API specs - Verification & Lead Scoring

Project: API specs - Verification & Lead Scoring
Company: PX.com
Author(s): Marieke Arink / Andrey Brus
Version: 1.0

Table of contents

www.px.com ▪ info@px.com

1. The API

This document describes our API.
To use this API you must have an account for PX.

The API supports HTTP-GET / HTTP-POST and also JSON and XML.
This manual contains JSON examples only. We can deliver examples in other formats if needed.

Your account manager will contact you about URLs and credentials.
Please note that this data can differ for the test and live environment.

Every JSON command has the following parameters:

Parameters - bold parameters are mandatory

	Type	Example	Description
Type	String	jsonwsp/request	Type of the request
Version	String	1.0	Version of the API – 1.1 currently
MethodName	String	user.login	The method you are executing

Success response:
```
{
  "Result": "BaeOK"
}
```

Error response:
```
{
  "Result": "BaeNOK",
  "Reason": "PassWord incorrect.",
  "Param": "",
  "ExtraInfo": "" }
```

When getting an error this default response is send back. The result will **always** be BaeNOK.

2. Method: User.Login

This chapter describes the login. You need to login before you can use the API. The BaeSID returned is the key you need to use in all other requests.

Parameters

	Type	Example	Description
MethodName	String	user.login	The method you want to execute
UserName	String	user	The username
Password	String	px1234	The password

Example

POST HTTP/1.1
User-Agent: Fiddler
Content-Length: 201

```json
{
 "Type": "jsonwsp/request",
 "Version": "1.0",
 "MethodName": "user.login",
 "UserName": "username",
 "Password": "password"
}
```

Success response

HTTP/1.1 200 OK
Content-Type: application/JSON
Server: Microsoft-IIS/8.0
Date: Wed, 16 Dec 2015 09:26:59 GMT
Connection: close
Content-Length: 66

```json
{
 "Result": "BaeOK",
 "BaeSID": "4FE5717F-064D-4EED-A105-84DCF937CBB8" }
```

Error response

HTTP/1.1 200 OK
Content-Type: application/JSON
Server: Microsoft-IIS/8.0
Date: Wed, 16 Dec 2015 09:27:05 GMT
Content-Length: 76

```json
{
 "Result": "BaeNOK",
 "Reason": "PassWord incorrect.",
 "Param": "",
 "ExtraInfo": "" }
```

3.   Method: Lead.GetLeadScore

This chapter describes the get lead score implementation.
You need to login before you can execute this method. For now this will work for United States only. We don't save any information during this process.

Parameters

	Type	Example	Description
MethodName	String	lead.getleadscore	The method you want to execute
FirstName	String	John	The username
LastName	String	Doe	The password

Address	String	123 street	Street address
City	String	Commerce	City
State	String	GA	State
ZipCode	String	30529	Zip code (always 5 characters for US)
EmailAddress	String	m@px.com	Email address
PhoneNumber	String	9999999999	Phone number
Country	String	USA	The country
IPAddress	String	255.255.255.255	IP Address
BaeSID	String	GUID	The BaeSID after login

Example

POST HTTP/1.1
User-Agent: Fiddler

```
{
  "Type": "jsonwsp/request",
  "Version": "1.0",
  "MethodName": "lead.getleadscore",
  "FirstName": "John",
  "LastName": "Do",
  "Address": "123 street",
  "City": "COMMERCE",   "State": "GA",
  "ZipCode": "30529",
  "EmailAddress": "m@px.com",
  "PhoneNumber": "9999999999",
  "Country": "USA",
  "IpAddress": "255.255.255.255",
  "BaeSID": "4FE5717F-064D-4EED-A105-84DCF937CBB8" }
```

Success response explanation:

-1 for a score means no score calculated – doesn't mean the lead is a bad lead.

Error	String		Error info if applicable
AddressScore	String	99	Score about the address (Range -1 -100)
VerifiedStreet	String	123 SPRING ST	Standardized/Verified address info
VerifiedCity	String	COMMERCE	Standardized/ Verified city
VerifiedState	String	GA	Standardized/ Verified state
VerifiedPostalCode	String	30529	Standardized/ Verified zip code
PhoneScore	String	99	Score about the phone number (Range -1 - 100)
EmailScore	String	85	Score about the email address (Range -1 - 100)
TotalScore	String	95	The total score of the lead via our algorithm (Range -1 - 100)
LeadScore	String	955	The precise lead score of the lead via our algorithm (-1-1000)
LeadTime	String	0.269	The verification time in seconds

Success response

Content-Type: application/JSON
Server: Microsoft-IIS/8.0
Date: Wed, 16 Dec 2015 09:36:09 GMT
Content-Length: 271

```
{
  "Result": "BaeOK",
  "GetLeadScore": {
    "Error": "",
    "AddressScore": "99",
    "VerifiedStreet": "123 SPRING ST",
    "VerifiedCity": "COMMERCE",
    "VerifiedState": "GA",
    "VerifiedPostalCode": "30529-2928",
    "PhoneScore": "99",
    "EmailScore": "85",
    "TotalScore": "95",
    "LeadScore": "955",
    "LeadTime": "0.281"
  }
}
```

Success response but with error on the address

HTTP/1.1 200 OK
Content-Type: application/JSON
Server: Microsoft-IIS/8.0
Date: Wed, 16 Dec 2015 09:37:12 GMT
Connection: close Content-Length:
271

```
{
  "Result": "BaeOK",
  "GetLeadScore": {
    "Error": "Your address seems incorrect.",
    "AddressScore": "0",
    "VerifiedStreet": "",
    "VerifiedCity": "",
    "VerifiedState": "",
    "VerifiedPostalCode": "",
    "PhoneScore": "98",
    "EmailScore": "85",
    "TotalScore": "70",
    "LeadScore": "702",
    "LeadTime": "0.375"
}}
```

Other errors you can receive are:

"Error": "Your email address seems incorrect." "Error":
"Your phone number seems incorrect."

Success response but with no score returned

HTTP/1.1 200 OK
Content-Type: application/JSON

Server: Microsoft-IIS/8.0
Date: Thu, 11 Aug 2016 09:37:12 GMT
Connection: close Content-Length:
271

{
  "Result": "BaeOK",
  "GetLeadScore": {
    "Error": "",
    "AddressScore": "-1",
    "VerifiedStreet": "",
    "VerifiedCity": "",
    "VerifiedState": "",
    "VerifiedPostalCode": "",
    "PhoneScore": "-1",
    "EmailScore": "-1",
    "TotalScore": "-1",   "LeadScore": "-1",
    "LeadTime": "0.210"
  }}

Error response

HTTP/1.1 200 OK
Content-Type: application/JSON
Server: Microsoft-IIS/8.0
Date: Wed, 16 Dec 2015 09:41:05 GMT

{
  "Result": "BaeNOK",
  "Reason": "Mandatory Param not present.",
  "Param": "FirstName",
  "ExtraInfo": "Param=FirstName." }

Error response

HTTP/1.1 200 OK
Content-Type: application/JSON
Server: Microsoft-IIS/8.0
Date: Thu, 11 Aug 2016 09:40:11 GMT

{
  "Result": "BaeNOK",
  "Reason": "Scoring service error.",
  "Param": "",
  "ExtraInfo": "Authorization has been denied for this request."
}

www.px.com ▪ info@px.com