

Sparkroom Lead Post Protocol for Corinthian Colleges, Inc.

Version 15.0 (October 3, 2012)

This document describes the protocol for posting leads to Corinthian Colleges, Inc. (CCi) via the Sparkroom *Lead Deliver* system. It covers post protocol, testing and response handling.

Campaigns included:

Everest US Ground, Everest Canada, Everest University Online, Everest College Phoenix Online, Wyotech

Posting Leads

To transmit a test lead, use HTTPS to POST a lead to the URL listed under “posting a test lead.” A live “production” URL will be provided upon successful completion and verification of testing.

The post parameters are described below:

HTTP Parameter Name	Required?	Notes	Data Type & Max Length
fname	Y	Prospect's First Name	Char (30)
lname	Y	Prospect's Last Name	Char (30)
email	Y	Prospect's email address. Must contain a @, a ., and no spaces	Char (70)
address	Y	Prospect's Street Address	Char (30)
address2	N	Prospect's additional Address information	Char (30)
city	Y	Prospect's City	Char (30)
state	Y	Prospect's State; ISO 3166-2 / standard version of US State codes are accepted	Char (2)
country	Y	Prospect's Country (USA or CAN)	Char (3)
postal_code	Y	Prospect's zip code as 5 or 9 digits for USA; 3 character FSA or full 6 character postal code for CAN leads. Dashes or spaces are allowed.	Integer (9)
phone	Y	Prospect's primary phone number. Standard 10 digit North American phone code: 3 digit area code, 7 digit phone number. No dashes, parentheses or non-numeric characters	Integer (10)
phone_type	Y	HOME, CELL or BUSN	Char (4)
phone2	N	Prospect's secondary or cell phone number. Standard 10 digit North American phone code: 3 digit area code, 7 digit phone number. No dashes, parentheses or non-numeric characters	Integer (10)
phone2_type	N	HOME, CELL or BUSN	Char (4)
grad_year	Y	High School graduation year must match to a valid year between 1900 and [previous year] if date lead generated <= April 30; or [current year] if date lead generated > April 30.	Integer (4)

HTTP Parameter Name	Required?	Notes	Data Type & Max Length
adkey	Y	Advertising Key related to this lead (e.g. INJP9999)	Char (100)
program_code	Y	Valid code for program of interest selected by the prospect. Valid codes can be found in Appendix A and may change at CCI's discretion.	Char (10)
military	Y	Y/N value indicating prospect's military affiliation (defaults to N)	Char(1)
vendor_token	Y	A unique ID created by the lead generator to identify this lead post	Char (50)
source_code	Y	Sparkroom assigned code uniquely identifying you as a valid lead source for CCI	Char (50)
affiliate_id	Y	The lead provider reference for the affiliate (e.g. the name/id of the affiliate according to the lead provider, as it may be passed with a lead, sometimes called the Sub ID).	Char (50)
AdvSearchTerm	N	Keywords used to capture lead	Char (100)
lead_url	N	The page or website where the lead was captured, if applicable	Char (200)
server_source	N	IP address for the server that submitted the lead	Char (100)
Express_consent	Y	Y/N value indicating prospect's express consent to be contacted via phone/s provided.	Char (1)
loe	N	Level of education field. The possible values are: ASSOCIAT, ATB, BACHELOR, GED, or HS.	Char (50)
Media_Source	Y	Media source code designating the channel through which the lead originated. Valid media source codes can be found in Appendix B.	Char (3)
UniversalLeadID	Y	Unique LeadID value	Char (50)

Posting a Test Lead

Test leads will be posted to the Sparkroom system, but will be verifiable only by the XML response below or direct verification by CCI team member.

Test Posting URL

- <https://cci.sparkroom.com/Sparkroom/submitLead/CCI/lp/test/>

CCI Live/Production Posting URL

- <https://cci.sparkroom.com:8601/Sparkroom/submitLead/CCI/lp>

Response

Sparkroom will reply to the HTTP post with an HTTP status code of 200 or 500 with an XML payload as follows (Carriage returns and whitespace added for readability.):

```
<?xml version="1.0" encoding="UTF-8"?>
<SPARKROOM_RESPONSE>
  <RESULT>Result</RESULT>
  <STATUS_CODE>StatusCode</STATUS_CODE>
```

```
<QUALITY>Lead Quality Grade assigned by CCI {1-5}</QUALITY>
<MESSAGE>Message</MESSAGE>
<LEADID>Sparkroom assigned unique Lead ID</LEADID>
</SPARKROOM_RESPONSE>
```

The result indicates whether the post was processed successfully. The allowable values are:

Result	Meaning	Associated status codes (see table below)
SUCCESS	The lead was received and verified successfully.	SR-200
REJECT	The lead was rejected. See the status code and message for details.	SR-5xx
FAILURE	The lead failed processing due to a system error. Note that this response will be returned as an HTTP 500; leads should be reposted if this response is received.	SR-900

In the unlikely event that you receive an SR-900 Status Code in Sparkroom's response to your lead post, reposting the lead is the recommended approach (attempt an immediate repost and, if that fails, repost after 5 minutes). If the error persists across multiple leads, contact your support resources to troubleshoot further.

The allowable values for StatusCode are:

StatusCode	Meaning
SR-200 SR-202 SR-203	The lead was received and verified successfully.
SR-205	The lead was received but Sparkroom was unable to validate it in real-time and has queued it for asynchronous verification. Leads may subsequently be rejected and should be verified via Sparkroom's web interface.
SR-207	Status indicating that the lead generated from CCI microsites was in the master DNC list and has not given express consent to be contacted.
SR-502	Phone number (phone field) was invalid.
SR-505	This lead contains a duplicate email from the past 24 hours.
SR-513	Applicant Name was invalid.
SR-514	Applicant address was invalid.
SR-515	Email was invalid.
SR-516	State was invalid.
SR-517	Zip Code was invalid.
SR-518	Invalid grad_year.
SR-519	This lead was unroutable. No campus was found for the selected program and zip code.
SR-520	Lead is a duplicate from the same lead provider within 60 days.
SR-521	Lead is a duplicate from a different lead provider within 15 days.
SR-524	Invalid External References. Applies to adkey, source_code and program_code.

StatusCode	Meaning
SR-525	Country was invalid (only USA or CAN supported).
SR-526	Missing Required Field.
SR-529	Scoring returned a Lead Quality Grade of [1] which is less than the allowable grade.
SR-540	Status indicating that the lead send by an affiliate vendor was in the master DNC list and has not given express consent to be contacted.
SR-900	A general system error occurred. The message field will hold a specific error code.

Example Response

```
<SPARKROOM_RESPONSE>
  <RESULT>REJECT</RESULT>
  <STATUS_CODE>SR-502</STATUS_CODE>
  <QUALITY>2</QUALITY>
  <MESSAGE> Format of phone number [55512345689] is invalid.</MESSAGE>
  <LEADID>ABC123</LEADID>
</SPARKROOM_RESPONSE>
```



Appendix A – Program Codes

Please refer to the most current routing table from your CCI Account Services team per the campaigns you are allowed to run.

Appendix B –Media Source Codes

This appendix describes the allowable values for the **Media_Source** field.

Media Source Code	Definition
TM	Traditional Media
SEO	Search Engine Optimization
CG	Call Generated
EM	Email
PPC	Pay Per Click
DIS	Display
CV	Call Verified
SOC	Social Media
MOB	Mobile
AFF	Affiliate