

## Ping Post - Dynamic

Your Source: Aff

Your API Key:

This function has two modes.

- **Ping mode:** in "ping" mode you can submit partial lead information as defined in "**Ping Required**" column of the specification to check if lead can be matched.
- **Post mode:** Based on the "ping" response (matched, unmatched) you can then post the full lead info. Required fields are defined in "**Post Required**" column of the specification.

### Home Improvement Lead Type

Ping Required	Post Required	Field name	Values	Example
YES	YES	Key	string (provided by site admin)	
NO	YES	Lead_ID	Lead ID number received in response of "ping" mode.	1234
YES	YES	tcpa	Set. Allowed values: Yes No	Yes
NO	YES	tcpaText	Varchar (65535) (If Yes to tcpa field, include tcpaText here from your form)	By clicking "GET MATCHES" I provide my signature, expressly authorizing up to four home improvement companies or their agents or partner companies to contact me at the number and address provided with home improvement quotes or to obtain additional information for such purpose, via live, prerecorded or autodialed calls, text messages or email. I understand that my signature is not a condition of purchasing any property, goods or services and that I may revoke my consent at any time.

NO	NO	Test_Lead	1 (Only when testing, otherwise remove parameter entirely)	1
NO	NO	Glass_Only	Set. Allowed values: Yes No	Yes
NO	NO	Cabinet_Type	Set. Allowed values: Custom Prefab	Custom
NO	NO	Estimates_Completed	Set. Allowed values: Emergency Service Timing Flexible Within 1 Week 1 or 2 Weeks More Than 2 Weeks	Emergency Service
NO	NO	Residential	Set. Allowed values: Yes No	Yes
NO	NO	Parts	Set. Allowed values: Yes No	Yes
YES	YES	Homeowner	Set. Allowed values: Yes No	Yes
NO	YES	IP_Address	Varchar (100)	75.2.92.149
YES	YES	SRC	Assigned by lead company	
YES	YES	Landing_Page	Assigned by lead company	landing
YES	YES	Sub_ID	Varchar (500)	12
NO	NO	Pub_ID	Varchar (100)	12345
NO	NO	Material	(for <b>Windows</b> ): Wood Aluminum Vinyl Brick or Stone Metal	Wood
NO	YES	Material	(for <b>Siding</b> ): Wood Aluminum Vinyl Brick or Stone Metal	Wood

NO	<b>YES</b>	<b>First_Name</b>	Varchar (100)	John
NO	<b>YES</b>	<b>Last_Name</b>	Varchar (100)	Doe
NO	<b>YES</b>	<b>Address</b>	Varchar (100)	123 Main St.
NO	<b>YES</b>	<b>City</b>	Varchar (100)	Chicago
NO	<b>YES</b>	<b>State</b>	Valid US state abbreviation. Varchar (2)	IL
<b>YES</b>	NO	Zip	Valid US Zip. 5 Digits	60610
NO	<b>YES</b>	<b>Email</b>	Valid email. Varchar (100)	john@calfinder.com
<b>NO</b>	<b>YES</b>	<b>Home_Phone</b>	Valid US Phone. 10 Digits	3125551598
NO	NO	Work_Phone	Valid US Phone. 10 Digits	3125553257
NO	NO	Cell_Phone	Valid US Phone. 10 Digits	3125557663
NO	<b>YES</b>	<b>Hear</b>	Varchar (100) (use this for number of windows): 1 window 2-3 windows 4+ windows	4+ Windows
<b>YES</b>	NO	Project	Allowed values (must match EXACTLY!): Cabinet Refacing Painting of 3 or Fewer Rooms Painting of More Than 3 Rooms Painting Partial Exterior Painting Full Exterior Exterior Door Replacement Sky Light Installation Roofing Composition Shingle Roofing Tile Roofing Metal Roofing Foam Roofing Tar and Gravel Gutters Concrete Driveways and Patios Interlocking Pavers Stucco Asphalt Concrete Foundation Repair Concrete Foundation Replacement	Painting of 3 or Fewer Rooms

			Flooring Tile Flooring Carpet Flooring Laminate Flooring Wood Electrical Heating and Cooling Installation Heating and Cooling Repair Full Kitchen Remodel Partial Kitchen Update Full Bath Remodel Partial Bathroom Update Second Story Addition Existing Space Remodel Ground Level Addition Detached Space Addition Seismic Retrofitting Trim and Molding Installation Dry Rot Repair Retaining Walls Under 3 ft Retaining Walls Over 3 ft Landscaping Large Projects Landscaping Small Projects Deck Construction Under 300 sq ft Deck Construction Over 300 sq ft Fence Longer Than 50 ft Solar Thermal Solar Electrical Garage Doors Drywall Plumbing Kitchen Cabinets Siding Window Replacement of One Window Window Replacement of Multiple Windows Sunroom Roofing Repair Insulation Roofing Wood Shingle Roofing Slate Solar Water Heater Appliance Installation Appliance Repair Services Architects Awnings Contractors Carpenters Carpet and Upholstery Cleaners Design and Build Firms Energy Efficiency Services Handyman Hardscape and Stonework Services	
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			Home Cleaners Home Theater and TV Services Interior Designers Lawn and Garden Services Lawn Irrigation Locksmiths Pest Control Contractors Pressure Washing Restoration Services Window Cleaners Carpet Installers Asphalt and Paving Contractors Movers Vent and Duct Cleaning Door Installer Septic Tank Contractor Green Building Contractors Disabled Access Contractors Lighting Installers Home Stagers Glass Contractor Marble Contractors Pool and Spa Services Cabinet Refacing and Restoration Decorators	
NO	YES	Area	(For Cabinet Refacing Only) Kitchen Bathroom	Kitchen
NO	NO	Timing	(best time to call)	Evenings
NO	NO	Motivation	Varchar (100) (use this to put in the average electric bill for Solar leads)	\$150-\$200
NO	NO	Repair	Set. Allowed values: Yes No	Yes
NO	NO	New_Construction	Set. Allowed values: Yes No	Yes
NO	NO	HVAC_System_Type	Set. Allowed values: Natural Gas Fired Propane Gas Fired Oil Fired	Natural Gas Fired

			Electric Fired Want Recommendation Window AC Unit Central AC Heat Pump	
NO	NO	Heating_Cooling	Set. Allowed values: Heating Cooling	Heating
NO	NO	Comments	Varchar (65535)	Comments
YES	NO	Return_Best_Price	1	1

**XML Pings:**

You can send the data by XML or HTTP GET/POST parameters to the following URL.

**URL:** <http://lm.hilprod.com/lead/ping>

**XML Post:**

You can send the data by XML or HTTP GET/POST parameters to the following URL:

**URL:** <http://lm.hilprod.com/lead/post>

**XML:**

All required values are being evaluated as stated in the table above. The XML data structure to be posted is as follows.

```
<?xml version="1.0"?>
<Request>
  <Key></Key>
  <Return_Best_Price>1</Return_Best_Price>
  <Lead_ID></Lead_ID>
  <Data>
    <Glass_Only></Glass_Only>
    <Cabinet_Type></Cabinet_Type>
    <Estimates_Completed></Estimates_Completed>
    <Residential></Residential>
    <Parts></Parts>
    <Homeowner></Homeowner>
    <IP_Address></IP_Address>
    <SRC></SRC>
    <Landing_Page></Landing_Page>
    <Sub_ID></Sub_ID>
    <Pub_ID></Pub_ID>
    <Material></Material>
    <First_Name></First_Name>
    <Last_Name></Last_Name>
    <Address></Address>
    <City></City>
    <State></State>
    <Zip></Zip>
    <Email></Email>
    <Home_Phone></Home_Phone>
    <Work_Phone></Work_Phone>
    <Cell_Phone></Cell_Phone>
    <Hear></Hear>
  </Data>
</Request>
```

```

        <Project></Project>
        <Timing></Timing>
        <Motivation></Motivation>
        <Repair></Repair>
        <New_Construction></New_Construction>
        <HVAC_System_Type></HVAC_System_Type>
        <Heating_Cooling></Heating_Cooling>
        <Cabinet_Refacing></Cabinet_Refacing>
        <Comments></Comments>
    </Data>
</Request>

```

**Note:** State is NOT required on the ping as long as a valid zip code is sent. We will do a zip code -> state look up on our end.

### Response Matched Example:

```

<?xml version="1.0" encoding="UTF-8"?>
<response>
  <status>Matched</status>
  <lead_id>874</lead_id>
  <price>25</price>
</response>

```

### Response Unmatched Example:

```

<?xml version="1.0" encoding="UTF-8"?>
<response>
  <status>Unmatched</status>
  <lead_id>874</lead_id>
</response>

```

Name	Description	Note
<b>status</b>	Result of the action	
<b>lead_id</b>	ID number of successfully submitted lead	Returned on success
<b>price</b>	The best price at which a lead can be accepted.	Returned on success and only if <b>Return_Best_Price</b> was submitted in "ping"

### Response - error:

```

<?xml version="1.0" encoding="UTF-8"?>
<response>
  <status>error</status>
  <error>Required value First_Name is missing</error>
</response>

```

Name	Description	Note
<b>status</b>	Result of the action	
<b>error</b>	Error message	Returned on error