Reference Guide

LeadGen

Property

MELISSA DATA®

LeadGen
Property

Reference Guide

Melissa Data Corporation

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Document Code: LGXPROPRG
Revision Number: 31072014.16

Dear Developer,

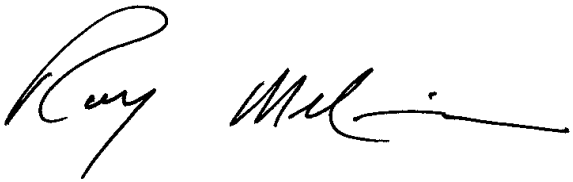
I would like to take this opportunity to thank you for your interest in Melissa Data products and introduce you to the company.

Melissa Data has been a leading provider of data quality and address management solutions since 1985. Our data quality software, Cloud services, and data integration components verify, standardize, consolidate, enhance and update U.S., Canadian, and global contact data, including addresses, phone numbers, and email addresses, for improved communications and ROI. More than 5,000 companies rely on Melissa Data to gain and maintain a single, accurate and trusted view of critical information assets.

This manual will guide you through the functions of our easy-to-use programming tools. Your feedback is important to me, so please don't hesitate to email your comments or suggestions to me at: Ray@MelissaData.com.

I look forward to hearing from you.

Best Wishes,



Raymond F. Melissa

President/CEO

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Introduction

LeadGen Xpress Property is a REST based Web service that can be used to get counts, and purchase targeted property owner mailing lists, in real-time, anytime. It is available to mailers for private, in-house use, or as a portal for your customers to use to make their list selections. You can custom-design a website to meet your own needs, as well as those of your customers.

It has two method calls, which uses an HTTP query string to pass a request with selected options. An HTTPS query works just the same as an HTTP query.

Please note:

- LeadGen Xpress Property requires a Customer ID that has been activated for LeadGen Xpress Property.
- Each buy request is logged immediately before and after order id generation.
- LeadGen Xpress Property has a weekly data update schedule.

Calling LeadGen Xpress Property

LeadGen Xpress Property has two method calls:

Get Counts Call

This call returns an XML document showing the record counts for a specific request, allowing you to see how many records are available for the selected parameters.A sample URL:

```
http://list.melissadata.net/v1/Property/rest/Service.svc/get/
   city?id=123456&city=CA;orange,CA;irvine
```

Buy Lists Call

This call initiates the purchase of the list detailed by the request. This call is similar to the Get call, but has additional information returned. This information is the order ID, number of usage, and download URL. If the purchase of the list was successful, you will receive a link to the list file in the format you selected in the options. The maximum and default is 100,000 records for all file types, except for Excel and CSV files (that have a 65,535 record limit). A sample URL:

```
http://list.melissadata.net/v1/Property/rest/Service.svc/buy/
   city?id=123456&city=CA;orange,CA;irvine&file=8
```

Requests and returns may be preceded in the following sequence:

1. Get count
2. Return count
3. Buy list
4. Return count, order id and download URL
5. Download/retrieve list

The REST Protocol

The Consumer Web Service uses the REST protocol, which uses an HTTP query string to pass a request with selected options. An HTTPS query works just the same as an HTTP query.

Using the REST service may require that you encode certain characters using the proper URL entities before adding them to a URL. Characters like spaces, slashes, ampersands, and others must be replaced by special codes, which usually consist of a percent sign followed by a two-digit hexadecimal number.

The following table shows the replacements for the most common characters.

Character	URL Encoded	Character	URL Encoded	Character	URL Encoded
Space	%20 or +	/	%2F	[	%5B
*	%2A	:	%3A	]	%5D
#	%23	;	%3B	~	%7E
&	%26	<	%3C		
%	%25	=	%3D		
$	%28	>	%3E		
+	%2B	?	%3F		
,	%2C	@	%40		

Many modern programming languages have a URL encode and URL decoding function that automates these character replacements.

Request Format

The REST Protocol has a specific format for all requests. The basic format is:

```
http://Melissa Data Database/Protocol Type/Property API/Call Type/
   Request Type?Customer ID& Options
```

An example:

```
http://list.melissadata.com/V1/Property/rest/Service.svc/get/
   zip?id=customer@domain.com&zip=92688
```

This example uses the REST protocol with the Property API to access Melissa Data's databases to make a Get call with a ZIP Request, tied to the customer@domain.com account, for ZIP Code 92688.

Request Parameters

Standard Components

Parameter	Definition
Domain	
Version	Web Service version.
Web Service	Property
Protocol	REST. The protocol used by the Web Service.
Action	"Get Count" or "Buy List"
Geographic Type	ZIP, City, County, or Radius. See Geographic Types for more info.
Customer ID	The requester's Customer ID or email address.
Options	• Geographic Options • Property Options • General Options • Other Purchase Options

Actions

The following actions are supported by LeadGen Xpress Property:

Parameter	Definition
Get	Get the count of customers who fit the geographic and property criteria.
Buy	Buy a list of customers' info that fits the geographic and property criteria.

Authentication

Each customer's ID or email address is passed in as "id" in the URL. This is checked against the list of registered customers. If the required customer ID has not been activated for LeadGen Xpress Property, the service will return <Status Code> with the value "Declined".

Geographic Types

Each request must specify one of the following geographic types:

Parameter	Definition
ZIP	Either 5-digit ZIP or 9-digit ZIP+4. Multiple ZIP or ZIP+4 can be requested, comma separated with no space.
City	Format: 2-digit state;city name, i.e. TX;Dallas Multiple cities be requested, comma separated with no space.
County	Format: 2-digit state;county name, i.e. CA;Lake Multiple counties be requested, comma separated with no space.
Radius	Miles of radius from a given address, or the closest records to a given address

Options

Each request takes a set of geographic input. Property and other input are optional with default values, as well as purchase options. See "Columns in File" for more information on the columns appended to file.

Geographic Options

URL Parameter	Geographic Type	Definition
Zip (5 digits) or zip+4 (9 digits)	Required: zip Optional: radius	Each five-digit ZIP is validated Plus4 is a filter in data selection
City	Required: city Optional: radius	Each city and state combination is validated
County	Required: county	Each county and state combination is validated. FIPS is retrieved if valid.
Addr	Required: radius	Exact street number and street name are used in data selection No validation. Latitude and longitude are retrieved if the address exists.

URL Parameter	Geographic Type	Definition
Mile	Optional: radius (One of the two should be given, not required together.)	Mile is used to find out the latitudes/longitudes of a parameter so many miles from the given address.
Records		Number of records that are the closest to the given address.

Property Options

URL Parameter	Definition
abs	True (1): Appends the absentee indicator to file. False (0): **Default.** Do not append.
abs-d	True (1): **Default.** Append absentee owners only. False (0): Append all types of owners.

General Options

URL Parameter	Geographic Type
dbug	True (1): URL parameter check. If a parameter is spelled wrong or not suited for the given call, the request will be rejected. False (0): **Default.** No URL parameter check will be done.

Other Purchase Options

URL Parameter	Geographic Type
po	The customer's purchase order number.
file	File Type. **Default Value:** 8 See "File Types" for a full list of possible file types.
multi	Sets multiple useage of the list. Possible values of 1-5. **Default Value:** 1.

Returns and Examples

Returns

Tag Code	Tag Description
<Property>	Tag encapsulating the whole XML Document
<Geography>	Geo request.
<Address>	Tags returned dependent on Geo type.
<City>	
<County>	
<State>	
<ZIP>	
<Records>	Returned if radius is called with number of records is requested.
<Miles>	Returned if radius is called with mile parameter is requested.
<Options>	Property request.
<OwnerTypes>	
<IncludeALL> OR <Details>	Default is: <Details>Absentees only</Details> Otherwise: <IncludeAll>True</IncludeAll>
<AppendToFile>	True or False
<CountDetails>	A breakdown of the areas' count with the selected options.
<Area>	An included area.
<Geography>	Area details vary by the request type: • ZIP type returns Zip plus 4. • City type returns city, state. • County type returns county, state. • Radius type returns street, city, state, ZIP.
<Count>	Count of the area.
<TotalCount>	Total number of records of all areas.
<Order>	Buy requests only. Order details for a buy request.
<Id>	The order ID.
<Usage>	
<DownloadURL>	The URL to download the purchased file.
<PONumber>	Returned if po is specified.

Tag Code	Tag Description
<Result>	Returns the status code.
<StatusCode>	Indicates the status of a request. Returns Approved, Declined, or Err. See "Status Codes" on page ## for a list of possible returned codes.
<Errors>	This field will be populated if <StatusCode> returns Err.
<Error>	See "Error Codes" on page ## for a list of possible codes returned here.
<ErrorCode>	
<ErrorDescription>	

Examples

Input Sample 1

Get

```
http://list.melissadata.net/V1/property/rest/Service.svc/get/
   county?id=mailbox@domain.com&county=ca;orange
```

Buy

```
http://list.melissadata.net/V1/property/rest/Service.svc/buy/
   county?id=mailbox@domain.com&county=ca;orange&file=5
```

Input Sample 2

Get

```
http://list.melissadata.net/V1/property/rest/Service.svc/
   get/radius?id=mailbox@domain.com&addr=22382 avenida
   empresa&zip=92688&mile=5&abs=1&abs-d=0
```

Buy

```
http://list.melissadata.net/V1/property/rest/Service.svc/buy/
   radius?id=mailbox@domain.com&addr=22382 avenida empresa&zip=92688
   &mile=5&abs=1&abs-d=0&file=1
```

Output

```
<Property>
  <Geography>
    <City>CA;orange,CA;irvine</City>
  </Geography>
  <Options>
    <OwnerTypes>
      <Details>Absentees only</Details>
      <AppendToFile>False</AppendToFile>
    </OwnerTypes>
  </Options>
  <CountDetails>
    <Area>
      <Geography>Orange, CA</Geography>
      <Count>16000</Count>
    </Area>
    <Area>
      <Geography>Irvine, CA</Geography>
      <Count>14000</Count>
    </Area>
  </CountDetails>
  <TotalCount>
    <Count>30000</Count>
  </TotalCount>
  <Order>
    <Id>123456</Id>
    <Usage>1</Usage>
    <DownloadURL>ftp://w10.melissadata.com/ListOrderFiles/123456.
csv</DownloadURL>
  </Order>
  <Result>
    <StatusCode>Approved</StatusCode>
  </Result>
</Property>
```

List/File

File Types

File Format	Value
Zipped .dbf	1
Zipped .txt	2
Zipped .csv	3
Zipped .xls	5
.dbf	6
.txt	7
.csv	8
.xls	10

Columns in File

Column	Max Length	Description
OwnerName1	30	Property owner name
OwnerName2	30	Additional owner name
MailAddress	75	Mailing street address
MailCity	28	Mailing city
MailState	2	Mailing state
MailZip	5	Mailing Zip
MailPlus4	4	Mailing Zip plus 4
MailCRRT	4	Mailing carrier route
MailDPB	4	Mailing delivery point
SiteAddress	75	Property street address
SiteCity	28	Property city
SiteState	2	Property state
SiteZip	5	Property Zip
SitePlus4	4	Property Zip plus 4
SiteCRRT	4	Property carrier route
SiteDPB	4	Property delivery point
Absentee	1	You must append “abs-d=#” to the URL for this. True (1): Absentee False (0): Not absentee

Result Codes

Status Codes

Code	Description
Approved	User ID was approved.
Declined	Not a registered user.
Err	Error. See “Error Codes” below.

Error Codes

Code	Description
100	Unrecognized ZIP Code.
101	Unrecognized city or state.
102	Unrecognized county or state.
103	Unrecognized address.
104	User ID or pasword not recognized.
106	Invalid user information.
108	Order failed, please try later.
109	Insufficient geographic input.
111	Request exceeds 100,000 record maximum.
112	Unrecognized state.
113	Error, please try again.
115	For the radius geography type, please enter a number of records.
116	Sorry, you don’t have permission to access the service.
117	ZIP Code is not a valid input for the requested geography type.
121	The list cannot be used more than 5 times.
122	Order count exceeds 65,535 record maximum for Excel files.
123	Invalid option.
124	Order count exceeds 65,535 record maximum for comma limited files.