Auto-Lead Data Format (ADF) Usage by LeadDriver Technical Reference

Release: 1.1
Publication Date: May 2014

ADF Tags Used by Kelley Blue Book's LeadDriver

LeadDriver adheres to the Auto-Lead Data Format (ADF) Specification. The ADF specification is an industry-standard data format for exporting and importing automotive customer leads using Extensible Markup Language (XML).

Unfortunately, the original ADF 1.0 specification contradicts itself in certain places and the DTD does not validate. Also, over the years, variations and customizations to the specification have been used.

Because of the variations and issues with the original specification, this document is provided to clarify how Kelley Blue Book's LeadDriver interprets the specification and how certain fields are used.
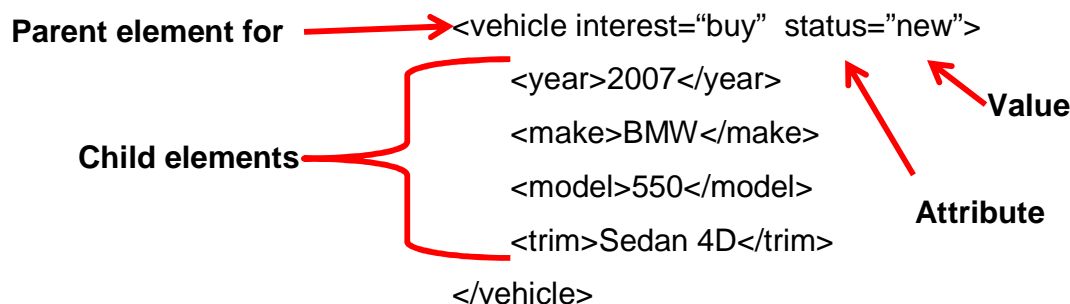
This document shows how LeadDriver uses the ADF data format:

Terminology

This subsection describes the terminology used in the document:

- XML tags are referred to as elements
- Because of their tree structure, XML documents have parent and child elements
- The top-most element in the XML structure is known as the root node
- Elements can have attributes
- Attributes have values

The following example illustrates the concept of parent and child elements, attributes, and attribute values.:

Parent element for ⟶ `<vehicle interest="buy"  status="new">`

Child elements
```
    <year>2007</year>
    <make>BMW</make>
    <model>550</model>
    <trim>Sedan 4D</trim>
</vehicle>
```

Value

Attribute

General Structure

This subsection describes the general structure of the generated XML.

Initial Markup

An ADF lead must begin with these two entities, in the following order:

```
<?xml version="1.0"?>
<?adf version="1.0"?>
```

Lead Content

Lead content is enclosed in the <adf> and <prospect> elements. The <adf> element is the root element. The <prospect> element is the child element of <adf> and is also the parent of further child elements.

```
<?xml version="1.0"?>
<?adf version="1.0"?>
<adf>
<prospect>
:
:
:
:
</prospect>
</adf>
```

<prospect> Element

The <prospect> element further encloses the following four child elements:

- Vehicle. This element generally is composed two child elements; one represents the new vehicle that the consumer wants to buy, the other represents the consumer's trade-in vehicle.

- Customer

- Vendor

- Provider

XML Element Breakdown for <prospect>

The following tables contain explanations for the XML structure of the <prospect> content.

<prospect> Element

Element or Attribute Name	Description or Value
Prospect	Child element of <adf>
Status	Optional attribute of <prospect> Values are either "new" or "resend"
Id	Child element of <prospect> The KBB assigned unique lead ID
Source	Attribute of <id> The value is "Kelley Blue Book LeadID"
Request Date	Child element of <prospect> Contains the date that the request was made Here is an example of the date format: 2006-07-25T03:16:30-07:00

<vehicle> Element

Element or Attribute Name	Description or Value
Vehicle	Child element of <prospect>
Interest	Attributed ID of <vehicle> Value is either "buy" or "trade-in" • If any vehicle of interest information is captured, the tag is set to "buy" • If any trade-in information can exist, the tag is set to trade-in • Both buy and trade-in information can exist. In such a case, the buy section appears before the trade-in section
Status	Attribute ID of <vehicle> Value is either "new" or "used"

Element or Attribute Name	Description or Value
Year	Child element of <vehicle> Contains the year of the vehicle
Make	Child element of <vehicle> Contains the make of the vehicle
Model	Child element of <vehicle> Contains the model of the vehicle
Trim	Child element of <vehicle> Contains the trim of the vehicle
Bodystyle	Child element of <vehicle> If the Car Shopper indicates his vehicle of interest using Category and Price Range, the Year, Make, Model and Trim are unknown. The Category (such as Sedan, SUV, Luxury and so on) appear in the ADF <bodystyle> tag.
Pricecomment	Child element of <vehicle> If the Car Shopper indicates their vehicle of interest using Category and Price Range, the Year, Make, Model and Trim are unknown. The Price Range (for example 10,000-15,000 appears in the ADF <pricecomment> tag.
Transmission	Child element of <vehicle> Contains the type of transmission of the vehicle
Odometer	Child element of <vehicle> Contains the odometer reading of the vehicle
Condition	Child element of <vehicle> Contains the evaluated condition of the vehicle
Price	Child element of <vehicle> Contains the price of the vehicle
Type	Attribute of <price> If a trade-in vehicle, the value is "appraisal"
Currency	Attribute of <price> The value is USD
Source	Attribute of <price> The value is "Kelley Blue Book"
Option	Child element of <vehicle> If an item appears, the vehicle has that option
Optionname	Child of <option> The name of the vehicle option. Each vehicle can have one or more vehicle options

| Engine and Drivetrain Info | Child of <option>

The ADF specification has no specific "engine" or "drivetrain" tags. LeadDriver places this information in the <option> tags at the top of the list of all options. |

<customer> Element

Element or Attribute Name	Description or Value
Contact	Child of <customer> element In the Contact section, certain tags are required, but the application might not have all the information. In such a case, LeadDriver populates the required tag with the value "not provided"
Name	Required Child element of <contact> If first name or last name are not available, LeadDriver populates the tag with "not provided"
Part	Attribute of <name>. The value is either "first" or "last"
Type	Attribute of <name>. The value is "individual"
Email	Required child element of <contact>. If no e-mail address is captured, LeadDriver populates the tag with "not provided"
Phone	Required child element of <contact>. If no phone number is captured, LeadDriver populates the tag with "not provided"
Address	The second section of the <customer> element
Type	Attribute of <address> The value is "home"
Street	Child element of <address>. Contains a street number and street name
City	Child element of <address>. The name of the city where the prospect lives
Regioncode	Child element of <address>. The state where the prospect lives

Postalcode	Child element of <address>.
	The zip code for the city and state
Country	Child element of <address>.
	The value is "US"
Timeframe	Child element of <contact>
Description	Child element of <timeframe>.
	Contains text that describes the time frame in which the prospect intends to buy a vehicle
Comment	Child element of <contact>.
	Contains the comments entered by the prospect.
	If the prospect selects an appointment date and time on the Trade-In Value Report page, LeadDriver fills the comment with this message:
	I would like to schedule an appointment to visit you on: <Appointment Day> <Appointment Time>.
	Please contact me to confirm that this date and time are acceptable.

<vendor> Element

Element or Attribute Name	Description or Value
Vendor	Child element of <prospect>
Id	Child element of <vendor>
	Contains the profile key of the dealer
Source	Attribute of <id>.
	The value is "LeadDriver Trade-In ProfileKey"
Vendorname	Child element of <vendor>.
	Contains the name of the dealer as it was entered on the LeadDriver Order Form when the customer signed up for the product
Contact	Child element of <vendor>
	Contains dealer contact information
Name	Child element of <contact>
Part	Attribute of <name>
	The value is either "first" or "last"

Type	Attribute of <name> The value is "business"

<provider> Element

Element or Attribute Name	Description or Value
Name	Child element of <provider> Contains the text "Kelley Blue Book"
Part	Attribute of <name> The value is "full"
Type	Attribute of <name> The value is "business"
Service	Child element of <provider> Contains the text "LeadDriver Trade-In"
Email	Child element of <provider> Text is "LeadDriver@kbb.com"
Phone	Child element of <provider> Contains the text "800-258-3266"
Type	Attribute of <phone> The value is "phone"
Time	Attribute of <phone> The value is "day"

Lead Sample

The following XML is a sample lead generated by Kelley Blue Book's LeadDriver :

```
<?xml version="1.0"?>

<?adf version="1.0"?>

<adf>

        <prospect status="new">

        <id sequence="1" source="Kelley Blue Book LeadId">1f25fc76-b20f-43d2-a9c5-
                6193059acf15</id>
        <requestdate>2012-10-29T09:22:04-07:00</requestdate>

        <vehicle interest="buy" status="new">
                <year>2013</year>
                <make>Ford</make>
                <model>Edge</model>
                <trim>SEL AWD Sport Utility 4D</trim>
        </vehicle>

        <vehicle interest="trade-in" status="used">
                <year>2009</year>
                <make>Ford</make>
                <model>Edge</model>
                <trim>SE Sport Utility 4D</trim>

                <transmission>Automatic, 6-Spd w/Overdrive</transmission>
                <odometer status="original" units="mi">50000</odometer>
                <condition>Good</condition>
                <price type="appraisal" currency="USD" source="Kelley Blue
                        Book">12086</price>
                <option>
                        <optionname>V6, 3.5 Liter</optionname>
                </option>
                <option>
                        <optionname>2WD</optionname>
                </option>
                <option>
                        <optionname>AdvanceTrac</optionname>
                </option>
                <option>
                        <optionname>ABS (4-Wheel)</optionname>
                </option>
                <option>
                        <optionname>Keyless Entry</optionname>
```

```
                </option>
                <option>
                        <optionname>Air Conditioning</optionname>
                </option>
                <option>
                        <optionname>Power Windows</optionname>
                </option>
                <option>
                        <optionname>Power Door Locks</optionname>
                </option>
                <option>
                        <optionname>Cruise Control</optionname>
                </option>
                <option>
                        <optionname>Power Steering</optionname>
                </option>
                <option>
                        <optionname>Tilt Wheel</optionname>
                </option>
                <option>
                        <optionname>AM/FM Stereo</optionname>
                </option>
                <option>
                        <optionname>MP3 (Single Disc)</optionname>
                </option>
                <option>
                        <optionname>Dual Air Bags</optionname>
                </option>
                <option>
                        <optionname>Side Air Bags</optionname>
                </option>
                <option>
                        <optionname>Privacy Glass</optionname>
                </option>
                <option>
                        <optionname>Alloy Wheels</optionname>
                </option>
        </vehicle>

        <customer>
                <contact>
                        <name part="first" type="individual">Frank</name>
                        <name part="last" type="individual">Carmichael</name>
                        <email preferredcontact="1">test@test.com</email>
                        <phone type="phone" time="day" preferredcontact="0">949-367-
                                1256</phone>
                        <address type="home">
                                <city>IRVINE</city>
                                <regioncode>CA</regioncode>
                                <postalcode>92618</postalcode>
```

```
                <country>US</country>
            </address>
        </contact>
        <timeframe>
                <description>48 hours to 1 week</description>
        </timeframe>
        <comments>Not provided</comments>
    </customer>

    <vendor>
        <id sequence="1" source="LeadDriver Trade-In ProfileKey">274F09C3-CD3D-
                4721-B753-96C3F63573D1</id>
        <vendorname>KBB Demo - Cosmic Cars </vendorname>
        <contact>
                <name part="full" type="business">KBB Demo - Cosmic Cars</name>
                <email preferredcontact="0">Not provided</email>
        </contact>
    </vendor>

    <provider>
        <name part="full" type="business">Kelley Blue Book</name>
        <service>LeadDriver Trade-In</service>
        <email>LeadDriver@kbb.com</email>
        <phone type="phone" time="day">800-258-3266</phone>
    </provider>
    </prospect>
</adf>
```