



Leads Gateway® ONEPOST US Integration Guide

Rev. 07

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Change Log

Revision	Date	Note
01	2014-03-12	First release
02	2014-03-28	Corrected ipAddress field name. Added PHP example code and Testing sections
03	2014-04-11	Added email field, mobilePhone (now is optional), updated subAff valid chars, added 'Terms Agreed And Mailing Fields' section
04	2014-06-05	Updated field 'income'
05	2015-02-19	Added postId element on XML reponse. Updated Test data
06	2019-05-21	Add bankruptcy, creditScore field. Update test URL, Introduction and Responses chapter
07	2023-08-03	Add unsecuredDebtAmount, titleLoan field.

Introduction

This document describes how to integrate with the Stop Go Networks Leads Gateway® ONEPOST lead posting system.

The service allows affiliates to post leads to the top of Stop Go Networks pingtree. This service does not support tiered posts. Instead it is designed to be used by an affiliate who wishes to run their own lead generation site hosting their own application form, but do not want to operate and maintain their own pingtree. Moreover, the service could be used by customers that want to monetize their own decline traffic.

When a lead is posted to the service it is first validated. If the validation is passed then a redirect URL to the service is immediately returned. The affiliate should redirect the applicant to this URL. From this point the service handles all customer interaction such as the waiting page or the consent page.

When the lead becomes payable it will be reported in the Stop Go Networks affiliate system. Optionally a tracking pixel can be fired back to the affiliate.

Lead posting

Service is available through an HTTP POST method both multipart/form-data and application/x-www-form-urlencoded data formats.

Testing data

URL: http://api-us-test.stopgonet.com/submit/onepost2

aff: TEST

apiToken: onepost-test

Live data

Will be provided to you upon successful integration with our test environment.

Terms Agreed And Mailing Fields

Before submitting the lead you must ensure that the applicant has agreed to the terms laid out in the Stop Go Networks privacy policy.

By submitting the lead with the **termsAgreed** field set to 'Y' you are confirming that this is the case. If the value of **termsAgreed** is set to 'N' we can not accept and process the lead and it will be rejected.

The **mailing** field is an indication of whether the applicant prefers to receive or not receive further marketing messages from Stop Go Networks Ltd. and selected third parties. This does not override the **termsAgreed** field which does allow this, however we will endeavour to respect the applicants wishes and not market to them. Some third parties on our pingtree may not accept or respect this field however.

Testing

While you are on test mode, the system provides real responses to help you with the integration process. The responses will tell you if there is any issue with the format of the data sent with the lead. You can send as many test leads as needed.

Your testing must include receipt of accept, reject and fail responses.

You can simulate an accept by sending data with firstName = "Accept".

You can force a fail by sending incorrect data, for example:

- Send a request without 'aff' parameter
- Send a request with some errors on lead fields. E.g. invalid 'payDate', empty 'firstName'

Please do not send real data for testing!

Field Descriptions

Field Name	Type	Required	Allowed Values	Example
aff	VARCHAR(30)	Y	Allocated by SGN	Provided by SGN
apiToken	VARCHAR(40)	Y	Allocated by SGN	Provided by SGN
sid	VARCHAR(100)	N	A reference for your tracking purposes	ABC12345
subAff	VARCHAR(30)	N	Your sub-affiliate source ID [A-Za-z0-9]	Ad23
amount	INTEGER	Y	from 100 to 35000	
firstName	VARCHAR(50)	Y		George
lastName	VARCHAR(50)	Y		Smiley
dob	DATE	Y	Date of birth: (YYYY-MM-DD)	2014-03-12
email	VARCHAR(100)	Y		test@test.com
SSN	CHAR(9)	Y		123456789
driverLicense	VARCHAR(30)	Y		1234567A1
driverState	ENUM	Y	See Table 1	WA
mobilePhone	CHAR(10)	N	Only digits	1234567890
homePhone	CHAR(10)	Y	Only digits	1234567890
streetAddress	VARCHAR(100)	Y		410 Balboa road
extendedAddress	VARCHAR(20)	Y		Flat C
postalCode	VARCHAR(5)	Y		98230
locality	VARCHAR(50)	Y	City	Blaine
region	ENUM	Y	See Table 1	WA
homeOwner	ENUM	Y	own, rent	own
timeAddress	INTEGER	Y	Expressed in months > 0	12
incomeSource	ENUM	Y	employed selfEmployed socialSecurity pension disability benefits	employed
jobTitle	VARCHAR(50)	Y		Bus Operator
company	VARCHAR(50)	Y		ACME Ent.
workPhone	CHAR(10)	Y	Only digits	1234567890
timeJob	INTEGER	Y	Expressed in months > 0	24
military	ENUM	Y	Y,N	N
income	INTEGER	Y	Monthly income > 0	1250

Field Name	Type	Required	Allowed Values	Example
directDeposit	ENUM	Y	Y,N	N
frequency	ENUM	Y	weekly biWeekly twiceMonthly monthly	twiceMonthly
payDate	DATE	Y	(YYYY-MM-DD)	2014-03-12
payDateNext	DATE	Y	(YYYY-MM-DD)	2014-03-12
accountABA	CHAR(9)	Y		123456789
bankName	VARCHAR(50)	Y		Bank of America
accountNumber	VARCHAR(20)	Y	Only digits	123454588
accountType	ENUM	Y	checking savings	savings
accountLength	INTEGER	Y	Expressed in months > 0	24
bankruptcy	ENUM	Y	Y, N The consumer has declared bankruptcy in the last 7 years	N
mailing	ENUM	Y	Y,N See Terms Agreed And Mailing Fields section	N
creditScore	ENUM	Y	See Table 3	good
purpose	ENUM	Y	See Table 2	greenEnergy
userAgent	VARCHAR(100)	Y		Mozilla/5.0 (iPad; CPU OS 6_1_3 like Mac OS X) AppleWebKit/536.26 (KHTML, like Gecko) Version/6.0 Mobile/10B329 Safari/8536.25
domain	VARCHAR(100)	Y		testsite.com
termsAgreed	ENUM	Y	Y,N See Terms Agreed And Mailing Fields section	Y
ipAddress	VARCHAR(20)	Y		80.80.80.8
unsecuredDebtAmount	INTEGER	N	How much unsecured debt has the applicant	10000
titleLoan	ENUM	N	If the applicant has the car that is paid off and is interested to title loan options. See Table 4	not_owner

US States table

AL	Alabama	NM	New Mexico
AK	Alaska	NY	New York
AZ	Arizona	NC	North Carolina
AR	Arkansas	ND	North Dakota
CA	California	OH	Ohio
CO	Colorado	OK	Oklahoma
CT	Connecticut	OR	Oregon
DE	Delaware	PA	Pennsylvania
DC	District Of Columbia	RI	Rhode Island
FL	Florida	SC	South Carolina
GA	Georgia	SD	South Dakota
HI	Hawaii	TN	Tennessee
ID	Idaho	TX	Texas
IL	Illinois	UT	Utah
IN	Indiana	VT	Vermont
IA	Iowa	VA	Virginia
KS	Kansas	WA	Washington
KY	Kentucky	WV	West Virginia
LA	Louisiana	WI	Wisconsin
ME	Maine	WY	Wyoming
MD	Maryland		
MA	Massachusetts		
MI	Michigan		
MN	Minnesota		
MS	Mississippi		
MO	Missouri		
MT	Montana		
NE	Nebraska		
NV	Nevada		
NH	New Hampshire		
NJ	New Jersey		

Table 1: US States table

boat
business
debtConsolidation
education
greenEnergy
holiday
homeImprovement
householdExpenses
medical
movingHouse
oneoffPurchase
billTaxes
vehicle
wedding
other

Table 2: purpose values

Value	Description
excellent	720+
good	660 - 719
fair	600 - 659
poor	less than 600

Table 3: creditScore values

Value	Description
interested	Owner and interested to title loan options
not_interested	Owner but NOT interested to title loans options
not_owner	Not owner

Table 4: titleLoan values

Responses

The response will be an XML document.

Element	Description
status	<p>FAIL Post lead failed for validation errors or other reasons</p> <p>OK Posted lead accepted</p> <p>REJECT Post lead rejected</p>
message	Details about the post status
redirectUrl	Redirect URL where applicant MUST be redirected
reference	Unique reference with every response
price	The amount of the commission the affiliate may earn
errors	List of errors found

Table 5: Response elements

Example of accept response

```
<?xml version="1.0" encoding="UTF-8" ?>
<response>
  <status>OK</status>
  <message>Accepted</message>
  <redirectUrl><![CDATA[https://domain/something?id=287&key=3cacd3ba6]]</redirectUrl>
  <reference>09885606-2d07-42d6-82b4-4391df908261</reference>
  <price>0</price>
  <errors></errors>
</response>
```

Example of reject response

```
<?xml version="1.0" encoding="UTF-8" ?>
<response>
  <status>REJECT</status>
  <message>No matches</message>
  <redirectUrl></redirectUrl>
  <reference>09885606-2d07-42d6-82b4-4391df908261</reference>
  <price>0</price>
  <errors></errors>
</response>
```


Example of a fail response

```
<?xml version="1.0" encoding="UTF-8"?>
<response>
  <status>FAIL</status>
  <message>Credential not active</message>
  <redirectUrl></redirectUrl>
  <reference>09885606-2d07-42d6-82b4-4391df908261</reference>
  <price>0</price>
  <errors></errors>
</response>
```

Additional information may also be present. If post validation errors occurs these will be detailed in the <errors> element:

```
<?xml version="1.0" encoding="UTF-8"?>
<response>
  <status>FAIL</status>
  <message>Errors found</message>
  <redirectUrl></redirectUrl>
  <reference>09885606-2d07-42d6-82b4-4391df908261</reference>
  <price>0</price>
  <errors>
    <workPhone>Cannot be empty</workPhone>
    <bankName>Cannot be empty</bankName>
    <accountNumber>Cannot be empty</accountNumber>
  </errors>
</response>
```

PHP Example code

```
$urlToCall = 'http://api-us-test.stopgonet.com/leadsgateway/submit'

$arrayToPost = array();
$arrayToPost['aff'] = 'TEST';
$arrayToPost['apiToken'] = 'onepost-test';
$arrayToPost['subAff'] = 'AB677TEST';
...
...
...

$ch = curl_init($urlToCall);
curl_setopt($ch, CURLOPT_RETURNTRANSFER, TRUE);
curl_setopt($ch, CURLOPT_NO_SIGNAL, TRUE);
curl_setopt($ch, CURLOPT_SSL_VERIFYPEER, FALSE);
curl_setopt($ch, CURLOPT_SSL_VERIFYHOST, 0);
curl_setopt($ch, CURLOPT_POST, TRUE);
curl_setopt($ch, CURLOPT_HEADER, FALSE);

$postAsMultipart = TRUE;

if ($postAsMultipart) {
    curl_setopt($ch, CURLOPT_POSTFIELDS, $arrayToPost);
} else {
    $query = http_build_query($arrayToPost);
    curl_setopt($ch, CURLOPT_POSTFIELDS, $query);
}

$result = curl_exec($ch);
curl_close($ch);
```