIME/>
    </CONTACT_INFO>
    <RESIDENCE_INFO>
        <ADDRESS/>
        <CITY/>
        <STATE_PROVINCE/>
        <ZIP_POSTAL_CODE>48075</ZIP_POSTAL_CODE>
        <COUNTRY/>
    </RESIDENCE_INFO>
    <COMMENTS/>
    <BUYER_DETAILS>
        <FIRST_TIME_BUYER/>
        <TRADE_IN>
            <YEAR/>
            <MAKE/>
            <MODEL/>
            <TRIM/>
            <MILEAGE/>
        </TRADE_IN>
    </BUYER_DETAILS>
</Lead_Data>
</NEWCAR_PINGGX_REQUEST>
</Message>
<DebugMode>False</DebugMode>
</NEWCAR_PingGX>
</soap12:Body>
</soap12:Envelope>

```

HTTP POST Sample - NEWCAR_PingGX

```

POST /premierleadexchange.asmx/NEWCAR_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%3CNEWCAR_PINGGX_REQUEST%20xmlns%3D%22www.detroittradingexchange.com%2FSellerMe
ssages%22%20xmlns%3Aksi%3D%22http%3A%2F%2Fwww.w3.org%2F2001%2FXMLSchema-
instance%22%20xsi%3ASchemaLocation%3D%22www.detroittradingexchange.com%2FSellerMessagesht
tp%3A%2F%2Fwww.detroittradingexchange.com%2FSellerMessages%2FNewCar_PingGX_request.xsd%22
%3E%3CLead_Metadata%3E%3CDTX_GEN_ID%3E0000-
9999%3C%2FDTX_GEN_ID%3E%3CLEAD_GEN_METHOD%3EEMAIL%3C%2FLEAD_GEN_METHOD%3E%3CLEAD_SOURCE_I
P%3E66.94.234.13%3C%2FLEAD_SOURCE_IP%3E%3CSOURCE_ID%2F%3E%3CCAMPAIGN_ID%2F%3E%3CGEN_LEAD_
ID%2F%3E%3CSELF_GENERATED_LEAD%2F%3E%3C%2FLead_Metadata%3E%3CSales_Instructions%3E%3CMINI
MUM_PRICE%3E1.00%3C%2FMINIMUM_PRICE%3E%3CREQUIRE_ZIP_BACK%3Etrue%3C%2FREQUIRE_ZIP_BACK%3E
%3C%2FSales_Instructions%3E%3CLead_Data%3E%3CVEHICLE_INFO%3E%3CYEAR%3E2010%3C%2FYEAR%3E%3
CMAKE%3EChevrolet%3C%2FMAKE%3E%3CMODEL%3EMalibu%3C%2FMODEL%3E%3CTRIM%2F%3E%3CINTERIOR_COL
OR%2F%3E%3CEXTERIOR_COLOR%2F%3E%3C%2FVEHICLE_INFO%3E%3CPURCHASE_INFO%3E%3CFINANCING%2F%3E

```

```
%3CTIME_FRAME_DAYS%2F%3E%3C%2FPURCHASE_INFO%3E%3CPERSONAL_INFO%3E%3CFIRST_NAME%2F%3E%3CLAST_NAME%2F%3E%3C%2FPERSONAL_INFO%3E%3CCONTACT_INFO%3E%3CHOME_PHONE%2F%3E%3CEMAIL%2F%3E%3CWORK_PHONE%2F%3E%3CWORK_PHONE_EXT%2F%3E%3CMOBILE_PHONE%2F%3E%3CCONTACT_TIME%2F%3E%3C%2FCOCONTACT_INFO%3E%3CRESIDENCE_INFO%3E%3CADDRESS%2F%3E%3CCITY%2F%3E%3CSTATE_PROVINCE%2F%3E%3CZIP_IP_POSTAL_CODE%3E48075%3C%2FZIP_POSTAL_CODE%3E%3CCOUNTRY%2F%3E%3C%2FRESIDENCE_INFO%3E%3CCOMMENTS%2F%3E%3CBUYER_DETAILS%3E%3CFIRST_TIME_BUYER%2F%3E%3CTRADE_IN%3E%3CYEAR%2F%3E%3CMAKE%2F%3E%3CMODEL%2F%3E%3CTRIM%2F%3E%3CMILEAGE%2F%3E%3C%2FTRADE_IN%3E%3C%2FBUYER_DETAILS%3E%3C%2FLead_Data%3E%3C%2FNEWCAR_PINGGX_REQUEST%3E&DebugMode=False
```

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

Ping Response (NEWCAR_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
Lead_Metadata Section				
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 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
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. If ping was sent with REQUIRE_ZIP_BACK = True, this field will contain the maximum price from all dealers returned in the PING RESPONSE.	Decimal	7.50
DealerList (NODE)	Optional	This NODE only exists if REQUIRE_ZIP_BACK field is set to TRUE on the PINGGX_REQUEST message. This node can contain multiple dealers	NODE	
Dealer (NODE)	Required	Required only if DealerList NODE Exists.	NODE	
BUYER_ID	Required	Detroit Trading ID of the buyer	String (9)	0000-9998
Reservation_ID	Required	The reservation ID used to identify this lead with a dealer. This ID must be used when sending a NEWCAR_POSTGX_REQUEST to identify which dealer you are posting the lead to.	String (100)	1046 0000-2333 d0081bb3-7151-4328-b1e0-45415f51d9ba 3297
Price	Required	The price offered by the buyer.	Decimal	20.40
Name	Required	Name of the Dealer	String (50)	ABC Chevrolet

State	Required	State of the Dealer	String (2)	MI
City	Required	City of Dealer	String (50)	Southfield
Street	Required	Street address of dealer	String (100)	2000 Town Center
PostalCode	Required	Zip Code of dealer	String (7)	48075
Distance	Required	Distance between ZIP_POSTAL_CODE passed in PING_GX and the Zip Code of the Dealer.	Numeric	2.56329696212756
DealerGroup	Required	XML Node containing 2 attributes: id: The Dealer Group ID for the dealer. All dealers in the dealer list with the same Dealer Group Id are grouped together. max_post: The max_post attribute indicates how many dealers sharing that Dealer Group Id can be posted. For instance, if 2 dealers (dealer A and dealer B) in the list have a dealer group id of "2799" and a max_post value of "1", this means that the lead can be posted a maximum of 1 time for Dealer Group 2799 (i.e. either to dealer A or dealer B, not both). This setting is designed to provide the generator the ability to give the consumer the richest dealer selection experience possible while maintaining the business rules of the various lead buyers.	NODE	Node Attributes: Id="2799" max_post="1"
Contact (NODE)	Required	This NODE contains information on the dealer contact	NODE	
Name	Required	Name of the contact at the dealership.	String (50)	Fred Flintstone
Phone	Required	Phone Number of the contact at the dealership	String (20)	800-654-1231 x454
REASON	Optional	Exists only if Success = False DT supplied reason code. SEE 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 SEE ERROR CODES Section.	String (50)	ZIP_INVALID
ERROR_MESSAGE	Optional	Exists only if Success = False	String (50)	Failed Validation

Sample NEWCAR_PingGX_RESPONSE (Success = True)

```
<?xml version="1.0" encoding="utf-8"?>
<string xmlns="www.detroittradingexchange.com/">
<?xml version="1.0" encoding="utf-8"?>
<NEWCAR_PINGGX_RESPONSE xmlns:xsi="http://www.w3.org/2001/XMLSchema-instance"
xmlns:xsd="http://www.w3.org/2001/XMLSchema" xmlns="www.detroittradingexchange.com/SellerMessages">
  <DTX_LEAD_ID>1187</DTX_LEAD_ID>
  <SUCCESS>true</SUCCESS>
  <CACHED_RESPONSE>>false</CACHED_RESPONSE>
  <PRICE>17.8333</PRICE>
  <DealerList>
    <Dealer>
```

```

                <BUYER_ID>0000-2127</BUYER_ID>
                <Reservation_ID>1187|0000-2333|87a71bce-5150-4e03-8e29-
c10601b02f9b|3297</Reservation_ID>
                <Price>17.8333</Price>
                <Name>DTS Test Dealer 1</Name>
                <State>MI</State>
                <City>Southfield</City>
                <Street>2000 Town Center STE 1300</Street>
                <Postalcode>48075</Postalcode>
                <Distance>0</Distance>
                <DealerGroup id="2333"max_post="3">
                <Contact>
                    <Name>Matt McDonald</Name>
                    <Phone/>
                </Contact>
            </Dealer>
        </Dealer>
                <BUYER_ID>0000-2127</BUYER_ID>
                <Reservation_ID>1187|0000-2333|87a71bce-5150-4e03-8e29-
c10601b02f9b|3298</Reservation_ID>
                <Price>17.8333</Price>
                <Name>DTS Test Dealer 2</Name>
                <State>MI</State>
                <City>Southfield</City>
                <Street>2000 Town Center STE 1301</Street>
                <Postalcode>48076</Postalcode>
                <Distance>2.56329696212756</Distance>
                <DealerGroup id="2333"max_post="3">
                <Contact>
                    <Name>John Campbell</Name>
                    <Phone/>
                </Contact>
            </Dealer>
        </Dealer>
                <BUYER_ID>0000-2127</BUYER_ID>
                <Reservation_ID>1187|0000-2333|87a71bce-5150-4e03-8e29-
c10601b02f9b|3299</Reservation_ID>
                <Price>17.8333</Price>
                <Name>DTS Test Dealer 3</Name>
                <State>MI</State>
                <City>Southfield</City>
                <Street>2000 Town Center STE 1302</Street>
                <Postalcode>48077</Postalcode>
                <Distance>0</Distance>
                <DealerGroup id="2333"max_post="3">
                <Contact>
                    <Name>Pete Bonner</Name>
                    <Phone/>
                </Contact>
            </Dealer>
        </DealerList>
    </NEWCAR_PINGGX_RESPONSE>
</string>

```

Sample NEWCAR_PingGX_RESPONSE (Success = False)

```

<?xml version="1.0" encoding="utf-8" ?>
<string xmlns="www.detroittradingexchange.com/">

```

```
<?xml version="1.0" encoding="utf-8"?>
<NEWCAR_PINGGX_RESPONSE xmlns:xsi="http://www.w3.org/2001/XMLSchema-instance"
xmlns:xsd="http://www.w3.org/2001/XMLSchema" xmlns="www.detroittradingexchange.com/SellerMessages">
  <DTX_LEAD_ID>-1</DTX_LEAD_ID>
  <SUCCESS>>false</SUCCESS>
  <CACHED_RESPONSE>>false</CACHED_RESPONSE>
  <PRICE>0</PRICE>
  <REASON>UNKNOWN_GEN</REASON>
  <REASON_MESSAGE>Invalid Login</REASON_MESSAGE>
  <ERROR/>
  <ERROR_MESSAGE/>
</NEWCAR_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 ZIP BACK Request (NEWCAR_PostGX_REQUEST)

If using ZIP BACK and the NEWCAR_PingGX_Response contained dealers that the consumer selected, you then would call the NEWCAR_PostGX method for each dealer selected.

There are 4 fields that MUST be included in each NEWCAR_PostGX_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	Description	Data Type (Length)	Sample Data
------------	-------------	-------------	--------------------	-------------

	Optional			
Lead_Metadata Node				
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 generate leads from 5 different websites then there are five possible values for this field. If you sell us leads from another provider/generator, you need to pass a unique id for that generator.	String (50)	MySite.com
GEN_LEAD_ID	Optional	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.	Boolean	True
Post_Instructions Node				
Reservation_ID	Required	Reservation ID received back from the NEWCAR_PINGGX_RESPONSE for selected dealer	String (100)	1187 0000-2333 87a71bce-5150-4e03-8e29-c10601b02f9b 3299
Lead_Data Node				
VEHICLE_INFO Node				
YEAR	Required	Four digit model year of requested vehicle	Numeric (4)	2010
MAKE	Required	Make/Manufacturer of requested vehicle	String (20)	Chevrolet
MODEL	Required	Model of requested vehicle	String (50)	Malibu
TRIM	Required	Trim / style of requested vehicle. Required but can be blank.	String (50)	LTZ
INTERIOR_COLOR	Optional	Interior color of requested vehicle	String (20)	Grey
EXTERIOR_COLOR	Optional	Exterior color of requested vehicle	String (20)	Beige
PURCHASE_INFO sub section				
FINANCING	Optional	The intended method of financing for the vehicle customer is interested in buying. MUST BE ONE OF THE FOLLOWING: <ul style="list-style-type: none"> CASH LOAN 	String (20)	LOAN

		<ul style="list-style-type: none"> LEASE 		
TIME_FRAME_DAYS	Optional	Time frame represented in days in which the consumer intends to purchase the vehicle.	Numeric	14
PERSONAL_INFO sub section				
FIRST_NAME	Required	First name of consumer	String (50)	Barney
LAST_NAME	Required	Last name of consumer	String (50)	Rubble
CONTACT_INFO sub section				
HOME_PHONE	Required	Home telephone number of consumer. (1 valid phone number is required in either HOME_PHONE, WORK_PHONE or MOBILE_PHONE)	String (20)	248-352-1313
EMAIL	Required	Email address of consumer	String (50)	barney@flintstones.com
WORK_PHONE	Optional	Work telephone number of consumer (1 valid phone number is required in either HOME_PHONE, WORK_PHONE or MOBILE_PHONE)	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 (1 valid phone number is required in either HOME_PHONE, WORK_PHONE or MOBILE_PHONE)	String (20)	248-352-1144
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 		ANY
RESIDENCE_INFO				
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
LEAD_DATA section continued				
COMMENTS	Optional	Any comments from the consumer to the dealer(s)	String (1024)	I have the X plan and am willing to look at other styles.
BUYER_DETAILS sub section				
FIRST_TIME_BUYER	Optional	Is consumer a first time car buyer	Boolean	False
TRADE_IN sub section				
YEAR	Optional	Model year of trade in vehicle	Numeric	2002
MAKE	Optional	Make/Manufacturer of trade in vehicle	String (50)	Ford
MODEL	Optional	Model of trade in vehicle	String (50)	Explorer

TRIM	Optional	Trim / Style of trade in vehicle	String (50)	4WD XLT
MILEAGE	Optional	Mileage of trade in vehicle	String (6)	126000

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 NEWCAR_PostGX

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

<?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>
    <NEWCAR_PostGX xmlns="www.detroittradingexchange.com/" >
      <User>0000-9999</User>
      <Password>9999VVF</Password>
      <Message><?xml version="1.0" encoding="UTF-8"?>
<NEWCAR_POSTGX_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/NewCar_PostGX_request.xsd">
  <Lead_Metadata>
    <DTX_GEN_ID>0000-9999</DTX_GEN_ID>
    <LEAD_GEN_METHOD>EMAIL</LEAD_GEN_METHOD>
    <LEAD_SOURCE_IP>66.94.234.13</LEAD_SOURCE_IP>
    <SOURCE_ID>SOURCE123</SOURCE_ID>
    <CAMPAIGN_ID>CID123</CAMPAIGN_ID>
    <GEN_LEAD_ID>98723</GEN_LEAD_ID>
    <SELF_GENERATED_LEAD>true</SELF_GENERATED_LEAD>
  </Lead_Metadata>
```

```

<Post_Instructions>
  <Reservation_ID>1187|0000-2333|87a71bce-5150-4e03-8e29-c10601b02f9b|3299</Reservation_ID>
</Post_Instructions>
<Lead_Data>
  <VEHICLE_INFO>
    <YEAR>2010</YEAR>
    <MAKE>Chevrolet</MAKE>
    <MODEL>Malibu</MODEL>
    <TRIM>LTZ</TRIM>
    <INTERIOR_COLOR>Red</INTERIOR_COLOR>
    <EXTERIOR_COLOR>Beige</EXTERIOR_COLOR>
  </VEHICLE_INFO>
  <PURCHASE_INFO>
    <FINANCING>Loan</FINANCING>
    <TIME_FRAME_DAYS>7</TIME_FRAME_DAYS>
  </PURCHASE_INFO>
  <PERSONAL_INFO>
    <FIRST_NAME>Barney</FIRST_NAME>
    <LAST_NAME>Rubble</LAST_NAME>
  </PERSONAL_INFO>
  <CONTACT_INFO>
    <HOME_PHONE>248-352-1313</HOME_PHONE>
    <EMAIL>info@detroittrading.com</EMAIL>
    <WORK_PHONE>248-352-0629</WORK_PHONE>
    <WORK_PHONE_EXT/>
    <MOBILE_PHONE>248-352-0877</MOBILE_PHONE>
    <CONTACT_TIME>Any</CONTACT_TIME>
  </CONTACT_INFO>
  <RESIDENCE_INFO>
    <ADDRESS>2000 Town Center</ADDRESS>
    <CITY>Southfield</CITY>
    <STATE_PROVINCE>MI</STATE_PROVINCE>
    <ZIP_POSTAL_CODE>48075</ZIP_POSTAL_CODE>
    <COUNTRY>USA</COUNTRY>
  </RESIDENCE_INFO>
  <COMMENTS>I have the X plan and am willing to look at other styles. Must have NAV
system.</COMMENTS>
  <BUYER_DETAILS>
    <FIRST_TIME_BUYER>>false</FIRST_TIME_BUYER>
    <TRADE_IN>
      <YEAR>2002</YEAR>
      <MAKE>Ford</MAKE>
      <MODEL>Explorer</MODEL>
      <TRIM>4WD</TRIM>
      <MILEAGE>106000</MILEAGE>
    </TRADE_IN>
  </BUYER_DETAILS>
</Lead_Data>
</NEWCAR_POSTGX_REQUEST>
  </Message>
  <DebugMode>False</DebugMode>
</NEWCAR_PostGX>
</soap:Body>
</soap:Envelope>

```


Soap 1.2 Sample NEWCAR_PostGX

```

POST /premierleadexchange.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>
    <NEWCAR_PostGX xmlns="www.detroittradingexchange.com/">
      <User>0000-9999</User>
      <Password>9999VVF</Password>
      <Message><?xml version="1.0" encoding="UTF-8"?>
<NEWCAR_POSTGX_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/NewCar_PostGX_request.xsd">
  <Lead_Metadata>
    <DTX_GEN_ID>0000-9999</DTX_GEN_ID>
    <LEAD_GEN_METHOD>EMAIL</LEAD_GEN_METHOD>
    <LEAD_SOURCE_IP>66.94.234.13</LEAD_SOURCE_IP>
    <SOURCE_ID>SOURCE123</SOURCE_ID>
    <CAMPAIGN_ID>CID123</CAMPAIGN_ID>
    <GEN_LEAD_ID>98723</GEN_LEAD_ID>
    <SELF_GENERATED_LEAD>true</SELF_GENERATED_LEAD>
  </Lead_Metadata>
  <Post_Instructions>
    <Reservation_ID>1187|0000-2333|87a71bce-5150-4e03-8e29-c10601b02f9b|3299</Reservation_ID>
  </Post_Instructions>
  <Lead_Data>
    <VEHICLE_INFO>
      <YEAR>2010</YEAR>
      <MAKE>Chevrolet</MAKE>
      <MODEL>Malibu</MODEL>
      <TRIM>LTZ</TRIM>
      <INTERIOR_COLOR>Red</INTERIOR_COLOR>
      <EXTERIOR_COLOR>Beige</EXTERIOR_COLOR>
    </VEHICLE_INFO>
    <PURCHASE_INFO>
      <FINANCING>Loan</FINANCING>
      <TIME_FRAME_DAYS>7</TIME_FRAME_DAYS>
    </PURCHASE_INFO>
    <PERSONAL_INFO>
      <FIRST_NAME>Barney</FIRST_NAME>
      <LAST_NAME>Rubble</LAST_NAME>
    </PERSONAL_INFO>
    <CONTACT_INFO>
      <HOME_PHONE>248-352-1313</HOME_PHONE>
      <EMAIL>info@detroittrading.com</EMAIL>
      <WORK_PHONE>248-352-0629</WORK_PHONE>
      <WORK_PHONE_EXT/>
      <MOBILE_PHONE>248-352-0877</MOBILE_PHONE>
      <CONTACT_TIME>Any</CONTACT_TIME>
    </CONTACT_INFO>
    <RESIDENCE_INFO>

```



```
2FCITY%3E%3CSTATE_PROVINCE%3EMI%3C%2FSTATE_PROVINCE%3E%3CZIP_POSTAL_CODE%3E48075%3C%2FZIP_POS
TAL_CODE%3E%3CCOUNTRY%3EUSA%3C%2FCOUNTRY%3E%3C%2FRESIDENCE_INFO%3E%3CCOMMENTS%3EI%20have
%20the%20X%20plan%20and%20am%20willing%20to%20look%20at%20other%20styles.%20%20Must%20have%20NAV
%20system.%3C%2FCOMMENTS%3E%3CBUYER_DETAILS%3E%3CFIRST_TIME_BUYER%3Efalse%3C%2FFIRST_TIME_BUY
ER%3E%3CTRADER_IN%3E%3CYEAR%3E2002%3C%2FYEAR%3E%3CMAKE%3EFord%3C%2FMAKE%3E%3CMODEL%3EExpl
orer%3C%2FMODEL%3E%3CTRIM%3E4WD%3C%2FTRIM%3E%3CMILEAGE%3E106000%3C%2FMILEAGE%3E%3C%2FTRA
DE_IN%3E%3C%2FBUYER_DETAILS%3E%3C%2FLead_Data%3E%3C%2FNEWCAR_POSTGX_REQUEST%3E &
DebugMode=False
```

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

```
<?xml version="1.0" encoding="UTF-8"?><NEWCAR_POSTGX_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/NewCar_PostGX_request.xsd"><Lead_Metadata><DTX_GEN_I
D>0000-
9999</DTX_GEN_ID><LEAD_GEN_METHOD>EMAIL</LEAD_GEN_METHOD><LEAD_SOURCE_IP>66.94.234.13</LEAD_SO
URCE_IP><SOURCE_ID>SOURCE123</SOURCE_ID><CAMPAIGN_ID>CID123</CAMPAIGN_ID><GEN_LEAD_ID>98723</GE
N_LEAD_ID><SELF_GENERATED_LEAD>true</SELF_GENERATED_LEAD></Lead_Metadata><Post_Instructions><Reservat
ion_ID>1187|0000-2333|87a71bce-5150-4e03-8e29-
c10601b02f9b|3299</Reservation_ID></Post_Instructions><Lead_Data><VEHICLE_INFO><YEAR>2010</YEAR><MAKE>
Chevrolet</MAKE><MODEL>Malibu</MODEL><TRIM>LTZ</TRIM><INTERIOR_COLOR>Red</INTERIOR_COLOR><EXTERI
OR_COLOR>Beige</EXTERIOR_COLOR></VEHICLE_INFO><PURCHASE_INFO><FINANCING>Loan</FINANCING><TIME_FR
AME_DAYS>7</TIME_FRAME_DAYS></PURCHASE_INFO><PERSONAL_INFO><FIRST_NAME>Barney</FIRST_NAME><LAS
T_NAME>Rubble</LAST_NAME></PERSONAL_INFO><CONTACT_INFO><HOME_PHONE>248-352-
1313</HOME_PHONE><EMAIL>info@detroittrading.com</EMAIL><WORK_PHONE>248-352-
0629</WORK_PHONE><WORK_PHONE_EXT/><MOBILE_PHONE>248-352-
0877</MOBILE_PHONE><CONTACT_TIME>Any</CONTACT_TIME></CONTACT_INFO><RESIDENCE_INFO><ADDRESS>20
00 Town
Center</ADDRESS><CITY>Southfield</CITY><STATE_PROVINCE>MI</STATE_PROVINCE><ZIP_POSTAL_CODE>48075</ZI
P_POSTAL_CODE><COUNTRY>USA</COUNTRY></RESIDENCE_INFO><COMMENTS>I have the X plan and am willing to
look at other styles. Must have NAV
system.</COMMENTS><BUYER_DETAILS><FIRST_TIME_BUYER>false</FIRST_TIME_BUYER><TRADE_IN><YEAR>2002</Y
EAR><MAKE>Ford</MAKE><MODEL>Explorer</MODEL><TRIM>4WD</TRIM><MILEAGE>106000</MILEAGE></TRADE_I
N></BUYER_DETAILS></Lead_Data></NEWCAR_POSTGX_REQUEST>
```

Post Response (NEWCAR_PostGXResponse)

The post 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
Lead_Metadata Section				
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	Boolean	True

		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).		
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
PRICE	Required	The final sale price of the lead.	Decimal	7.50
DealerList (NODE)	Optional	This NODE only exists if REQUIRE_ZIP_BACK field is set to TRUE on the PINGGX_REQUEST message.	NODE	
Dealer (NODE)	Required	Required only if DealerList NODE Exists.	NODE	
Reservation_ID	Required	The reservation ID used to identify this lead with a dealer.	String (100)	1046 0000-2333 d0081bb3-7151-4328-b1e0-45415f51d9ba 3297
Distance	Required	Distance between ZIP_POSTAL_CODE passed in PING_GX and the Zip Code of the Dealer.	Numeric	2.56329696212756
Contact (NODE)	Optional		NODE	
REASON	Optional	Exists only if Success = False DT supplied reason code. SEE 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 SEE ERROR CODES Section.	String (50)	ZIP_INVALID
ERROR_MESSAGE	Optional	Exists only if Success = False	String (50)	Failed Validation

Sample NEWCAR_PostGX_RESPONSE (Success = True)

```
<?xml version="1.0" encoding="utf-8"?>
<string xmlns="www.detroittradingexchange.com/">
<?xml version="1.0" encoding="utf-8"?>
<NEWCAR_POSTGX_RESPONSE xmlns:xsi="http://www.w3.org/2001/XMLSchema-instance"
xmlns:xsd="http://www.w3.org/2001/XMLSchema" xmlns="www.detroittradingexchange.com/SellerMessages">
  <DTX_LEAD_ID>1366</DTX_LEAD_ID>
  <SUCCESS>>true</SUCCESS>
  <CACHED_RESPONSE>>false</CACHED_RESPONSE>
  <BUYER_ID>0000-2333</BUYER_ID>
  <PRICE>20.8333</PRICE>
  <REASON/>
  <REASON_MESSAGE/>
  <ERROR/>
  <ERROR_MESSAGE/>
  <DealerList>
    <Dealer>
      <Reservation_ID>1362|0000-2333|e3eeb2a1-2449-4100-9738-
e8595b787c7f|3299</Reservation_ID>
      <Price>20.8333</Price>
```

```

                <Distance>0</Distance>
                <DealerGroup id="2333"max_post="3">
                <Contact/>
            </Dealer>
        </DealerList>
    </NEWCAR_POSTGX_RESPONSE>
</string>
    
```

Sample NEWCAR_PostGX_RESPONSE (Success = False)

```

<?xml version="1.0" encoding="utf-8" ?>
<string xmlns="www.detroittradingexchange.com/">
<?xml version="1.0" encoding="utf-8"?>
<NEWCAR_POSTGX_RESPONSE xmlns:xsi="http://www.w3.org/2001/XMLSchema-instance"
xmlns:xsd="http://www.w3.org/2001/XMLSchema" xmlns="www.detroittradingexchange.com/SellerMessages">
    <DTX_LEAD_ID>1365</DTX_LEAD_ID>
    <SUCCESS>>false</SUCCESS>
    <CACHED_RESPONSE>>false</CACHED_RESPONSE>
    <BUYER_ID>0000-2333</BUYER_ID>
    <PRICE>0</PRICE>
    <REASON/>
    <REASON_MESSAGE/>
    <ERROR>LEAD_DATA_INVALID</ERROR>
    <ERROR_MESSAGE>Suspicious name: Rubble Barney</ERROR_MESSAGE>
</NEWCAR_POSTGX_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.

SellGX Request (NEWCAR_SellGX_REQUEST)

If NOT using ZIP BACK and the NEWCAR_PingGX_Response contained success = true, or you are posting leads without a ping, you then would call the NEWCAR_SellGX method for the lead.

There are 4 fields that MUST be included in each NEWCAR_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
Lead_Metadata Node				
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 generate leads from 5 different websites then there are five possible values for this field. If you sell us leads from another provider/generator, you need to pass a unique id for that generator.	String (50)	MySite.com
GEN_LEAD_ID	Optional	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.	Boolean	True
Sales_Instructions Node				
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
Lead_Data Node				
VEHICLE_INFO Node				
YEAR	Required	Four digit model year of requested vehicle	Numeric (4)	2010
MAKE	Required	Make/Manufacturer of requested vehicle	String (20)	Chevrolet
MODEL	Required	Model of requested vehicle	String (50)	Malibu
TRIM	Required	Trim / style of requested vehicle. Required but can be blank.	String (50)	LTZ

INTERIOR_COLOR	Optional	Interior color of requested vehicle	String (20)	Grey
EXTERIOR_COLOR	Optional	Exterior color of requested vehicle	String (20)	Beige
PURCHASE_INFO sub section				
FINANCING	Optional	The intended method of financing for the vehicle customer is interested in buying. MUST BE ONE OF THE FOLLOWING: <ul style="list-style-type: none"> • CASH • LOAN • LEASE 	String (20)	LOAN
TIME_FRAME_DAYS	Optional	Time frame represented in days in which the consumer intends to purchase the vehicle.	Numeric	14
PERSONAL_INFO sub section				
FIRST_NAME	Required	First name of consumer	String (50)	Barney
LAST_NAME	Required	Last name of consumer	String (50)	Rubble
CONTACT_INFO sub section				
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
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 		ANY
RESIDENCE_INFO				
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
LEAD_DATA section continued				
COMMENTS	Optional	Any comments from the consumer to the dealer(s)	String (1024)	I have the X plan and am willing to look at other styles.
BUYER_DETAILS sub section				
FIRST_TIME_BUYER	Optional	Is consumer a first time car buyer	Boolean	False
TRADE_IN sub section				
YEAR	Optional	Model year of trade in vehicle	Numeric	2002
MAKE	Optional	Make/Manufacturer of trade in vehicle	String (50)	Ford
MODEL	Optional	Model of trade in vehicle	String (50)	Explorer

TRIM	Optional	Trim / Style of trade in vehicle	String (50)	4WD XLT
MILEAGE	Optional	Mileage of trade in vehicle	String (6)	126000

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 NEWCAR_SellGX

```
POST /premierleadexchange.asmx HTTP/1.1
Host: test.detroittradingexchange.com
Content-Type: text/xml; charset=utf-8
Content-Length: length
SOAPAction: "www.detroittradingexchange.com/NEWCAR_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>
    <NEWCAR_SellGX xmlns="www.detroittradingexchange.com/" >
      <User>0000-9999</User>
      <Password>9999VVF</Password>
```

```

      <Message><?xml version="1.0" encoding="UTF-8"?>
<NEWCAR_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/NewCar_SellGX_request.xsd">
  <Lead_Metadata>
    <DTX_GEN_ID>0000-9999</DTX_GEN_ID>
    <LEAD_GEN_METHOD>EMAIL</LEAD_GEN_METHOD>
    <LEAD_SOURCE_IP>66.94.234.13</LEAD_SOURCE_IP>
    <SOURCE_ID>SOURCE123</SOURCE_ID>
    <CAMPAIGN_ID>CID123</CAMPAIGN_ID>
    <GEN_LEAD_ID>98723</GEN_LEAD_ID>
    <SELF_GENERATED_LEAD>true</SELF_GENERATED_LEAD>
  </Lead_Metadata>
  <Sales_Instructions>
```

```

    <MINIMUM_PRICE>5.00</MINIMUM_PRICE>
  </Sales_Instructions>
  <Lead_Data>
    <VEHICLE_INFO>
      <YEAR>2010</YEAR>
      <MAKE>Chevrolet</MAKE>
      <MODEL>Malibu</MODEL>
      <TRIM>LTZ</TRIM>
      <INTERIOR_COLOR>Red</INTERIOR_COLOR>
      <EXTERIOR_COLOR>Beige</EXTERIOR_COLOR>
    </VEHICLE_INFO>
    <PURCHASE_INFO>
      <FINANCING>Loan</FINANCING>
      <TIME_FRAME_DAYS>7</TIME_FRAME_DAYS>
    </PURCHASE_INFO>
    <PERSONAL_INFO>
      <FIRST_NAME>Barney</FIRST_NAME>
      <LAST_NAME>Rubble</LAST_NAME>
    </PERSONAL_INFO>
    <CONTACT_INFO>
      <HOME_PHONE>248-352-1313</HOME_PHONE>
      <EMAIL>info@detroittrading.com</EMAIL>
      <WORK_PHONE>248-352-0629</WORK_PHONE>
      <WORK_PHONE_EXT/>
      <MOBILE_PHONE>248-352-0877</MOBILE_PHONE>
      <CONTACT_TIME>Any</CONTACT_TIME>
    </CONTACT_INFO>
    <RESIDENCE_INFO>
      <ADDRESS>2000 Town Center</ADDRESS>
      <CITY>Southfield</CITY>
      <STATE_PROVINCE>MI</STATE_PROVINCE>
      <ZIP_POSTAL_CODE>48075</ZIP_POSTAL_CODE>
      <COUNTRY>USA</COUNTRY>
    </RESIDENCE_INFO>
    <COMMENTS>I have the X plan and am willing to look at other styles. Must have NAV
system.</COMMENTS>
    <BUYER_DETAILS>
      <FIRST_TIME_BUYER>>false</FIRST_TIME_BUYER>
      <TRADE_IN>
        <YEAR>2002</YEAR>
        <MAKE>Ford</MAKE>
        <MODEL>Explorer</MODEL>
        <TRIM>4WD</TRIM>
        <MILEAGE>106000</MILEAGE>
      </TRADE_IN>
    </BUYER_DETAILS>
  </Lead_Data>
</NEWCAR_SELLGX_REQUEST>
  </Message>
  <DebugMode>False</DebugMode>
</NEWCAR_SellGX>
</soap:Body>
</soap:Envelope>

```

Soap 1.2 Sample NEWCAR_SellGX

```

POST /premierleadexchange.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>
    <NEWCAR_SellGX xmlns="www.detroittradingexchange.com/">
      <User>0000-9999</User>
      <Password>9999VVV</Password>
      <Message><?xml version="1.0" encoding="UTF-8"?>
<NEWCAR_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/NewCar_SellGX_request.xsd">
  <Lead_Metadata>
    <DTX_GEN_ID>0000-9999</DTX_GEN_ID>
    <LEAD_GEN_METHOD>EMAIL</LEAD_GEN_METHOD>
    <LEAD_SOURCE_IP>66.94.234.13</LEAD_SOURCE_IP>
    <SOURCE_ID>SOURCE123</SOURCE_ID>
    <CAMPAIGN_ID>CID123</CAMPAIGN_ID>
    <GEN_LEAD_ID>98723</GEN_LEAD_ID>
    <SELF_GENERATED_LEAD>true</SELF_GENERATED_LEAD>
  </Lead_Metadata>
  <Sales_Instructions>
    <MINIMUM_PRICE>5.00</MINIMUM_PRICE>
  </Sales_Instructions>
  <Lead_Data>
    <VEHICLE_INFO>
      <YEAR>2010</YEAR>
      <MAKE>Chevrolet</MAKE>
      <MODEL>Malibu</MODEL>
      <TRIM>LTZ</TRIM>
      <INTERIOR_COLOR>Red</INTERIOR_COLOR>
      <EXTERIOR_COLOR>Beige</EXTERIOR_COLOR>
    </VEHICLE_INFO>
    <PURCHASE_INFO>
      <FINANCING>Loan</FINANCING>
      <TIME_FRAME_DAYS>7</TIME_FRAME_DAYS>
    </PURCHASE_INFO>
    <PERSONAL_INFO>
      <FIRST_NAME>Barney</FIRST_NAME>
      <LAST_NAME>Rubble</LAST_NAME>
    </PERSONAL_INFO>
    <CONTACT_INFO>
      <HOME_PHONE>248-352-1313</HOME_PHONE>
      <EMAIL>info@detroittrading.com</EMAIL>
      <WORK_PHONE>248-352-0629</WORK_PHONE>
      <WORK_PHONE_EXT/>
      <MOBILE_PHONE>248-352-0877</MOBILE_PHONE>
      <CONTACT_TIME>Any</CONTACT_TIME>
    </CONTACT_INFO>
    <RESIDENCE_INFO>

```

```

                <ADDRESS>2000 Town Center</ADDRESS>
                <CITY>Southfield</CITY>
                <STATE_PROVINCE>MI</STATE_PROVINCE>
                <ZIP_POSTAL_CODE>48075</ZIP_POSTAL_CODE>
                <COUNTRY>USA</COUNTRY>
            </RESIDENCE_INFO>
            <COMMENTS>I have the X plan and am willing to look at other styles. Must have NAV
system.</COMMENTS>
            <BUYER_DETAILS>
                <FIRST_TIME_BUYER>>false</FIRST_TIME_BUYER>
                <TRADE_IN>
                    <YEAR>2002</YEAR>
                    <MAKE>Ford</MAKE>
                    <MODEL>Explorer</MODEL>
                    <TRIM>4WD</TRIM>
                    <MILEAGE>106000</MILEAGE>
                </TRADE_IN>
            </BUYER_DETAILS>
        </Lead_Data>
    </NEWCAR_SELLGX_REQUEST></Message>
        <DebugMode>False</DebugMode>
    </NEWCAR_SellGX>
</soap12:Body>
</soap12:Envelope>

```

POST /premierleadexchange.asmx/NEWCAR_SellGX 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%3CNEWCAR_SELLGX_REQUEST%20xmlns%3D%22www.detroittradingexchange.com%2FSellerMessages%
22%20xmlns%3Aksi%3D%22http%3A%2F%2Fwww.w3.org%2F2001%2FXMLSchema-
instance%22%20 xsi%3ASchemaLocation%3D%22www.detroittradingexchange.com%2FSellerMessageshttp%3A%2F%2F
www.detroittradingexchange.com%2FSellerMessages%2FNewCar_SellGX_request.xsd%22%3E%3CLead_Metadata%3E%
3CDTX_GEN_ID%3E0000-
9999%3C%2FDTX_GEN_ID%3E%3CLEAD_GEN_METHOD%3EEMAIL%3C%2FLEAD_GEN_METHOD%3E%3CLEAD_SOURCE_
IP%3E66.94.234.13%3C%2FLEAD_SOURCE_IP%3E%3CSOURCE_ID%3ESOURCE123%3C%2FSOURCE_ID%3E%3CCAMPAIG
N_ID%3E123%3C%2FCAMPAIGN_ID%3E%3CGEN_LEAD_ID%3E98723%3C%2FGEN_LEAD_ID%3E%3CSELF_GENERATE
D_LEAD%3Etrue%3C%2FSELF_GENERATED_LEAD%3E%3C%2FLead_Metadata%3E%3CSales_Instructions%3E%3CMINIM
UM_PRICE%3E5.00%3C%2FMINIMUM_PRICE%3E%3C%2FSales_Instructions%3E%3CLead_Data%3E%3CVEHICLE_INFO%
3E%3CYEAR%3E2010%3C%2FYEAR%3E%3CMAKE%3EChevrolet%3C%2FMAKE%3E%3CMODEL%3EMalibu%3C%2FMODE
L%3E%3CTRIM%3ELTZ%3C%2FTRIM%3E%3CINTERIOR_COLOR%3ERed%3C%2FINTERIOR_COLOR%3E%3CEXTERIOR_COL
OR%3EBeige%3C%2FEXTERIOR_COLOR%3E%3C%2FVEHICLE_INFO%3E%3CPURCHASE_INFO%3E%3CFINANCING%3Eloan
%3C%2FFINANCING%3E%3CTIME_FRAME_DAYS%3E7%3C%2FTIME_FRAME_DAYS%3E%3C%2FPURCHASE_INFO%3E%3C
PERSONAL_INFO%3E%3CFIRST_NAME%3EBarney%3C%2FFIRST_NAME%3E%3CCLAST_NAME%3ERubble%3C%2FLAST_NA
ME%3E%3C%2FPERSONAL_INFO%3E%3CCONTACT_INFO%3E%3CHOME_PHONE%3E248-352-
1313%3C%2FHOME_PHONE%3E%3CEMAIL%3Einfo%40detroittrading.com%3C%2FEMAIL%3E%3CWORK_PHONE%3E24
8-352-0629%3C%2FWORK_PHONE%3E%3CWORK_PHONE_EXT%2F%3E%3CMOBILE_PHONE%3E248-352-
0877%3C%2FMOBILE_PHONE%3E%3CCONTACT_TIME%3EAny%3C%2FCONTACT_TIME%3E%3C%2FCONTACT_INFO%3E
%3CRESIDENCE_INFO%3E%3CADDRESS%3E2000%20Town%20Center%3C%2FADDRESS%3E%3CCITY%3ESouthfield%3C%
2FCITY%3E%3CSTATE_PROVINCE%3EMI%3C%2FSTATE_PROVINCE%3E%3CZIP_POSTAL_CODE%3E48075%3C%2FZIP_POS

```

TAL_CODE%3E%3CCOUNTRY%3EUSA%3C%2FCOUNTRY%3E%3C%2FRESIDENCE_INFO%3E%3CCOMMENTS%3EI%20have%20the%20X%20plan%20and%20am%20willing%20to%20look%20at%20other%20styles.%20%20Must%20have%20NAV%20system.%3C%2FCOMMENTS%3E%3CBUYER_DETAILS%3E%3CFIRST_TIME_BUYER%3Efalse%3C%2FFIRST_TIME_BUYER%3E%3CTRADE_IN%3E%3CYEAR%3E2002%3C%2FYEAR%3E%3CMAKE%3EFord%3C%2FMAKE%3E%3CMODEL%3EExplorer%3C%2FMODEL%3E%3CTRIM%3E4WD%3C%2FTRIM%3E%3CMILEAGE%3E106000%3C%2FMILEAGE%3E%3C%2FTRADE_IN%3E%3C%2FBUYER_DETAILS%3E%3C%2FLead_Data%3E%3C%2FNEWCAR_SELLGX_REQUEST%3E&DebugMode=False

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

```
<?xml version="1.0" encoding="UTF-8"?><NEWCAR_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/NewCar_SellGX_request.xsd"><Lead_Metadata><DTX_GEN_ID>0000-9999</DTX_GEN_ID><LEAD_GEN_METHOD>EMAIL</LEAD_GEN_METHOD><LEAD_SOURCE_IP>66.94.234.13</LEAD_SOURCE_IP><SOURCE_ID>SOURCE123</SOURCE_ID><CAMPAIGN_ID>CID123</CAMPAIGN_ID><GEN_LEAD_ID>98723</GEN_LEAD_ID><SELF_GENERATED_LEAD>true</SELF_GENERATED_LEAD></Lead_Metadata><Sales_Instructions><MINIMUM_PRICE>5.00</MINIMUM_PRICE></Sales_Instructions><Lead_Data><VEHICLE_INFO><YEAR>2010</YEAR><MAKE>Chevrolet</MAKE><MODEL>Malibu</MODEL><TRIM>LTZ</TRIM><INTERIOR_COLOR>Red</INTERIOR_COLOR><EXTERIOR_COLOR>Beige</EXTERIOR_COLOR></VEHICLE_INFO><PURCHASE_INFO><FINANCING>Loan</FINANCING><TIME_FRAME_DAYS>7</TIME_FRAME_DAYS></PURCHASE_INFO><PERSONAL_INFO><FIRST_NAME>Barney</FIRST_NAME><LAST_NAME>Rubble</LAST_NAME></PERSONAL_INFO><CONTACT_INFO><HOME_PHONE>248-352-1313</HOME_PHONE><EMAIL>info@detroittrading.com</EMAIL><WORK_PHONE>248-352-0629</WORK_PHONE><WORK_PHONE_EXT/><MOBILE_PHONE>248-352-0877</MOBILE_PHONE><CONTACT_TIME>Any</CONTACT_TIME></CONTACT_INFO><RESIDENCE_INFO><ADDRESS>2000 Town Center</ADDRESS><CITY>Southfield</CITY><STATE_PROVINCE>MI</STATE_PROVINCE><ZIP_POSTAL_CODE>48075</ZIP_POSTAL_CODE><COUNTRY>USA</COUNTRY></RESIDENCE_INFO><COMMENTS>I have the X plan and am willing to look at other styles. Must have NAV system.</COMMENTS><BUYER_DETAILS><FIRST_TIME_BUYER>false</FIRST_TIME_BUYER><TRADE_IN><YEAR>2002</YEAR><MAKE>Ford</MAKE><MODEL>Explorer</MODEL><TRIM>4WD</TRIM><MILEAGE>106000</MILEAGE></TRADE_IN></BUYER_DETAILS></Lead_Data></NEWCAR_SELLGX_REQUEST>
```

Post - SellGX Response (NEWCAR_SellGXResponse)

The SellGX 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
Lead_Metadata Section				
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	Boolean	True

		purchase this lead (again, at or above the MINIMUM_PRICE if one was specified).		
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
PRICE	Required	The final sale price of the lead.	Decimal	7.50
REASON	Optional	Exists only if Success = False DT supplied reason code. SEE 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 SEE ERROR CODES Section.	String (50)	GEN_ID_INVALID
ERROR_MESSAGE	Optional	Exists only if Success = False	String (50)	Failed Validation

Sample NEWCAR_SellGX_RESPONSE (Success = True)

```
<?xml version="1.0" encoding="utf-8"?>
<string xmlns="www.detroittradingexchange.com/">
<?xml version="1.0" encoding="UTF-8"?>
<NEWCAR_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/NewCar_SellGx_response.xsd">
  <DTX_LEAD_ID>1371</DTX_LEAD_ID>
  <SUCCESS>True</SUCCESS>
  <CACHED_RESPONSE>False</CACHED_RESPONSE>
  <BUYER_DTX_ID>0000-2333</BUYER_DTX_ID>
  <PRICE>12.0</PRICE>
  <RESERVATION_ID>1371-3297</RESERVATION_ID>
</NEWCAR_SELLGX_RESPONSE>
</string>
```

Sample NEWCAR_SellGX_RESPONSE (Success = False)

```
<?xml version="1.0" encoding="utf-8" ?>
<string xmlns="www.detroittradingexchange.com/">
<?xml version="1.0" encoding="UTF-8"?>
<NEWCAR_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/NewCar_SellGx_response.xsd">
  <DTX_LEAD_ID>1372</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>DUPLICATE_LEAD</ERROR>
  <ERROR_MESSAGE>DUPLICATE_LEAD</ERROR_MESSAGE>
```

```
</NEWCAR_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:

This is a list of possible error codes that can be returned to you.

<u>Error</u>	<u>Description</u>
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.
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_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.
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.
INSUFFICIENT_DEALER_INFO	The reservation id provided in the post is invalid. This is specific to a dealer-back post.
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_PHONE	The phone number is invalid.
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_VEHICLE_DATA	Empty Make/Model in the new car lead
INVALID_YEAR	The Vehicle Year is invalid in the new car lead
INVALID_ZIP	The zip code provided in the lead is invalid.
LEAD_DATA_INVALID	The consumer data in the lead is invalid.
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
NO_ERROR	The intended buyer rejects the lead without stating a reason
NO_OPERATION	The intended buyer response is empty
NO_VEHICLE_COVERAGE	The vehicle submitted was not found to be a make/model that is available as a new car.
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
PLS_LEAD_DATA_INVALID	The lead failed to pass DTS lead validation. See Error_Message field for additional detail.
PREVIOUSLY_REJECTED	This lead was previously rejected for one of the reasons in this list. DT will not attempt to re-process a lead that has already been rejected.
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.
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.

Technical Contact Information

For additional information or technical questions, please contact:

Support Services

support@detroittrading.zendesk.com

(248) 352-1313