



Interactive Prospect Targeting  
**Real-time Guidelines**

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This document has been created to help understand 'Real-times' and their requirements. Real-time communication is a method of sending and receiving data from one web site to another. This is performed in 'real-time' meaning that as soon as the data is available, the information is sent to your web site. Typically this communication is performed by setting up your server to talk to our IPT servers, in order for information to be passed through.

## So why use 'Real-times'?

If you require data at the instant it's available, then this is the best solution for the task. Previously this data would be collected in the IPT database where it would be stored until your next scheduled output date. Speed in essence is what this method delivers as well as a direct stream to your database; so if this is vital to you then this is the best way to obtain your data.

## How does the 'Real-time' work?

Data which has been captured by IPT is sent directly to your server in a set format (see Data Format section). This data would then be captured and inserted to your database directly. Upon receiving the data, an acceptance code (see Setting Up section) should be provided for IPT to diagnose.

The diagram below shows the general overview of the process.



This section of the document is aimed at your technical department and so some technical terminology may be used. To ensure that data is being captured correctly please following the set-up process below. Real-time data is split into the following areas

## URL

This is the location where you wish the data to be sent.

## Data transfer method

**Get method** - Data is passed to your server through the url.

**Post method** - The data is sent via Form post

**Web service** - Posting XML to your service.

## Data

To ensure a quick and thorough setup, it is very important that you provide full and accurate information on your data requirements.

This should cover

- The data fields required and their respective names.
- All the possible data values for each of the above fields.
- Any case sensitivity requirements (this may incur time delays).

## User data

This data has been obtained by IPT's registration process, and is available upon request. To see the options for this data please see Data Format section.

- URL
- User Data
- Questionnaire Data
- Acceptance code

### Your web site URL

<http://www.your-web-site.co.uk/incoming/data.aspx>

### GET method

In GET method, data gets transferred to the processing page in name value pairs through the URL

### POST method

Data from the POST method is sent by the client as a part of the request body. The server receives this data and sends it to a CGI programme along with other variables

### For example

Telephone number streaming:

Data Field: 'telno'

Values: numbers starting '07' or '+4407' only.

Favourite Colour streaming

Data Field: 'colour'

Values: red  
green  
blue  
indigo  
violet

### User data example

[.../data.aspx?title=mr&firstname=john&lastname=doe](#)

## Questionnaire data

IPT questionnaires provide the opportunity for specific data to be collected. This data can then be sent to you in the same manner as the user data. With the varying nature of the data that is been collected, the parameters will be set by IPT; both the variable 'name' and variable 'data'.

If for specific reasons the variable name and data are not in the format you require, IPT is able to change the format to accommodate your needs. In this instance IPT requires all variable instances to be listed.

## Questionnaire data example

Do you own a car ?

- Yes  
 No

Radio button example [Do you own a car?]  
**../data.aspx?OwnCar=yes**

What type of car do you prefer?

SUV

Drop-down list example [What type of car do you prefer?]  
**../data.aspx?CarPreference=SUV**

Please select the colour of cars you like

- Red  
 Green  
 Blue  
 None

Checkbox example [Please select the colour of cars you like]  
**../data.aspx?Colour1=Red&Colour2=Blue**

What is your partner's last name?

Smith

Textbox example [What is your partner's last name?]  
**../data.aspx?PartnerLastName=Smith**

## Allowing Access

To ensure IPT is able to transfer this data to your server, you will need to ensure your firewall allows access from the following IP address.

### IP Address:

195.102.65.182  
80.168.48.194  
80.168.104.242  
93.97.178.241

## Acceptance code

Once the data has been submitted to your server, we require that you return an acceptance code which we will use to determine if the data has been successfully sent.

This code should be presented on each attempt of data submission to IPT's calling service. The messages should be informative, so that IPT can diagnose any issues that may occur. We recommend the following codes:

If data is successful received.

Success = True

If data is unsuccessful (please also include which part of the data has failed, and why).

Success = False

Message = Missing parameter: DOB



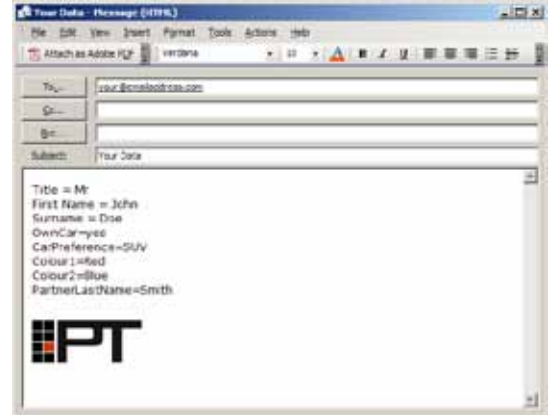
Please note that the date is in standard UK format

Name Variable	Data Type	Data Variable [String Example]
NameTitle	String	Unknown   Mr   Ms   Mrs   Miss   Dr
NameTitleID	Int	-1 [Unknown]   1 [Mr]   2 [Ms]   3 [Mrs]   4 [Miss]   5 [Dr]
FirstName	String	[John]
SurName	String	[Doe]
Gender	String	Unknown   Male   Female
GenderID	Int	-1 [Unknown]   1 [Male]   2 [Female]
BirthDate	DateTime	[01/01/2000]
BirthDay	Int	[01]
BirthMonth	Int	[01]
BirthYear	Int	[1900]
Age	Int	[30]
EmailAddress	String	[sample@email.com]
MobileNumber	String	[+00 01234 123 1234]
LandlineNumberOnly	String	[+00 01234 123 1234]
MobileNumberOnly	String	[+00 01234 123 1234]
NumberOfChildren	Int	[0]   [1]   [2]   [3]   [4]   [5]
HouseHoldIncome	Int	-1 [Unknown] 0 [Not Applicable] 1 [Under £5,000] 2 [£5,000-£9,999] 3 [£10,000-£14,999] 4 [£15,000-£19,999] 5 [£20,000-£24,999] 6 [£25,000-£29,999] 7 [£30,000-£39,999] 8 [£40,000-£49,999] 9 [£50,000-£59,999] 10 [Over £60,000]
ResidentialStatusID	String	Text
MaritalStatusID	Int	-1 [Unknown]   1 [Single]   2 [Married]   3 [Divorced]   4 [Separated]   5 [Widowed]   6 [Living with partner]
StreetNumber	String	Text
Address1	String	Text
Address2	String	Text
Address3	String	Text
Town	String	Text
County	String	Text
PostCode	String	Text
PostKey	String	Text [First section of postcode]
PostalOptOut	Boolean	True   False
CreateDate	DateTime	[01/01/2000]
UpdateDate	DateTime	[01/01/2000]
UserID	Int	[0123456789]

If 'Real-time' method does not suit your requirements, then IPT has a number of alternative ways to send you the data you require.

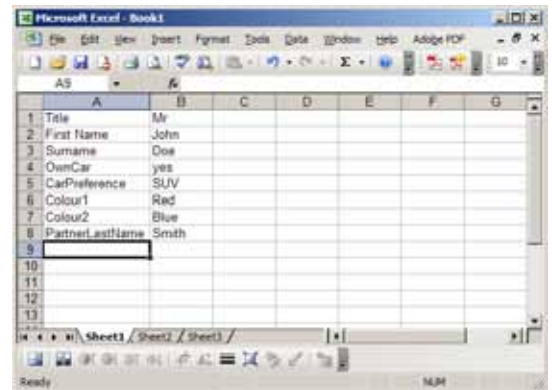
## Auto email

IPT will simply send you an email for each record collected. Due to the volume of emails this process will take, IPT recommends that you set up a bespoke email account for this.



## Scheduled output

This is the traditional method of sending data to you, by establishing a set time period for the data to be sent. IPT can provide this data in a variety of formats, from Excel (\*.xls), to Comma Separated Values (\*.csv).



If you require additional information regarding the process involved in real-times, please have a look at the links below.

## Additional Information

- ASP GET / POST methods  
[http://www.w3schools.com/ASP/asp\\_inputforms.asp](http://www.w3schools.com/ASP/asp_inputforms.asp)
- PHP GET / POST methods  
[http://www.w3schools.com/php/php\\_post.asp](http://www.w3schools.com/php/php_post.asp)  
[http://www.w3schools.com/php/php\\_get.asp](http://www.w3schools.com/php/php_get.asp)
- Web Service (SOAP)  
[http://www.w3schools.com/soap/soap\\_httpbinding.asp](http://www.w3schools.com/soap/soap_httpbinding.asp)

## Tools of the trade

- URL Encode  
[http://www.w3schools.com/TAGS/ref\\_urlencode.asp](http://www.w3schools.com/TAGS/ref_urlencode.asp)

To ensure IPT has all the details for setting up your real-time, please complete the form below. This form will attempt to send this information via your email application and you may be prompted by Acrobat® that this is happening. Please accept any such prompts. If for any reason the email submission does not work, please send the form below to [realtime-process@ipt-ltd.co.uk](mailto:realtime-process@ipt-ltd.co.uk)

## Technical contact details

<b>Full name</b>	_____
<b>Telephone number</b>	_____
<b>Email address</b>	_____

## Real-time details

<b>Streaming URL</b> Please send IPT your HTTP URL to stream data to	_____
<b>Streaming field list</b> Please let IPT know the data fields and values you'd like to be sent Example field list nametitle [mr=1] [miss=2] [mrs=3] [ms=4] [dr=5] namefirst [john] favouriteColor [red=r] [green=g] [blue=b]	_____
<b>Data transfer method</b> Please choose which method you'd like to receive the data	_____
<b>Acceptance code</b> Please send IPT your code for a successful data transfer	_____
<b>Rejection code</b> Please send IPT your code for an unsuccessful data transfer, this should also include reason codes to help diagnose any problems	_____
<b>Example URL</b> Please send IPT a working example URL, to allow for testing and data integrity. If the data is to be streamed in XML format, please provide an example XML document in the field provided	_____

**Send form via email**



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