



Kelley Blue Book
KBB.COM
The Trusted Resource

LeadDriver – Trade-In Technical Implementation Guide

Release: 1.1

Publication Date: January 2016

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Overview

LeadDriver – Trade-In is a product from Kelley Blue Book that seamlessly integrates with your Web site, provides respected Kelley Blue Book Trade-In Values and captures leads for your business.

Here are some of the benefits of using Kelley Blue Book's LeadDriver – Trade-In:

- Improves the car shopper experience by providing a seamless integration with your Web site
- Provides Kelley Blue Book Trade-In Values while keeping car shoppers on your Web site
- Captures leads
- Allows for customization of parts of the user interface
- Allows for configuration of some colors, text, and optional components
- Enables car shoppers to request an appointment time
- Enables information to be passed to you by e-mail or HTTP POST

Getting Started

NOTE:

In this document, there are many references to your “profile key”.

Each dealership is assigned a unique profile key for implementation on their website.

This profile key determines the combination of settings for any customizations and the destination where the lead should be sent.

For implementation, make sure you are using the correct profile key assigned to each specific dealership.

In the examples below, the profile key used is not valid and should be replaced with each dealer’s unique assigned profile key upon implementation.

Your Profile Key

Thank you for ordering LeadDriver-Trade-In. LeadDriver was designed to integrate with your website to provide an integrated car shopper experience. Listed below are some basic instructions on integrating LeadDriver as well as your specific configuration parameters. Please review them to ensure that they are correct.

Your personalized Kelley Blue Book LeadDriver Profile Key Code, to be used when accessing LeadDriver, is:

ABCDEF-1234-WXYZ-5678-ABC123DEF456

(Your Profile Code)

It should be passed on the URL for LeadDriver similar to the following:

<http://ldti.syndication.kbb.com/?ProfileID=YourProfileCodeHere>

Activating LeadDriver – Trade-In on Your Web Site

In order to activate LeadDriver on your own website, please follow these simple steps:

1. Go to <http://ldti.syndication.kbb.com/reference/logos.html> and select an **approved** Kelley Blue Book logo as well as our approved text link *verbiage* on your site.

Keep in mind that car shoppers must be able to easily access LeadDriver on your site. Otherwise, the benefit of the product will be decreased due to potentially low lead volume. Some suggestions for implementation/placement on the site:

- A. **Button/Link with strong call-to-action on the homepage.** Please visit <http://ldti.syndication.kbb.com/reference/logos.html> for a list of approved logo buttons for use when directing to LeadDriver.
 - B. **Text link within the navigation menu(s).** i.e. – “Instant Trade-In Report”; “Value Your Trade”; “What’s Your Trade-In Worth?”
 - C. **Button with strong call-to-action on the inventory pages and/or the car detail pages.** Allows the car shopper the opportunity to value their trade throughout the research/shopping process.
2. Contact your webmaster to authorize the implementation of LeadDriver. Webmaster instructions are provided below.

WEBMASTER INSTRUCTIONS

1. **EXTREMELY IMPORTANT** - There are **3 choices for implementation of the LeadDriver Profile URL**. Each choice is based on the environment in which LeadDriver will operate. The webmaster should use the implementation style that is most consistent and meets the wishes of the dealer.
 - A. **Recommended** -Setup LeadDriver in a **iframe** using the following HTML:

```
<html>
<head>
<script src="https://ldti.syndication.kbb.com/Scripts/LeadDriver/AutoResize.js"></script>
</head>
<body>
<iframe width ="Insert suitable width" height="Insert suitable height"
src="https://ldti.syndication.kbb.com/?ProfileID=InsertYourProfileKeyCodeHere"/>
</body>
</html>
```

- When developing the iframe, the above needs to be in the same page as the Ildti iframe is in, **preferably** in the <head>
- We find that every website is unique regarding the frame height and width. In order to maximize the screen space for the iframe, it is recommended to review LeadDriver on the dealer's website, especially page three (the contact form page). Since LeadDriver is developed in responsive design, it will optimize itself to the space available.

For example:

```
<iframe id="IldtiAutoResize2" width ="890" height="774"  
src="https://ldti.syndication.kbb.com/?ProfileID=InsertYourProfileKeyCodeHere"/>
```

- **LeadDriver requires the iframe to be scrollable. When developing the iframe, the scrolling attribute must be set to "auto" or "yes" or not be included at all. Similarly, overflow must be set to "auto" or not be included at all.**

B. Setup LeadDriver in a manner where LeadDriver opens in a **new window**:

```
<a href="https://ldti.syndication.kbb.com/?ProfileID=InsertYourProfileKeyCodeHere"  
target="_blank" rel="nofollow">Value your trade</a>
```

C. Setup LeadDriver in a manner where LeadDriver opens in the **current window**:

```
<a href="https://ldti.syndication.kbb.com/?ProfileID=InsertYourProfileKeyCodeHere"  
rel="nofollow">Value your trade</a>
```

2. Once you've made your choice of implementation style, proceed to setup the KBB logo, the call-to-action button/link and the KBB approved text link verbiage (all are recommended).

You may visit <https://ldti.syndication.kbb.com/reference/index.html> for more information including additional instructions, as well as a Test Your Link option to ensure the Profile Code provided is working properly.

It's that simple. You have now incorporated Kelley Blue Book's LeadDriver capabilities on your website.

Passback Functionality

The passback feature in LeadDriver™ enables information to be supplied back to the customer's website when the car shopper selects one of the Next Step/Helpful links located on the Trade-In Value Report Page.

The information that is passed back includes trade-in vehicle information, desired vehicle information, contact information, etc. The passback is done through an HTTP POST “form submit” method using hidden fields. This occurs when the user clicks on a Next Step/Helpful link that is designated to receive the passback information.

This is commonly used in applications where the customer wants to obtain the information gathered using the Trade-In Value pages and pre-fill it in another web page on their website. If the Trade-In Value (or other information) is passed back to the web server, an application or script could be called by the web server to render another page back to the browser with the information pre-filled for the car shopper. For example, if the Trade-In Value is determined, it can be passed back and pre-filled into a Finance web page with the Trade-In Amount field pre-filled for the car shopper.

Kelley Blue Book can help you set this up. Please contact your Account Consultant or send email to leaddriver@kbb.com for assistance.

Lead Contact Format

If you choose the text format for your lead, you will receive leads in the following format:

CONTACT INFO

Name: Frank Carmichael
Address: Not Provided
City: IRVINE
State: CA
Zip: 92618
Phone: 949-555-1212
Email: test@test.com
Purchase Timeframe: 48 hours to 1 week
Contact me using: Email
Contact me during the: Day

COMMENTS

Not Provided

VEHICLE OF INTEREST

Type: New
Year: 2013
Make: Ford
Model: Edge
Trim: SEL AWD Sport Utility 4D

TRADE-IN INFORMATION (as entered by the car shopper)

Year:	2009
Make:	Ford
Model:	Edge
Trim:	SE Sport Utility 4D
Engine:	V6, 3.5 Liter
Transmission:	Automatic, 6-Spd w/Overdrive
Drive Train:	2WD
Mileage:	50,000
Condition:	Good
KBB Trade-In Value:	\$12,086.00

OPTIONAL EQUIPMENT (as entered by the car shopper)

AdvanceTrac:	X
ABS (4-Wheel):	X
Keyless Entry:	X
Keyless Start:	
Air Conditioning:	X
Air Conditioning, Rear:	
Power Windows:	X
Power Door Locks:	X
Cruise Control:	X
Power Steering:	X
Tilt Wheel:	X
AM/FM Stereo:	X
Cassette:	
CD (Single Disc):	
CD (Multi Disc):	
MP3 (Single Disc):	X
MP3 (Multi Disc):	
Premium Sound:	
Sirius Satellite:	
Navigation System:	
DVD System:	
Video System:	
Parking Sensors:	
Dual Air Bags:	X
Side Air Bags:	X
Power Seat:	
Dual Power Seats:	
Leather:	
Quad Seating (4 Buckets):	
Sun Roof (Sliding):	
Moon Roof:	
Privacy Glass:	X
Running Boards:	

Custom Bumper:
Grille Guard:
Winch:
Snow Plow:
Custom Paint:
Two-Tone Paint:
Roof Rack:
Towing Pkg:
Alloy Wheels: X
Premium Wheels:
Wide Tires:
Oversize Off-Road Tires:
Oversized Premium Wheels 20"+:

ADF Lead Contact Format

If you choose the ADF format for your lead, you will receive leads in the following format (this is only a sample):

```
<?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">949-555-1212</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>
```

Frequently Asked Questions (FAQ)

What happens after I send back the LeadDriver – Trade-In order form? How long does it take to get my link in place?

As soon as we receive your order form, we will set up your customized LeadDriver – Trade-In in our system. Generally, the Technical Contact that was specified on your order form will receive an activation e-mail message from Kelley Blue Book within three business days. This message contains the link and instructions necessary to activate LeadDriver – Trade-In on your site.

What is the best way for me to integrate LeadDriver – Trade-In into my Web site?

LeadDriver – Trade-In is designed to integrate into your Web site to provide a unified customer experience.

For traditional, desktop browser-based websites, Kelley Blue Book recommends that you implement the product within a frame on your Web site.

For mobile websites intended to be viewed by a mobile-based browser, we recommend opening a new window (do not frame-in)

For responsive-design websites, we recommend replacing the existing window (do not frame-in)

What are frames?

Frames are individual windows contained within the main window of a Web site. Each frame is capable of containing separate content. Frames can be used in a frameset or an inline frame (iframe). More information about using frames in HTML can be found by searching the Web.

My Web site doesn't use frames, or I object to using frames. Do I have to link in frames?

The product was designed to be easily customizable to allow it to integrate seamlessly into your desktop Web site and to help keep car shoppers on your site.

For traditional, desktop-based websites, you can use either a frameset or an iframe in your Web site to link to the product.

For mobile websites, you can open a new window.

For responsive-designed websites, you can replace the existing window.

Why does the LeadDriver – Trade-In window have a horizontal scroll bar. Can I get rid of that?

If using a frame, we recommend that you set the size of the frame to be large enough to handle most cases and set the scrolling to “auto”.

If you have a mobile or responsive-design website, then you should not put LeadDriver in a frame. You need to follow the instructions for those types of sites.

Why does my Web site visitor get a different Kelley Blue Book page instead of the LeadDriver – Trade-In page after clicking the LeadDriver link?

Verify that the URL and Profile Code that you are using in the LeadDriver – Trade-In link match those that you received from Kelley Blue Book in your LeadDriver – Trade-In activation e-mail message and that your subscription to LeadDriver – Trade-In has not expired. If the error persists, contact Kelley Blue Book.

What exactly is Passback?

We all know the frustration of having to enter the same information again and again on a Web site. Passback is a feature that enables LeadDriver – Trade-In to pass back to your Web site application selected information supplied by the visitor, including trade-in information, contact information, desired vehicle, and so on. This information can then be used by your Web site application to customize offers, generate reports, and to provide a seamless user experience for your visitor.

What is a Post page?

A Post page is a link that you provide to Kelley Blue Book that specifies where Passback fields should be sent. LeadDriver – Trade-In then posts the Passback data to this location. The data is posted back to your application by a Post page that your Webmaster builds.

Can you build me a Post page?

No, every Web site is different, but your Webmaster should be able to build a Post page.

My question wasn't answered by this page. Can I get more help?

We are here to make sure that you get the most value from this and all other Kelley Blue Book products.



Please send your question to us at LeadDriver@kbb.com or contact your account consultant.