

Posting Instructions for Lamson Institute

(Social)

The following posting instructions will help you to post leads to Higher Level Education. The following fields are the values we need posted to us.

****Please be sure to follow all testing procedures.****

Live Post URL: <http://hle.linktrustleadgen.com/Lead/429964/SimplePost?ResponseFormat=xml>

AFID: 433915

Data Fields:

Name	Field Name	Required	Max	Notes
Affiliate ID	AFID	X	6	System generated ID number of an affiliate
Sub ID	SID		100	Optional static value that an affiliate can post in with a lead
First Name	fname	X	50	First Name
Last Name	lname	X	50	Last Name
Home Phone	hphone	X	13	Home Phone - Format: 8587415547
Address	address	X	50	Address
City	city	X	25	City
State	state	X	2	State
Zip Code	zip	X	5	Zip Code - See Spreadsheet Provided
Email	email	X	100	Email
Program of Interest	program	X	60	Program of Interest - See Spreadsheet Provided
Grad Year	grad_year	X	3	Do you have a High School Diploma/GED? *Answer must be Yes
Edu Level	edu_level	X	25	Education Level - See Values Below
School ID	schoolID	X	10	Lamson-Social
Start Time	start_time	X	11	When are you likely to start school? See Values Below
TCPA compliant	TCPAcompliant	X	3	See language below

Special Instructions, Values and Filters:

Start Time – Display & Post Values:

When will you like to start school?

Immediately

1-3 Months

Education Level – Display & Post Values:

GED

High School Diploma

Associate of Science

College Associate's

College Bachelor's

College Master's

College Doctorate

Some Graduate

TCPA Compliance Language:

By clicking the Submit button below, I am providing my signature and consent to be called and texted, by or on behalf of Lamson Institute and their affiliates, via auto dialer or prerecorded voice, at the number(s) above. I understand I am not required to provide this consent to make a purchase from Lamson Institute

HLE Restricted Sources/Sub-Sources:

AC Media/College Road, Froggyads, Permissions Direct, Redfox Solutions, MASPPA, Inovora Technologies, Education Resource.us, Insuperado, Vinheet Technologies, Ultimate Solutions

Testing Process

MUST FOLLOW!

Please use 'Test' as the first or last name when testing. Once you have submitted a few tests, please send us the lead data you posted and the server response you received. We are filtering on duplicate leads. When testing, make sure to change either the phone number or email address when resubmitting a test lead.

System Responses:

The default response format is based upon the format of the data submitted. For instance, if you post via query string or form post, a redirect URL will be returned. If a lead is submitted via XML, an XML response is returned. If a lead is submitted via JSON, a JSON response is returned. However, The response format can be specified by appending one of the following parameters to the Post URL: **ResponseFormat=Xml**, **ResponseFormat=json**.

Example: <http://hle.linktrustleadgen.com/Lead/429668/SimplePost?ResponseFormat=Xml>

XML Response:

Rejected Lead

```
<response>
  <status>Rejected</status>
  <responseCode>1234</responseCode>
  <message>Rejected</message>
  <failedDataField>First Name</failedDataField> (Note this is the display name of the failed data field currently)
  <failureUrl>http://www.failureurl.com</failureUrl>
</response>
```

Successful Lead

```
<response>
  <status>Accepted</status>
  <leadId>L01A0-75F</leadId>
  <commissionStatus>Not Approved</commissionStatus>
  <commission>55.00</commission>
  <SuccessUrl>http://www.successurl.com</SuccessUrl>
</response>
```

JSON Response:

Accepted Response

```
{\r\n  "status": "Accepted",\r\n  "leadId": "L0060-10D",\r\n  "commissionStatus": "Not Approved",\r\n  "commission": null,\r\n  "http://www.successurl.com": "/Lead/100258/Success"\r\n}
```

Rejected Response

```
{\r\n  "status": "Rejected",\r\n  "responseCode": 1300,\r\n  "message": "Unable to accept your lead.",\r\n  "failedDataField": null,\r\n  "http://www.failureurl.com": "/Lead/100258/Failure/Rules?EC=1300\u0026EM=Unable+to+accept+your+lead."\r\n}
```

HTML Response

Successful Lead

Success

Lead was successfully submitted

Rejected due to Data Field Validation

Failure

Data field validation failed

Rejected due to Rule Validation

Failure

Rule validation failed

No Channels Accepted the Lead

Failure

Lead rejected by all buyers

Response Codes:

Invalid Campaign Codes

Error Codes	Internal Reason	Returned Error Message
1000	Campaign status is dead	Campaign is dead and not accepting leads.
1001	Campaign is expired	Campaign is expired and not accepting leads.
1002	Campaign is paused	Campaign is not accepting leads.

Invalid Affiliate Codes

Error Code	Internal Reason	Returned Error Message
1100	Click ID invalid	Click ID is invalid.
1101	Affiliate ID invalid	Affiliate ID is invalid.
1102	Simple post not allowed	Simple post is not allowed.
1103	Affiliate suspended	Affiliate is suspended and not authorized to post leads.
1104	Affiliate blocked	Affiliate is blocked and not authorized to post leads.
1105	Affiliate not authorized for campaign	Affiliate is not authorized to post leads.
1106	Sub ID blocked for affiliate	Sub ID is blocked and not authorized to post leads.
1107	Cap has been met	Cap has been met.

Data Field Validation Codes

Error Code	Internal Reason	Returned Error Message
1200	Required field missing	(Name of Field) is required.
1201	Calculated field evaluation error	(Name of Field) could not be calculated.
1202	Posted IP invalid	Posted IP address is not valid.
1203	Decimal point not allowed	(Name of Field) can only contain whole numbers. No decimal points allowed.
1204	Not a valid number	(Name of Field) must be a valid number.
1205	Less than min	(Name of Field) is less than the allowed minimum value.
1206	Greater than max	(Name of Field) is greater than the allowed maximum value.
1207	Not a valid date	(Name of Field) must be a valid date.
1208	Less than minimum length	(Name of Field) is less than the allowed minimum length.
1209	Greater than maximum length	(Name of Field) is greater than the allowed maximum length.
1210	Does not match regular expression	(Name of Field) does not match the required format.
1211	Not in pick list	(Name of Field) does not contain one of the allowed values from list.
1212	Invalid Regular Expression (the configured reg ex is invalid)	(Name of Field) format can not be evaluated.
1213	On field black list	(Name of Field) contains a value which is not allowed.
1214	Calculated field parse error	(Name of Field) contains an invalid formula.
1215	Calculated field contains an unknown data field	(Name of Field) contains an unknown data field in the formula.
1216	Exception occurs while validating data field	(Name of Field) could not be validated due to an unexpected problem.

Rule Validation Codes

Error Code	Internal Reason	Returned Error Message
1300	Rule failed	Unable to accept lead.
1301	Rule failed due to exception	Unable to accept lead.

Data Distribution Codes

Error Code	Internal Reason	Returned Error Message
2001	No Tiers Exist	Unable to accept lead.
2002	No Tiers Accepted the lead (failed all tier rules)	Unable to accept lead.
2003	All Channel rules failed	Unable to accept lead.
2004	No channels accepted the lead	Unable to accept lead

Other Codes

Error Code	Internal Reason	Returned Error Message
3000	Unexpected Exception	An unexpected error occurred.

If you have any problems or questions, please contact:

Account Manager:

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