



## *Inbound Leads Program Posting Documentation*

**Overview:** *This is a web based program that will capture leads from three modes. The leads will be added to the lead master file (LM05), then, based on the source, may transmitted to EMS for follow up telemarketing calls, based on school participation.*

**Mode: Telemarketer:** (the program is initiated from ESM+ or any call center.) The following URL is used:

<https://starsleads.com/INBLEADS.pgm?SelComp=XXXX&SelResponse=T>

A form screen is displayed prompting for the contact name and address. When the zip code is entered (use the tab button to exit), the screen opens up for the telephone number, email, program of Interest and Advertising Source \*\*1. Since ESM already has the lead, it will not be transmitted back to ESM. When the Add button is clicked, a record is added to the LM05 file. The form is cleared and redisplayed.

**Mode: Internet:** (the program is initiated from another web site) This mode will be used by potential students who will click on a button from another web site. The following URL is used:

<https://starsleads.com/INBLEADS.pgm?SelComp=XXXX&SelResponse=I&BNHXCD=XXX&ReturnURL=>

A form screen is displayed prompting for the contact name and address. When the zip code is entered (use the tab button to exit), the screen opens up for the telephone number, email, program of Interest and Advertising Source. \*\*1 When the Add button is clicked, a record is added to the LM05 file. The contact is transmitted to ESM. A confirmation screen is displayed to the Internet User (Student). If the user clicks on the "Close" button the program will return to the originating web site if the ReturnURL parameter above is blank or the web site in the above ReturnURL parameter. BNHXCD represents the lead origin code (see list of fields below).

**Mode: Program: (INSERT LEAD VIA 3<sup>rd</sup> PARTY ACCESS)** (the program is initiated from another web program) This mode will be used by other web applications (web sites) to post information to the LM05 Leads file site.

Use a GET function if available (not a POST). This provides for best reliability. You should see a 200 response code when successful.

The following URL is used:

<https://starsleads.com/INBLEADS.pgm?task=endadd&SelComp=XXXX&SelResponse=P&ReturnURL=&BNJJTX=&BNJKTX=&BNJITX=&BNQ0NB=&BNJLTX=&BNJMTX=&BNJNTX=&BNC0CD=&BNC1CD=&BNQ6NB=&BNC2CD=&BNHXCD=&LM5EM1=>

Following is a description of the above parameters:

task=endadd (Required to call new lead processing subroutine)

SelResponse=P (**Required** – Tells system to use POST method)

SelComp=XXXX (**Required** – REPLACE XXXX WITH PROVIDED COMPANY 4 digit ID!)

ReturnURL= (Optional - if blank will use the originating URL)

BNJJTX=Lead First Name (**Required** – Size = 40)

BNJKTX=Lead Middle Name (Optional - Size = 40)

BNJITX=Lead Last Name (**Required** – Size = 40)

BNQ0NB=Lead Phone Number(Optional – Size = 10)

BNJLTX=Lead Address 1 (Optional – Size = 40)

BNJMTX=Lead Address Line 2 (Optional – Size = 40)  
BNJNTX=Lead City (Optional – Size = 40)  
BNC0CD=Lead State (Optional – Size = 2)  
BNC1CD=Lead Zip Code (Required – Size =9 NUMERIC ONLY)  
BNQ6NB=Lead Program Number (Required – NUMERIC COURSE ID ONLY)  
BNC2CD=Lead Program Department (Required – Size = 2)  
(NOTE: The lead Program Number and Department combination determines the Program Interest for the lead – **both** must be provided)  
BNHXCD=Lead Origin Code (**Required**)  
BNB6DT=Start Date (Optional Numeric-8 YYYYMMDD)  
LM5EM1=Lead Email (Optional)  
LMECELLA= Cell Phone (Optional (no dashes))  
CAMPAIGN=Lead Campaign Name  
PLATAFFL=Platform Affiliate ID  
COMMENTS=A note created in the lead up to 1500 characters (Optional – Size = 1500)  
STATUS=Lead Status (Optional – Size=3 NUMERIC ONLY) (Defaults to 150 – New Lead)  
LMBEST=Best Time to call (Optional – Alpha 20)  
BNQ1NB=Age (Optional Numeric 99)  
BNA6NB=Representative Number (Optional Numeric 999)  
BNQ5NBA=High School Grad Year (Optional Numeric 99 – Only send last 2 digits of year)

Api\_key = this is a special code that when activated for your STARS company – no leads will be accepted without this authenticated key being passed. Your STARS Admissions trainer can create a key for you. Once created – this key must be passed by all form endpoints or the lead will be rejected. (Optional – Alpha 256)

The following fields will populate a special NOTE in the lead record:

LMSMSOPOT=Texting Opt Out (Optional) (Y=Opt Out, N=Opt In)  
SUBMIT\_PAGE=Page URL for site submitted from (Optional 100 char)  
OPT\_IN\_AGREE=Fact that OPT-IN agreement was signed/checked (Optional – Size=3 YES or NO or Blank)  
IP\_ADDRESS= IP Address of submitter (Optional 15 char)  
OPT\_IN\_TEXT=Verbiage of Opt in text (Optional 255)  
EXAM\_TIME=The DATE and/or TIME that the prospect selected for their entrance exam. (Optional 40 Char)  
VAANOTE=Virtual Admissions Advisor Note

Additional Fields that Can be sent:

LMCOUNTRY = Country Code (Optional – 2 Alpha)  
MEDCONV = Convicted Felon (Optional Y or N -- 1 Alpha)  
MEDCONVI = Convicted Explanation (Optional -- 500 Alpha)  
MEDDIS = Contagious Disease (Optional Y or N -- 1 Alpha)  
MEDDISI = Contagious Disease Explanation (Optional – 500 Alpha)  
MEDALRGY = Allergy (Optional – 500 Alpha)  
MEDOTHER = Medical – Other (Optional – 500 Alpha)  
MEDMEDS = Medications (Optional 500 Alpha)  
MEDDISB = Disabled (Optional Y or N -- 1 Alpha)  
MEDDISBI = Disabled Explanation (Optional 500 Alpha)  
LMINTLADR1 = International Address 1 (Optional 35 char)  
LMINTLADR2 = International Address 2 (Optional 35 char)

LMINTLPHNE = International Phone (Optional 20 char)  
LMPROVINCE = Intl Province (Optional 30 char)  
LMCOUNTRY = Country (Optional 2-digit standard country code)  
LMMAILCODE = Int Mail Code (Optional 10 char)  
LMPOSTAL = Int Postal Code (Optional 20 char)

FMINCCD = Income Level Code (Optional 1 Alpha)

- 0 – 30000 = 1
- 30001 – 48000 = 2
- 48001 – 75000 = 3
- 75001 – 110000 = 4
- 110001 + = 5

SelSchool=XX where XX is the school # (ie 02) – This overrides Zip Code Routing!

When initiated, the program will retrieve the passed fields, validate the fields \*\*2 and add a record to the LEAD (LM05) file.

The program will return to the originating web site if the ReturnURL parameter above is blank or the web site in the above ReturnURL parameter. If the validation of the fields returns an error, the record is not added.

## **AUTO-ENROLLMENT FEATURE**

It may be desired that the system also accepts information about an APPLICATION or ENROLLMENT. This would be PERSONAL information beyond the standard directory type information of a lead. The system can be told to ENROLL the person as a STUDENT in STARS. Depending on your setup – the student side status 200 is assigned – which could be ENROLLMENT or APPLICATION, depending on your process.

Listed below, are the additional fields to send for an enrollment:

SOCSECNUM = Social Security Number OR other number

(If you are a title IV school, you must use a valid SS# for reporting purposes – if you are not a title IV school, and do not want to save the SSN – please make up a 9-digit number starting with the number 9 (any SSN starting with 9 is outside any normal SSN number – so if in the future you become title IV – you will not be in trouble). If must be unique and could be derived from the student phone number, for instance – For example – student phone is 717-555-1212 – make the SSN 975551212) (REQUIRED - 9 Numeric)

ENROLL=Y (Must be sent to trigger the self-enrollment)

AJAZNB = Application/Enrollment ID (Optional - 5 Numeric)

AJA8DT = Student Birth Date (Optional - Numeric 8 YYYYMMDD)

AJAGST = Gender (Optional – 1 Alpha [M/F])

AJA7DT = Estimated Start Date – (Optional Numeric 8 YYYYMMDD)

AJA6DT = Enrollment Date - (Optional Numeric 8 YYYYMMDD)

COHORT= Cohort to assign (Optional Alpha 20)

AJAJST=Citizen (Y for citizen) (Optional Alpha 1)

AJAHST = Race Code (Optional – 1 Alpha)

- |   |                                  |   |                           |
|---|----------------------------------|---|---------------------------|
| A | Non-Resident Alien               | B | Black or African American |
| C | Asian                            | H | Hispanic/Latino           |
| N | American Indian or Alaska Native | O | Race or Ethnicity Unknown |
| P | Native Hawaiian or Other Pac Isl | W | White                     |

T Two or More Races

AJAIST=Marital Status (Optional – 1 Alpha)

M = Married D = Divorced S = Single

W = Widow/Widower P = Domestic Partner T = Separated

U = Unknown

In the case of a web enrollment – you may want to use the ReturnURL=studentsupportal.com to redirect for creation of the student portal account or first to a landing page with explanation. with a link to the student portal.

**Mode: LEAD RECORD UPDATE:**

<https://starsleads.com/INBLEADS.pgm?task=UpdRecord&SelComp=XXXX&SelSchool=01&BNQZNBC=123>

MODE ID (Required)	task=UpdRecord
COMPANY ID: (Required)	SelComp=XXXX (REPLACE XXXX WITH COMPANY 4 digit ID!)
SCHOOL NUMBER (Required)	SelSchool=XX (where XX is the school # (ie 02))
LEAD NUMBER (Required)	BNQZNBC=up to 10 digit student ID
LEAD EMAIL SELECT (Reqrd)	LEAEMAIL= (max 50)
** Use either LEAD NUMBER or LEAD EMAIL above to select the lead to update **	
LEAD FIRST NAME	BNJITXC (max 40)
LEAD LAST NAME	BNJITXC (max 40)
LEAD STATE	BNC0CDC (max 2)
EMAIL ADDRESS 1	LM5EM1C (max 50)
LEAD PHONE NUMBER	BNQ0NBC (10)
LD STATUS CODE	BNEJNOC (3 digits STARS code)
WORK PHONE	LMEWORKPC (10)
CELL PHONE	LMECELLC (10)
STUDENT NOTE	LMNTNOTE (1500)
EMAIL OPT-OUT CODE	LMEMOOC (1 – Y is opt out)
DO NOT CALL	LMDNCC (1 – Y is do not call)
TEXT OPT OUT	LMSMSOPOTC (1 – Y is text opt out)

Record Found and Updated will return SUCCESS

Record not Found will return FAILURE

## LEAD POSTING SAMPLE using HTML:

If using HTTPPOST OR HTTPGET, HTTPGET is preferred as it will provide logging for troubleshooting your posts and is usually more reliable.

*\*\*1: When the zip code is entered, the program uses the zip code to determine the school that is assigned to this zip code. If you want to force a lead to a specific school, and override zip routing, add &SelSchool=XX where XX is the school # (ie 02). The Program on Interest and the Advertising Source drop downs are based on the School.*

*\*\*2 The current validations are: Must **provide** the First Name, Last Name, Zip Code, Phone, Program of Interest.  
+ESM (Education Sales Management) - Optional program to post leads to call center service.*

### SAMPLE FORM INCORPORATING POSTING TO STARS:

```
<div id="leadform">
  <div class="form-container">

<div class="select-span">
<form method="get" id="Form1" name="Form1" action="https://starsleads.com/INBLEADS.pgm">
  <input type="hidden" id='task' name="task" value="endadd">
  <input type="hidden" id='SelComp' name="SelComp" value="XXXX">
  <input type="hidden" id='SelResponse' name="SelResponse" value="P">
  <input type="hidden" id='ReturnURL' name="ReturnURL" value="http://yourthankyoupage.com">
  <input type="hidden" id='BNC2CD' name="BNC2CD" value="PG">
  <input type="hidden" id='BNHXCD' name="BNHXCD" value="WWW">

</div>
<!--The ID Tags rename the field to the STARS field name. Each field needs an id= tag. -->

<div>
  <label>Program of Interest:</label>
  <select class="pgm" id='BNQ6NB' name="BNQ6NB" style="font-family: oxygen; font-weight: 700; color:
#00AEEF;">
    <option value=" "> </option>
    <option value="100000000000">Medical Assisting</option>
    <option value="200000000000">Massage</option>
    <option value="300000000000">Networking Tech.</option>
  </select>
</div>

<div>
  <label>First Name:</label>
  <input type="text" id='BNJJTX' name="BNJJTX" value="">
</div>
<div>
  <label>Last Name:</label>
  <input type="text" id='BNJITX' name="BNJITX" value="">
</div>
<div>
  <label>Email:</label>
  <input type="text" id='LM5EM1' name="LM5EM1" value="">
<!-- <input type="text" name="from" value="" -->
</div>
<div>
  <label>Phone:</label>
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    <input type="text" id='BNQ0NB' name="BNQ0NB" value="">
</div>
<div>
    <label>Address:</label>
    <input type="text" id='BNJLTX' name="BNJLTX" value="">
</div>
<div>
    <label>City :</label>
    <input type="text" id='BNJNTX' name="BNJNTX" value="">
</div>
<div>
    <label>State:</label>
    <select class="state" id='BNC0CD' name="BNC0CD" style="font-family: oxygen; font-weight: 700; color:
#00AEEF;">
        <option value=" "> </option>
        <option value="FL">Florida</option>
        <option value="KS">Kansas</option>
        <option value="OH">Ohio</option>
        <option value="PA">Pennsylvania</option>
        <option value="TX">Texas</option>
    </select>
</div>
<div>
    <label>Zip:</label>
    <input type="text" id='BNC1CD' name="BNC1CD" value="">
</div>
<!--This line tells the form to also submit to STARS using JavaScript whenever the SUBMIT button is pressed.-->
<div>
    <input type="submit" value="Submit" class="submit-btn">
</div>
</form>
</div>
<div id="form-header">Request information...</div>
</div>

```

**TECHNICAL CONTACT:** Robert Amell, Training Masters, Inc.  
 717-901-5855  
[bob@trainingmasters.com](mailto:bob@trainingmasters.com)