



Lead Vendor Integration Guide

Prepared for Rising Results

July 10, 2015

Overview

This document defines how lead vendors submit lead data to Ultimate Medical Academy (UMA). Vendors must follow the specifications in this document exactly in order for leads to be accepted, routed and paid for. Please contact the UMA Media Team with any questions.

Primary Contact

Andrea Latimore

Digital Marketing Manager

Direct Phone/Fax: 813.283.9890

Email: alatimore@ultimatemedical.edu

Secondary Contact

Rustam Irani

Director of Internet Marketing

Direct Phone/Fax: 813.387.6703

Email: rirani@ultimatemedical.edu

Submission Methods

UMA accepts leads via HTTP POST—the use of this method is required. UMA prefers that vendors also submit data via email as a backup method in case of connectivity or software issues.

No other submission methods are currently supported.

Query Structure

The following keys are configured in UMA’s internal systems. Keys marked “Required” must be included in all queries, or the submission will fail. Keys not marked “Required” are available for optional use. If any new keys are needed, please contact the UMA Media Team. Do not add new keys to a query without coordinating with UMA, as this may cause submissions to fail. **All keys are case sensitive.**

Vendor-Specific Codes

These codes will identify data from your organization within UMA’s systems. They are typically coded into a form and not displayed to users.

Key Name	Req.	Acceptable Values	User Sees	Notes
LeadVendor	Y	RR	n/a – hidden field	
Vendor	Y	RR	n/a – hidden field	
LeadSource	Y	RRAFF RRCC RROTH	n/a – hidden field	Different LeadSource values will be assigned to various campaign segments per agreement with UMA Media Team.
form_id	Y	6413e14f-240f-4254-a927-992e0cd4022a	n/a – hidden field	
VendorLeadID	Y	Any alpha or numeric string	n/a – hidden field	This should be a SUBVENDOR ID to identify the traffic sources for each lead.
UniversalLeadId	Y	See Lead ID instruction guide	n/a – hidden field	

Campus and Program of Interest

These keys allow UMA to route leads properly. UMA expects them to reflect actual data that users have submitted. The selection of Campus controls what Program values are available to the user.

Key Name	Req.	Acceptable Values	User Sees	Notes
Campus	Y	45	n/a or Online	
Program	Y	MBCOC MBCOA MOBS PHT HS-PHT HCM HIT MAAOC HS-MAA HS-HTS HHS	Diploma - Medical Billing & Coding A.S. Medical Billing & Coding Diploma - Medical Office & Billing Specialist Diploma - Pharmacy Technician A.S. Health Sciences - Pharmacy Technician A.S. Healthcare Management A.S. Health Information Technology Diploma - Medical Administrative Assistant A.S. Health Sciences - Medical Administrative Assistant A.S. Health Sciences - Healthcare Technology & Systems A.S. Health & Human Services	<u>Campuses where program offered</u> Online Online Online Online Online Online Online Online Online Online Online

Student Information

These keys contain personal information that a prospective student enters into a web form.

Key Name	Req.	Acceptable Values	User Sees	Notes
FirstName	Y	{OPEN TEXT FIELD}	n/a	
LastName	Y	{OPEN TEXT FIELD}	n/a	
Phone	Y	{OPEN TEXT FIELD}	n/a	
OtherPhone	N	{OPEN TEXT FIELD}	n/a	
Email	Y	{OPEN TEXT FIELD}	n/a	
Address1	Y	{OPEN TEXT FIELD}	n/a	
City	Y	{OPEN TEXT FIELD}	n/a	
State	Y	2-letter state code	n/a	
PostalCodeOrZip	Y	5-digit ZIP code	n/a	
Computer	Y	Yes No	Yes No	*Should have the following wordage: "Do you own a personal computer with unrestricted, reliable access?" If lead chooses "No", the lead should not be able to complete the form (yes is required for submission)
Agency	Y	(blank) Army Air Navy Marine Coast Reserve Natguard Veteran Spousdep	Not Applicable Army (active) Air Force (active) Navy (active) Marine Corp (active) Coast Guard (active) Reserve Components National Guard Veteran Spouse/Dependent	This field denotes military affiliation. It must be passed, even if blank. If lead chooses "Not Applicable" to Military Affiliation, no data gets sent to the agency field (send blank string)

Key Name	Req.	Acceptable Values	User Sees	Notes
MilitaryVAFundingSource	N	Yes No	Yes No	Military/VA Funding Source Question should have the following wordage "Do you plan on using Military and/or Veteran benefits?" Yes or No.
PreviousEducation	Y	Non High School	Did not finish high school or earn GED	For the "previous education" form question, the user should be presented with one set of options in a drop-down menu. UMA requires that the values from that field be translated into a more limited set of values prior to submission to us. *Please note: we do not accept leads who select "Did not finish HS or earn GED"
		High School	High school diploma	
		GED	GED	
		Some College	Some college Associate's degree	
		College Graduate	Bachelor's degree Master's or doctorate	
HighSchoolGraduationYear	N	4-digit year	n/a	
TCPAConsent	Y	Y N	n/a	We accept all leads whether they check the consent box or not.
Desired_Start_Date	Y	Immediately	Immediately	
		1-3 Months	1-3 Months	
		4-6 Months	4-6 Months	
		7-12 Months	7-12 Months	
		More than 1 Year	More than 1 Year	
		Not Sure	Not Sure	

Posting Data

URL

All data should post to the URL below.

<http://leadmonkey-prod.conversionpartners.com/leadmonkey>

Responses

UMA will provide a real-time response. Vendors are responsible for configuring their servers to parse this response. This standard format for our response is:

[Score Status],[Score],[Message]

Where:

- Score status is either 0 or 1. 0=lead did not meet minimum score. 1=lead met minimum score.
- Score is the actual score of the lead as determined by UMA's scoring model, represented as a number between 0 and 1
- Message is the immediate disposition of the lead. Some of the messages you can expect to see are:

Message	Notes
Lead Processed	Successful post
Duplicate detected in RawLead table with different lead vendor. Original vendor is {VENDOR} and original id is {ID}.	Confirmed duplicate
Duplicate detected in RawLead table with same lead vendor. Original vendor is {VENDOR} and original id is {ID}.	Confirmed duplicate
Suspected Duplicate	Potential duplicate flagged for manual review
Validation failure: {detailed error description}	Failure to pass validation
Lead Import failed: {detailed error description}	Failure to import for other reasons (usually technical)
Workflow terminated: Timeout expired. The timeout period elapsed prior to completion of the operation or the server is not responding.	System timeout

Email Delivery

If possible, please email data in addition to using the HTTP POST method. This provides a valuable backup and makes troubleshooting delivery issues easier. Emails should be sent to different addresses depending on the Campus key.

Campus=	Deliver emails to:
45	onlineleads1@studymedical.com , onlineleads2@studymedical.com , onlineleads3@studymedical.com , leads@studymedical.com , backupleads@studymedical.com
48	tampaleads@studymedical.com , tampaleadscopy@studymedical.com , leads@studymedical.com , backupleads@studymedical.com
47	umaleads@studymedical.com , umaleadscopy@studymedical.com , leads@studymedical.com , backupleads@studymedical.com

Email Format

The following format should be used when constructing lead emails. Key means field name and value means data in the field. Examples of key-value pairs would be:

FirstName: Jane

LastName: Doe

Email: janedoe@test.com

Address1: 124 test lane

Subject:

New Lead From {VENDOR}

Body:

A lead was received at {VENDOR TIMESTAMP} from {VENDOR}.

Key-Value pair 1

Key-Value pair 2

Key-Value pair 3

...

Key-Value pair n

Filters

Geography

UMA has several geographic restrictions that must be followed:

- UMA cannot accept any leads from outside the **United States**
- UMA cannot accept any leads from **Puerto Rico or the state of Oregon**
- UMA cannot accept any leads from **Massachusetts** (*effective June 27, 2014*)
- UMA cannot accept leads for **Associate Degree programs** from the state of **Montana**
- UMA also has specific zip geo-targets for Pharmacy Technician programs. (see detailed email sent separately)
- UMA cannot accept any leads from **New Mexico** for the following programs: (*effective June 2, 2014*)
 - A.S. Healthcare Management
 - A.S. Health Information Technology
 - A.S. Health Sciences– Medical Office and Billing Specialist Concentration
 - A.S. Health Sciences – Pharmacy Technician Concentration
- UMA cannot accept any leads for the **Health and Human Services** and **Healthcare Technology & Systems** program from the following states: (*effective October 7, 2014*)
 - Alabama, Arkansas, Delaware, Iowa, Maryland, Massachusetts, Minnesota, Montana, Nebraska, New Mexico, Oklahoma and Wisconsin
- UMA cannot accept any leads for the **Pharmacy Technician (diploma & Associate)** program in **Michigan** (*effective April 17, 2015*)

*** Campaign runs 9a-9p**