

DOTS Lead Validation

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Introduction

The DOTS Lead Validation system (LV) evaluates information customers provide and scores the data quality into pass/fail/review categories. By evaluating the information quality of a contact, online marketers can more effectively weed-out fraudulent contacts. Online fraudsters are more likely to provide inaccurate contact information because the address and phone number can be easily traced. Unlike other validation services that perform simple data checks on single variables, Service Objects Lead Validation solution is able to cross-validate that a contact's name, address, phone numbers, e-mail and IP address are all matched each other and are related to the consumer.

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Developer Guide

Operations

This section lists the DOTS Lead Validation operations and goes into the details behind the inputs and outputs.

Operations:

[ValidateLead_V3 \(Recommended Operation\)](#)

Test Types

The TestType tells the service which components (Address, Phone, Name, Email, IP Address or Business Name) should be present, which tests should be run and how to score these tests.

Notes

This section shows additional supporting data tables that are associated to the DOTS Lead Validation operations.

Errors

Similar to the Notes section, this section reflects details on the error outputs that can happen with the service.

Code Snippets and Sample Code

Here you'll find code snippets for various programming languages and frameworks along with links to our sample code page on the web site.

Try The API

This is where you'll go to take the API for a spin. There you can test our recommended operation [ValidateLead_V3](#).

Service Reference

In this section you'll find all the different endpoints supported by this service, input and output schema information as well as an opportunity to try the other endpoints as well.

Frequently Asked Questions

This is a list of some of the questions we hear more often that you can reference and get answers on right away.

Integration Basics

Integrating LV into your application should be easy and straightforward. If you are using a common platform, Service Objects may already have sample code built that you can use:

<https://www.serviceobjects.com/developers/sample-code/>

However, if you are using a common platform that does not already have sample code, you can ask Service Objects to build you an example. Email support@serviceobjects.com for more details.

Web Service Structure:

Web services are methods that integrate with other applications via the web and encapsulate tricky business logic. Web services are too large of a topic to cover in this document, but Service Objects has developed its web services to be as easy to integrate and as accessible as possible.

LV is a public web service that supports SOAP, POST and GET operations, using RESTful paradigms or simple HTTP transport calls.

The host path or physical location of the web service is here:

<https://trial.serviceobjects.com/lv/api.svc/help>

The host path or physical location of the SOAP web service is here:

<https://trial.serviceobjects.com/lv/soap.svc>

A test page for the web service can be found here:

<https://trial.serviceobjects.com/lv/>

The location of the WSDL, or Web Service Definition Language document, is here (This is also accessible via the "Service Definition" link.):

<https://trial.serviceobjects.com/lv/soap.svc?Singlewsdl>

This XML is the definition of the web service, meaning its inputs, outputs, operations, and the like. Most likely, you will have another tool read this WSDL and make the operations available to you in your application. Whenever your utilities or IDE asks for a WSDL path to LVI, you can provide this one. Every web service has *operations* that it offers to subscribers – methods that do different work and return different output. Lead Validation has