

Sparkroom Lead Post Protocol for TCS Education Systems – Landing Page Submissions

Version 1.9

This document describes the protocol for posting leads to TCS Education System via the Sparkroom Lead Deliver system. It covers post protocol, testing, and response handling.

Posting Leads

To post a lead, use HTTPS to POST a lead to the following URL: <https://leadig.sparkroom.com:8601/Sparkroom/postLead>

On December 23rd, 2010, Sparkroom updated their SSL certificate. If there are issues posting, please do the following:

- a) Refresh your copy of the library responsible for sending leads (i.e. cURL) so that the new CA certificates are updated.
- b) Install the new trusted CA certificates into their existing local store

If there are still issues posting to HTTPS, switch to straight HTTP (non-SSL port 80) using <http://leadig.sparkroom.com/Sparkroom/postLead>

We encourage posting through HTTPS to ensure the data is securely transferred.

Further details are outlined in [Appendix B](#), which is at the end of this document.

The post parameters are described below:

Label on Form	HTTP Parameter Name	Show On Form?	Req'd for Validation?	Notes
n/a (hidden)	LeadBuyerID	Hidden	Yes	TCS
n/a (hidden)	LeadSourceID	Hidden	Yes	TLS2014
n/a (hidden)	LeadSourceInquiryID	Hidden	No	A unique inquiry identifier or code from the vendor, unique to the inquiry. Note: reusing an ID for different inquiries will result in false duplicate rejections. Limited to 50 characters.
Program	ProgramID	Show	Yes	A valid TCS Education System program ID; see Appendix A for a list of valid programs.
Campus	CampusID	Hidden	Yes	A valid TCS Education System campus ID; see Appendix A for a list of valid campus IDs.
E-mail	Email	Show	Yes	Limited to 100 characters; valid email address.
First Name	FirstName	Show	Yes	Limited to 30 characters
Last Name	LastName	Show	Yes	Limited to 30 characters
Address Line 1	Address	Show	Yes	Limited to 150 characters
Address Line 2	Address2	Show	No	Limited to 150 characters
City	City	Show	Yes	Limited to 30 characters
State/Province	State	Show	Yes	Two letter abbreviation, capitalized; see Appendix A for a list of valid states.
Zip	Zip	Show	Yes	Either 5 digits or 9 digits. Mandatory if a U.S. address

Phone	Phone	Show	Yes	Limited to 10 numeric characters. Example format: 5555551234
Mobile Phone Number	MobilePhone	Show	No	Limited to 10 numeric characters. Example format: 5555556789
Work Phone Number	WorkPhone	Show	No	Limited to 10 numeric characters. Example format: 5555552468
Country	Country	Show	No	A valid TCS Education System country; see Appendix A for a list of valid country codes.
DOB	DOB	Show	No	Date format: MM/dd/yy; defaults to blank on misformats
Preferred Time of Contact	TimeToContactID	Show	No	A valid TCS Education System TimeToContact ID; see Appendix A for a list of valid TimeToContact IDs.
GPA	GPA	Show	No	Numeric Format #.##
Gender	GenderID	Show	No	see Appendix A for a list of valid Gender options.
Citizenship	Citizenship	Show	Yes	see Appendix A for a list of valid Citizenship options.
n/a (hidden)	Test	Hidden	No	When set to Y, it flags the lead as a test lead

Posting a Test Lead

Setting the Test parameter to "Y" will post a test lead. All the TCS Education System validations other than duplicate ones will be applied to test leads. Because the duplicate validation is not employed for test leads, vendors can successfully repost the same lead during testing.

Response

Sparkroom will reply to the HTTP post with an HTTP status code of 200 or 500 with an XML payload as follows:

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

(Carriage returns and whitespace added for readability.)

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-2xx
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.	SR-900

The allowable values for Status Code are:

Status Code	Meaning
SR-200	The lead was received and verified successfully.
SR-205	System in bypass mode
SR-501	The lead did not match criteria configured in Lead IQ by the lead buyer. This might mean that the lead buyer is refusing all leads from the lead provider. The message will provide more detail.
SR-502	Phone number was invalid (Ignored for non-North American addresses).
SR-513	Applicant Name was invalid.
SR-514	Address was invalid.
SR-515	Email was invalid.
SR-516	State was invalid.
SR-517	Zip Code was invalid (Ignored for international addresses).
SR-518	Invalid Level of Education.
SR-520	Lead is a duplicate from the same lead provider
SR-521	Lead is a duplicate from a different lead provider
SR-522	Lead is a duplicate from the last 24 hours.
SR-524	Program is invalid for submitted campus; Brand combination is invalid for vendor
SR-526	Missing required fields.
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>
  <REFERENCE>LEADIQ-000000123456</REFERENCE>
  <MESSAGE> Format of phone number [55512345689] is invalid.</MESSAGE>
</SPARKROOM_RESPONSE>
```

Appendix A

This appendix describes the allowable values for the parameters that only allow a specific list of valid entries.

Table 1: TCS Education System Approved Programs:

ProgramID	Program Name
63	Juris Doctor (J.D.)
76	Master of Legal Studies (M.L.S.)

Table 2: TCS Education System Campuses (use the CampusID for posting):

CampusID	Campus Name
401	Santa Barbara
402	Ventura
403	Online

<u>School</u>	<u>Campus</u>	<u>CampusID</u>	<u>Program</u>	<u>ProgramID</u>
COL	Santa Barbara	401	Juris Doctor	63
COL	Ventura	402	Juris Doctor	63
COL	Online	403	Master of Legal Studies	76

Table 3: TCS Education System Approved State/Province Names (use Code for posting):

State/Province	Code
Alaska	AK
Alabama	AL
Arkansas	AR
Arizona	AZ
California	CA
Colorado	CO
Connecticut	CT
District of Columbia	DC
Delaware	DE
Foreign Country	FC
Florida	FL
Georgia	GA
Guam,US Territory	GU
Hawaii	HI
Iowa	IA
Idaho	ID
Illinois	IL
Indiana	IN
Kansas	KS
Kentucky	KY
Louisiana	LA
Massachusetts	MA
Maryland	MD
Maine	ME
Michigan	MI
Minnesota	MN
Missouri	MO
Wisconsin	WI
West Virginia	WV

State/Province	Code
Minnesota	MN
Missouri	MO
Mississippi	MS
Montana	MT
North Carolina	NC
North Dakota	ND
Nebraska	NE
New Hampshire	NH
New Jersey	NJ
New Mexico	NM
Nevada	NV
New York	NY
Ohio	OH
Oklahoma	OK
Oregon	OR
Pennsylvania	PA
Puerto Rico	PR
Rhode Island	RI
South Carolina	SC
South Dakota	SD
Tennessee	TN
Texas	TX
Utah	UT
Virginia	VA
Virgin Islands	VI
Vermont	VT
Washington	WA
Wyoming	WY
Out of the USA	XX

Table 4: TCS Education System Approved Countries (use Code for posting):

Country	Code
Andorra	AD
United Arab Emirates	AE
Afghanistan	AF
Antigua And Barbuda	AG
Anguilla	AI
Albania	AL
Armenia	AM
Netherlands Antilles	AN
Angola	AO
Antarctica	AQ
Argentina	AR
American Samoa	AS
Austria	AT
Australia	AU
Aruba	AW
Aland Islands	AX
Azerbaijan	AZ
Bosnia And Herzegovina	BA
Barbados	BB
Bangladesh	BD
Belgium	BE
Burkina Faso	BF
Bulgaria	BG
Bahrain	BH
Burundi	BI
Benin	BJ
Bermuda	BM
Brunei Darussalam	BN
Bolivia	BO
Brazil	BR
Bahamas	BS
Bhutan	BT
Bouvet Island	BV
Botswana	BW
Belarus	BY
Belize	BZ
Canada	CA
Cocos (Keeling) Islands	CC
Congo, The Democratic Republic Of The	CD
Central African Republic	CF
Congo	CG
Switzerland	CH

Country	Code
Cote D'Ivoire	CI
Cook Islands	CK
Chile	CL
Cameroon	CM
China	CN
Colombia	CO
Costa Rica	CR
Serbia And Montenegro	CS
Cuba	CU
Cape Verde	CV
Christmas Island	CX
Cyprus	CY
Czech Republic	CZ
Germany	DE
Djibouti	DJ
Denmark	DK
Dominica	DM
Dominican Republic	DO
Algeria	DZ
Ecuador	EC
Estonia	EE
Egypt	EG
Western Sahara	EH
England	EN
Eritrea	ER
Spain	ES
Ethiopia	ET
Finland	FI
Fiji	FJ
Falkland Islands (Malvinas)	FK
Micronesia, Federated States Of	FM
Faroe Islands	FO
France	FR
Gabon	GA
United Kingdom	GB
Grenada	GD
Georgia	GE
French Guiana	GF
Ghana	GH
Gibraltar	GI
Greenland	GL
Gambia	GM

Country	Code
Guinea	GN
Guadeloupe	GP
Equatorial Guinea	GQ
Greece	GR
South Georgia And The South Sandwich Islands	GS
Guatemala	GT
Guam	GU
Guinea-Bissau	GW
Guyana	GY
Hong Kong	HK
Heard Island And Mcdonald Islands	HM
Honduras	HN
Croatia	HR
Haiti	HT
Hungary	HU
Indonesia	ID
Ireland	IE
Israel	IL
India	IN
British Indian Ocean Territory	IO
Iraq	IQ
Iran, Islamic Republic Of	IR
Iceland	IS
Italy	IT
Jamaica	JM
Jordan	JO
Japan	JP
Kenya	KE
Kyrgyzstan	KG
Cambodia	KH
Kiribati	KI
Comoros	KM
Saint Kitts And Nevis	KN
Korea, Democratic People'S Republic Of	KP
Korea, Republic Of	KR
Kuwait	KW
Cayman Islands	KY
Kazakhstan	KZ
Lao People'S Democratic Republic	LA
Lebanon	LB
Saint Lucia	LC

Country	Code
Liechtenstein	LI
Sri Lanka	LK
Liberia	LR
Lesotho	LS
Lithuania	LT
Luxembourg	LU
Latvia	LV
Libyan Arab Jamahiriya	LY
Morocco	MA
Monaco	MC
Moldova,Republic Of	MD
Madagascar	MG
Marshall Islands	MH
Macedonia, The Former Yugoslav Republic Of	MK
Mali	ML
Myanmar	MM
Mongolia	MN
Macao	MO
Northern Mariana Islands	MP
Martinique	MQ
Mauritania	MR
Montserrat	MS
Malta	MT
Mauritius	MU
Maldives	MV
Malawi	MW
Mexico	MX
Malaysia	MY
Mozambique	MZ
Namibia	NA
New Caledonia	NC
Niger	NE
Norfolk Island	NF
Nigeria	NG
Nicaragua	NI
Netherlands	NL
Norway	NO
Nepal	NP
Nauru	NR
Niue	NU
New Zealand	NZ

Country	Code
Oman	OM
Other	OTHER
Panama	PA
Peru	PE
French Polynesia	PF
Papua New Guinea	PG
Philippines	PH
Pakistan	PK
Poland	PL
Saint Pierre And Miquelon	PM
Pitcairn	PN
Puerto Rico	PR
Palestinian Territory, Occupied	PS
Portugal	PT
Palau	PW
Paraguay	PY
Qatar	QA
Reunion	RE
Romania	RO
Russian Federation	RU
Rwanda	RW
Saudi Arabia	SA
Solomon Islands	SB
Seychelles	SC
Sudan	SD
Sweden	SE
Singapore	SG
Saint Helena	SH
Slovenia	SI
Svalbard And Jan Mayen	SJ
Slovakia	SK
Sierra Leone	SL
San Marino	SM
Senegal	SN
Somalia	SO
Suriname	SR
Sao Tome And Principe	ST
El Salvador	SV
Syrian Arab Republic	SY

Country	Code
Swaziland	SZ
Turks And Caicos Islands	TC
Chad	TD
French Southern Territories	TF
Togo	TG
Thailand	TH
Tajikistan	TJ
Tokelau	TK
Timor-Leste	TL
Turkmenistan	TM
Tunisia	TN
Tonga	TO
Turkey	TR
Trinidad And Tobago	TT
Tuvalu	TV
Taiwan, Province Of China	TW
Tanzania, United Republic Of	TZ
Ukraine	UA
Uganda	UG
United States Minor Outlying Islands	UM
Unknown	UNKN OWN
United States	USA
Uruguay	UY
Uzbekistan	UZ
Holy See (Vatican City State)	VA
Saint Vincent And The Grenadines	VC
Venezuela	VE
Virgin Islands, British	VG
Virgin Islands, U.S.	VI
Vietnam	VN
Vanuatu	VU
Wallis And Futuna	WF
Samoa	WS
Yemen	YE
Mayotte	YT
South Africa	ZA
Zambia	ZM
Zimbabwe	ZW

Table 6: TCS Education System Approved Best Time to Contact (use the TimeToContactID for posting):

TimeToContactID	Best Time To Contact
M	Morning
A	Afternoon
E	Evening

Table 7: TCS Education System Approved Gender Options (Use GenderID for posting):

GenderID	Gender
F	Female
M	Male
T	To Be Determined
U	Not Specified

Table 9: TCS Education System Approved Citizenship Options (Use Citizenship for posting):

Citizenship	Description
US	US Citizen
E	US Permanent Resident
INT	International
UN	Unknown

Appendix B

This appendix provides additional notes to using HTTPS to post leads to SparkRoom.

SparkRoom certificate is issued by Thawte (<http://www.thawte.com>). The reason that certain lead providers are unable to post to the platform is that due to new security standards recommended by the US government, Thawte now uses an intermediate certificate authority (CA) when signing SSL certificates (a certificate 'chain'). In order for a web browser or software package to accept a certificate, they must trust the CA that signed the certificate. It appears that some older software used by lead providers to post leads to Sparkroom does not have the new CA certificates in their trusted local store. As a result, they are rejecting the new Sparkroom.com certificate even though it is a valid, recognized certificate. All of the other major certificate providers also require the new standard for new certificates.

NOTES:

1. For cURL users (cURL is a commonly installed package for transferring data using URL syntax), instructions on how to install a new trusted CA bundle, along with details on the problem specific to cURL, can be found here: <http://curl.haxx.se/docs/sslcerts.html>
2. Certificate issuing information: The old Sparkroom certificate was issued directly by "Thawte Premium Server CA". The new certificate is issued by "Thawte SSL CA", which was issued by "Thawte Primary Root CA".