



Dialer Lists

Version 2.4

API Documentation

About

The Focu5 Commerce Dialer Lists API allows affiliates to post customer leads to a list of approved 3rd party dialers via one central location. You will be assigned a unique 'id' and 'key' set to begin using this tool. The API accepts post data in XML format and allows the posting of up to 10 leads at a time to a single 3rd party vendor.

Location

The live API is located at the following URL:

<https://api.infocu5.com/dialer/index.php>

A test API can be found at the following URL:

https://api.infocu5.com/x_dialer/index.php

*Submissions to the test API will return normal validation responses while not posting customer leads to a vendor.

CALL FUNCTIONS

Functions are defined in the parent XML wrapper (e.g. <addLeads>...</addLeads>). The API supports the following functions:

getDialers
getAllLists
getLists
addLeads

CALL FUNCTION: **getDialers**

Fetches a list of all current dialers.

Variables

The API takes the following variables posted in XML format:

Name	Required	Value
affiliateID	Y	12 character alphanumeric id string assigned to affiliates
affiliateKey	Y	32 character alphanumeric password string assigned to affiliates

Response Codes

The API will return the following response codes in XML format:

Code	Value
1	Success
80	Improperly formatted request (XML format required)
100	Invalid ID and Transaction Key combination
800	Invalid function
900	The interface encountered an error

Example XML format

The following is an example of a properly formatted XML data structure for the API post:

```
<?xml version="1.0" encoding="UTF-8" ?>
<getDialers>
  <affiliateID>_ASSIGNED_AFFILIATE_ID_</affiliateID>
  <affiliateKey>_ASSIGNED_AFFILIATE_KEY_</affiliateKey>
</getDialers>
```

The following is an example of an XML formatted return result for a successful transaction:

```
<?xml version="1.0" encoding="UTF-8" ?>
<dialerResponse>
  <responseCode>1</responseCode>
  <responseMessage>Success</responseMessage>
  <dialer>
    <dialerName>Dialer Name</dialerName>
```

```
        <dialerID>DI1111AA</dialerID>
    </dialer>
</dialerResponse>
```

The following is an example of an XML formatted return result for an unsuccessful transaction:

```
<?xml version="1.0" encoding="UTF-8" ?>
<dialerResponse>
    <responseCode>100</responseCode>
    <responseMessage>Invalid ID and Transaction Key
combination</responseMessage>
</dialerResponse>
```

CALL FUNCTION: **getAllLists**

Fetches a list of all current lead lists available for a specified dialer.

Variables

The API takes the following variables posted in XML format:

Name	Required	Value
affiliateID	Y	12 character alphanumeric id string assigned to affiliates
affiliateKey	Y	32 character alphanumeric password string assigned to affiliates

Response Codes

The API will return the following response codes in XML format:

Code	Value
1	Success
80	Improperly formatted request (XML format required)
100	Invalid ID and Transaction Key combination
800	Invalid function
900	The interface encountered an error

Example XML format

The following is an example of a properly formatted XML data structure for the API post:

```
<?xml version="1.0" encoding="UTF-8" ?>
<getAllLists>
  <affiliateID>_ASSIGNED_AFFILIATE_ID_</affiliateID>
  <affiliateKey>_ASSIGNED_AFFILIATE_KEY_</affiliateKey>
</getAllLists>
```

The following is an example of an XML formatted return result for a successful transaction:

```
<?xml version="1.0" encoding="UTF-8" ?>
<dialerResponse>
  <responseCode>1</responseCode>
  <responseMessage>Success</responseMessage>
  <list>
    <listName>EX ABA</listName>
    <listID>1111</listID>
    <listDescription>Example List</listDescription>
    <listDialers>DI001111|Dialer Name, DI001112|Dialer Name
  </listDialers>
    <listFields>leadNameFirst_{INCREMENT},leadNameLast_{INCREMENT},lead
Address_{INCREMENT},leadAddress2_{INCREMENT},leadCity_{INCREMENT},leadSta
te_{INCREMENT},leadZip_{INCREMENT},leadCountry_{INCREMENT},leadPhone_{INC
REMENT},leadPhone2_{INCREMENT},leadCCNumber_{INCREMENT},leadIPAddress_{IN
CREMENT},leadCompany_{INCREMENT}</listFields>
  </list>
  <list>
    <listName>EX OCC</listName>
    <listID>2222</listID>
    <listDescription>Example List</listDescription>
    <listFields>leadNameFirst_{INCREMENT},leadNameLast_{INCREMENT},lead
Address_{INCREMENT},leadAddress2_{INCREMENT},leadCity_{INCREMENT},leadSta
te_{INCREMENT},leadZip_{INCREMENT},leadCountry_{INCREMENT},leadPhone_{INC
REMENT},leadPhone2_{INCREMENT},leadCCNumber_{INCREMENT},leadIPAddress_{IN
CREMENT},leadCompany_{INCREMENT}</listFields>
  </list>
</dialerResponse>
```

**listFields is a comma-delimited list of all fields accepted by each dialer list. Each field contains an increment placeholder (_{INCREMENT}).*

**listDialers is a comma-delimited list of all dialers associated with each dialer list. Each dialer is pipe-delimited (|) containing dialerID & dialerName.*

The following is an example of an XML formatted return result for an unsuccessful transaction:

```
<?xml version="1.0" encoding="UTF-8" ?>
<dialerResponse>
  <responseCode>100</responseCode>
  <responseMessage>Invalid ID and Transaction Key
combination</responseMessage>
</dialerResponse>
```

CALL FUNCTION: **getLists**

Fetches a list of all current lead lists available for a specified dialer.

Variables

The API takes the following variables posted in XML format:

Name	Required	Value
affiliateID	Y	12 character alphanumeric id string assigned to affiliates
affiliateKey	Y	32 character alphanumeric password string assigned to affiliates
dialerID	Y	Dialer that lists are associated with

Response Codes

The API will return the following response codes in XML format:

Code	Value
1	Success
80	Improperly formatted request (XML format required)
90	Invalid Dialer ID
100	Invalid ID and Transaction Key combination
800	Invalid function
900	The interface encountered an error

Example XML format

The following is an example of a properly formatted XML data structure for the API post:

```
<?xml version="1.0" encoding="UTF-8" ?>
<getLists>
  <affiliateID>_ASSIGNED_AFFILIATE_ID_</affiliateID>
  <affiliateKey>_ASSIGNED_AFFILIATE_KEY_</affiliateKey>
  <dialerID>FC111</dialerID>
</getLists>
```

The following is an example of an XML formatted return result for a successful transaction:

```
<?xml version="1.0" encoding="UTF-8" ?>
<dialerResponse>
  <responseCode>1</responseCode>
  <responseMessage>Success</responseMessage>
  <list>
    <listName>EX ABA</listName>
    <listID>1111</listID>
    <listDescription>Example List</listDescription>
    <listFields>leadNameFirst_{INCREMENT},leadNameLast_{INCREMENT},lead
Address_{INCREMENT},leadAddress2_{INCREMENT},leadCity_{INCREMENT},leadSta
te_{INCREMENT},leadZip_{INCREMENT},leadCountry_{INCREMENT},leadPhone_{INC
REMENT},leadPhone2_{INCREMENT},leadCCNumber_{INCREMENT},leadIPAddress_{IN
CREMENT},leadCompany_{INCREMENT}</listFields>
  </list>
  <list>
    <listName>EX OCC</listName>
    <listID>2222</listID>
    <listDescription>Example List</listDescription>
    <listFields>leadNameFirst_{INCREMENT},leadNameLast_{INCREMENT},lead
Address_{INCREMENT},leadAddress2_{INCREMENT},leadCity_{INCREMENT},leadSta
te_{INCREMENT},leadZip_{INCREMENT},leadCountry_{INCREMENT},leadPhone_{INC
REMENT},leadPhone2_{INCREMENT},leadCCNumber_{INCREMENT},leadIPAddress_{IN
CREMENT},leadCompany_{INCREMENT}</listFields>
  </list>
</dialerResponse>
```

**listFields is a comma-delimited list of all fields accepted by each dialer list. Each field contains an increment placeholder (_{INCREMENT}).*

The following is an example of an XML formatted return result for an unsuccessful transaction:

```
<?xml version="1.0" encoding="UTF-8" ?>
<dialerResponse>
```

```

    <responseCode>100</responseCode>
    <responseMessage>Invalid ID and Transaction Key
combination</responseMessage>
</dialerResponse>

```

CALL FUNCTION: addLeads

Adds leads to the designated dialer's list.

Variables

The API takes the following variables posted in XML format:

Name	Required	Value
affiliateID	Y	12 character alphanumeric id string assigned to affiliates
affiliateKey	Y	32 character alphanumeric password string assigned to affiliates
dialerID	Y	8 character alphanumeric id string assigned to 3 rd party dialers
listID	Y	4 character numeric id of dialer list
callTimeOffset	N	Numeric time, in minutes, before a call is placed (example 25)
listAutoPopulate	N	Selecting 'y' will add your customer leads to any additional/alternative lists defined by Focu5 Commerce based on filtering, bin suppression, etc
leadNameFirst_1	Y	First name of customer
leadNameLast_1	Y	Last name of customer
leadAddress_1	Y	Address of customer
leadAddress2_1	N	Additional address line of customer
leadCity_1	Y	City of customer

leadState_1	Y	2 character state abbreviation (example CA for California)
leadZip_1	Y	Zip/postal code of customer
leadCountry_1	Y	2 character country abbreviation (example US for United States)
leadPhone_1	Y	Phone number of customer
leadPhone2_1	N	Alternate Phone number of customer
leadEmail_1	N	Email address of customer
leadIPAddress_1	N	IP address
leadCompany_1	N	Company name of customer
leadGender_1	N	1 character gender of customer (M/F)
leadCCNumber_1	N	Whole or partial credit card number used for BIN suppression
leadProductList_1	N	List of products that are associated with the lead, formatted in JSON format

Response Codes

The API will return the following response codes in XML format:

Code	Value
1	Success
80	Improperly formatted request (XML format required)
90	Invalid Dialer ID
100	Invalid ID and Transaction Key combination
110	Required fields
120	No valid leads found in post
130	Invalid list id and/or dialer combination
140	Invalid phone
150	Invalid state/county/region

160	Invalid zip/postal code
170	Invalid country
500	3 rd party api error (api specific details)
501	3 rd party api partial success (api specific details)
800	Invalid function
900	The interface encountered an error

Example XML format

The following is an example of a properly formatted XML data structure for the API post:

```
<?xml version="1.0" encoding="UTF-8" ?>
<addLeads>
  <affiliateID>AFFILIATE_ID</affiliateID>
  <affiliateKey>AFFILIATE_KEY</affiliateKey>
  <dialerID>DIALER_ID</dialerID>
  <listID>LIST_ID</listID>
  <callTimeOffset>0</callTimeOffset>
  <listAutoPopulate>y</listAutoPopulate>
  <leadNameFirst_1>Test</leadNameFirst_1>
  <leadNameLast_1>Customer</leadNameLast_1>
  <leadAddress_1>123 Test St.</leadAddress_1>
  <leadAddress2_1></leadAddress2_1>
  <leadCity_1>Test City</leadCity_1>
  <leadState_1>CA</leadState_1>
  <leadZip_1>91106</leadZip_1>
  <leadCountry_1>US</leadCountry_1>
  <leadPhone_1>8885551212</leadPhone_1>
  <leadPhone2_1></leadPhone2_1>
  <leadEmail_1></leadEmail_1>
  <leadIPAddress_1>127.0.0.1</leadIPAddress_1>
  <leadCompany_1>Company Name</leadCompany_1>
  <leadGender_1>Female</leadGender_1>
  <leadProductList_1>[{"SKU":"1212121212","Quantity":1,"Description":"Product Name","Price":"13.95"}]</leadProductList_1>
</addLeads>
```

* Up to 200 leads may be passed at a time for individual dialers. XML value set formatting is as follows:

-
- <leadNameFirst_2>Test</leadNameFirst_2>
- <leadNameLast_2>Customer</leadNameLast_2>

- <leadAddress_2>123 Test Dr.</leadAddress_2>
- <leadAddress2_2></leadAddress2_2>
- <leadCity_2>Testlake</leadCity_2>
- <leadState_2>FL</leadState_2>
- <leadZip_2>32611</leadZip_2>
- <leadCountry_2>US</leadCountry_2>
- <leadPhone_2>8885551212</leadPhone_2>
- <leadPhone2_2></leadPhone2_2>
- <leadCCNumber_2>4444222233331111</leadCCNumber_2>
- <leadIPAddress_2>127.0.0.1</leadIPAddress_2>
- <leadCompany_2>Company Name</leadCompany_2>
- <leadGender_2>Female</leadGender_2>
- <leadProductList_2>[{"SKU":"1212121212","Quantity":1,"Description":"Product Name","Price":"13.95"}]</leadProductList_2>
-
- ...through...
- <leadNameFirst_10>Test</leadNameFirst_10>
- <leadNameLast_10>Customer</leadNameLast_10>
- <leadAddress_10>123 Test Dr.</leadAddress_10>
- <leadAddress2_10></leadAddress2_10>
- <leadCity_10>Testlake</leadCity_10>
- <leadState_10>FL</leadState_10>
- <leadZip_10>32611</leadZip_10>
- <leadCountry_10>US</leadCountry_10>
- <leadPhone_10>8885551212</leadPhone_10>
- <leadPhone2_10></leadPhone2_10>
- <leadCCNumber_10>4444222233331111</leadCCNumber_10>
- <leadIPAddress_10>127.0.0.1</leadIPAddress_10>
- <leadCompany_10>Company Name</leadCompany_10>
- <leadGender_10>Female</leadGender_10>
- <leadProductList_10>[{"SKU":"1212121212","Quantity":1,"Description":"Product Name","Price":"13.95"}]</leadProductList_10>
-

* All leads must contain values for leadNameFirst, leadNameLast, and leadPhone.

The following is an example of an XML formatted return result for a successful transaction:

```
<?xml version="1.0" encoding="UTF-8" ?>
<dialerResponse>
  <responseCode>1</responseCode>
  <responseMessage>Success (List: LIST_ID Lead successfully
added)</responseMessage>
  <new>NEW_LEADS_COUNT</new>
  <updated>UPDATED_LEADS_COUNT</updated>
</dialerResponse>
```

The following is an example of an XML formatted return result for an unsuccessful transaction:

```
<?xml version="1.0" encoding="UTF-8" ?>
<dialerResponse>
  <responseCode>120</responseCode>
  <responseMessage>No valid leads found in post</responseMessage>
</dialerResponse>
```