

Tetraop HI Lead Submission Guide

Ping

A ping must be submitted using JSON format over HTTP-POST method. Notice that all required fields must be present and data must be a valid format in order to be accepted. Ping request consists of two sections “header” and “data”. Each attribute shall be placed in the appropriate section as defined below.

Attribute	Required	Example	Description
HEADER			
key	yes	ask2@sj2Fab2H2s	Provided by Tetraop
lead_id	yes	328	Unique numeric Tetraop’s lead id
channel	yes	Content Marketing	Lead generation channel. Must be one of the following 18 values must be submitted: <ul style="list-style-type: none">• Unidentified• Affiliate• Aggregator• Call Center• Call Verified• Content Marketing• Contextual• Display• Email Campaign• Email Newsletter• Mobile Display• Owned & Operated• Print• Radio• SEM• SEO• Social Media• Telemarketing• TV
source	yes	3847ABC or A34_aSk7	Lead source.
sub_source	no	Hs29s	Lead sub source.
retry	no	true	If needed to retry pinging the same lead again, sent retry set to “true” to avoid being stopped as a duplicate ping.
DATA			
created	yes	2015-10-01 14:05:34-08:00	Lead creation date. Format: YYYY-MM-DD hh:mm:ssZ

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ip	yes	182.290.32.121	IP address where lead was generated
universal_lead_id	no	1728-xslw-2134-oaw	A lead id from LeadID.com
phone_type	yes	mobile	Phone type. Must be one of the following 3 values: <ul style="list-style-type: none"> • mobile • land • office
city	no	Los Angeles	City name
state	no	CA	State
zip	yes	90001	Zip code
details	no	project details	Project details, notes, comments, etc.
tcpa	yes	true	TCPA compliance accepted or rejected
tcpa_text	yes	the actual text	TCPA text as it was presented to the visitor.
hire_status	yes	ready to hire	Project hiring status. Must be one of the following 3 values: <ul style="list-style-type: none"> • ready to hire • planning & budgeting • quote request
contact_time	yes	any time	Best contact time. Must be one of the following 4 values: <ul style="list-style-type: none"> • any time • morning • afternoon • evening
homeowner	yes	true	Is this person a homeowner. Must be true or false
user_agent	yes	Mozilla Firefox	User agent of the user's browser.

ADDITIONAL FIELDS FOR WINDOW INSTALLATION LEADS ONLY

number_of_windows	yes	6-9	Number of windows to install. Must be one of the following 5 values: <ul style="list-style-type: none"> • 1 • 2 • 3-5 • 6-9 • 10+
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Format

JSON Format	Ping Example
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```
{
  "header": {
    "key": "[value]",
    "lead_id": [value],
    "source": "[value]",
    "sub_source": "[value]",
    "retry": [value]},
  "data": {
    "created": "[value]",
    "ip": "[value]",
    "universal_lead_id": "[value]",
    "some_attribute": "[value]",
    "another_attribute": "[value]"}
}
```

```
{
  "header": {
    "key": "ask2@sj2Fab2H2s",
    "lead_id": 328,
    "source": "378937AB",
    "sub_source": "123G5",
    "retry": true},
  "data": {
    "created": "2015-10-01 14:05:34-08:00",
    "ip": "191.23.48.120",
    "universal_lead_id": "[value]",
    "phone_type": "mobile",
    "tcpa": true}
}
```

URL

```
http://services.tetraop.com/ping
```

Response

Tetraop will respond with a JSON string, indicating a success or failure. Response messages are collected into an array. If you receive a failing status, please carefully review the messages on what may have went wrong. Messages are very descriptive. If response has success status it may not contain messages because there are none.

JSON Response Format	Response Example
<pre>{ "status": "value", "errors": ["value", "value"] }</pre>	<pre>{ "status": "FAILURE", "errors": ["Missing first_name", "Invalid phone number", "IP address required"] }</pre>
<pre>{ "status": "value", "price": value, "token": "value" }</pre>	<pre>{ "status": "SUCCESS", "price": 10.45, "token": "ASDH2-KHW92-28SJ2" }</pre>

Test Mode

In order to test your pings, simply advice our marketing team to set your campaign to run in a test mode. Once tested and confirmed that your setup is working properly, we will switch campaign to the production mode and you can start sending leads.

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Post

A post must be submitted using JSON format over HTTP-POST method. Notice that all required fields must be present and data must be a valid format in order to be accepted. Post request consists of two sections “header” and “data”. Each attribute shall be placed in the appropriate section as defined below.

Attribute	Required	Example	Description
HEADER			
key	yes	ask2@sj2Fab2H2s	Provided by Tetraop
lead_id	yes	328	Unique numeric Tetraop’s lead id
channel	yes	Content Marketing	Lead generation channel. Must be one of the following 18 values must be submitted: <ul style="list-style-type: none"> • Unidentified • Affiliate • Aggregator • Call Center • Call Verified • Content Marketing • Contextual • Display • Email Campaign • Email Newsletter • Mobile Display • Owned & Operated • Print • Radio • SEM • SEO • Social Media • Telemarketing • TV
token	yes	asl2-82hdk-1j2js-afS2	Tetraop’s token obtained from the previous ping response
source	yes	3847ABC or A34_aSk7	Lead source. Format: alphanumeric and underscores
sub_source	no	Hs29s	Lead sub source.
retry	no	true	If needed to retry pinging the same lead again, sent retry set to “true” to avoid being stopped as a duplicate ping.
DATA			
created	yes	2015-10-01 14:05:34-08:00	Lead creation date. Format: YYYY-MM-DD hh:mm:ssZ

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ip	yes	182.290.32.121	IP address where lead was generated
universal_lead_id	no	1728-xslw-2934-oaw	A lead id from LeadID.com
first_name	yes	John	First name
last_name	yes	Smith	Last name
email	yes	john@yahoo.com	Valid email address.
phone	yes	2134659302	Primary phone. Unformatted 10 digits number
phone_type	yes	mobile	Phone type. Must be one of the following 3 values: <ul style="list-style-type: none"> • mobile • land • office
address	yes	1234 Sunset Blvd.	Street address
city	yes	Los Angeles	City name
state	yes	CA	State
zip	yes	90001	Zip code
details	no	project details	Project details, notes, comments, etc.
tcpa	yes	true	TCPA compliance accepted or rejected
tcpa_text	yes	the actual text	TCPA text as it was presented to the visitor.
hire_status	yes	ready to hire	Project hiring status. Must be one of the following 3 values: <ul style="list-style-type: none"> • ready to hire • planning & budgeting • quote request
contact_time	yes	any time	Best contact time. Must be one of the following 4 values: <ul style="list-style-type: none"> • any time • morning • afternoon • evening
homeowner	yes	true	Is this person a homeowner. Must be true or false
user_agent	yes	Mozilla Firefox	User agent of the user's browser.
phone2	no	8187569013	Secondary phone. Unformatted 10 digits number
phone2_type	no	office	Secondary phone type. Must be one of the following 3 values: <ul style="list-style-type: none"> • mobile • land

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			<ul style="list-style-type: none"> • office
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ADDITIONAL FIELDS FOR WINDOW INSTALLATION LEADS ONLY			
number_of_windows	yes	6-9	Number of windows to install. Must be one of the following 5 values: <ul style="list-style-type: none"> • 1 • 2 • 3-5 • 6-9 • 10+

* See separate lead submission guide for the Solar System Installation!

URL

<http://services.tetraop.com/post>

Response

Tetraop will respond with a JSON string, indicating a success or failure. Response messages are collected into an array. If you receive a failing status, please carefully review the messages on what may went wrong. Messages are very descriptive. If response has success status it may not contain messages because there are none.

JSON Response Format	Response Example
<pre>{ "status": "value", "errors": ["value", "value", "value"] }</pre>	<pre>{ "status": "FAILURE", "errors": ["Missing first_name", "Invalid phone number", "IP address required"] }</pre>
<pre>{ "status": "value", "price": value }</pre>	<pre>{ "status": "SUCCESS", "price": 10.45 }</pre>

Test Mode

In order to test your posts, simply advice our marketing team to set your campaign to run in a test mode. Once tested and confirmed that your setup is working properly, we will switch campaign to the production mode and you can start sending leads.

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