REAL-TIME POSTAL APPEND: TECHNICAL DETAILS

Overview
FreshAddress, Inc. offers a web service which allows your company to use our database of 835 MM opt-in records to lookup a postal address for a given email address.

How the service works
• The service runs as a web service available for querying
• A request is sent to FreshAddress via a URL string
• FreshAddress will then return the most recent corresponding postal information available, standardized to USPS specs.

FreshAddress servers return a simple page with the results of your lookup, ready to be scraped by your COM object or other method.
Configuration

Account Setup

FreshAddress will provide you with a ‘contract number’ and a ‘company number’. These numbers must be passed to the web service with every request made. This allows FreshAddress to verify your credentials & track your activity.

Required Variables

- Service= AppendPostal
- Contract= ID provided by FA
- Company= ID provided by FA
- Email – the email address you want to lookup postal information for

Optional Variables

- Format= html(default)/xml/txt/json

Validation Results

- If a match is found (Status=F), you will be returned the all or any of the following variables:
  - Status
  - Fname
  - Mname
  - Lname
  - Add1
  - Add2
  - City
  - State
  - Zip

- If a match is not found (Status=N), or the request is invalid (Status=E), you will be returned three variables:
  - Status
  - Message
  - Object
Building a Valid Request

To use the service in this document (postal append) you must include the following URL variable:

Service=AppendPostal

Furthermore include your ‘contract number’ and ‘company number’ which FreshAddress has provided you with, e.g.:

Contract=123
Company=321

The variable which will change with each request made to the service is ‘Email’, e.g.:

Email= user@anydomain.com

Using the above, our complete request would be:

[URL]&Service=AppendPostal&Contract=123&Company=321&Email= user@anydomain.com

Note: Only the user@anydomain.com should change with each request to the service.
Examples Request and Response

For the purposes of this section, we assume [URL] contains everything except the ‘Email’ variable. See ‘Building a Valid Request’ for details.

[URL]&Email=ajordan@freshaddress.com

**Response (HTML):**

```html
<div id="Status">F</div>
<div id="Fname">Austin</div>
<div id="Mname">Dean</div>
<div id="Lname">Jordan</div>
<div id="Add1">36 Crafts St</div>
<div id="Add2"></div>
<div id="City">Newton</div>
<div id="State">MA</div>
<div id="Zip">02458</div>
```

[URL]&Email=nobody@doesntexist.com

**Response (HTML):**

```html
<div id="Status">N</div>
<div id="Message">Not Found</div>
<div id="Object"> nobody@doesntexist.com</div>
```

[URL]&Service=AppendPostal&Contract=123&Email= user@anydomain.com

**Response (HTML):**

```html
<div id="Status">E</div>
<div id="Message"> Invalid Credentials</div>
<div id="Object">null</div>
```
Examples of Alternate Validation Response Formatting

By default, FreshAddress outputs responses as simple HTML. In the example above the line breaks are outputted via the <BR> tag. By adding a ‘format’ variable to the URL, you are able to have the response outputted in XML if you wish, e.g.:

[URL] & Email=ajordan@freshaddress.com & Format=XML

Response (XML):

```xml
<?xml version="1.0" encoding="ISO-8859-1"?>
<response>
  <Status>F</Status>
  <Fname>Austin</Fname>
  <Mname>Dean</Mname>
  <Lname>Jordan</Lname>
  <Add1>36 Crafts St</Add1>
  <Add2></Add2>
  <City>Newton</City>
  <State>MA</State>
  <Zip>02458</Zip>
</response>
```
Recommendations

We recommended that a maximum response wait-time be coded. In doing so, should the worst-case scenario of extreme network congestion occur, the lookup process would be skipped.

Problems & Questions

The FreshAddress postal append system is hosted in the cloud and self-monitoring. In the event of downtime or error conditions, FreshAddress technical support is immediately notified.

Requests to the service are not case sensitive. Summary usage is stored and detailed activity logs can be pulled upon request.

Invalid credentials or other error conditions are returned in the [FA_ERROR] field. The email address string passed to the service can either be in plain text or URL-encoded. Encoding is not necessary, but is available as a precaution to ensure the safe transmission of special characters (e.g. the ampersand (&)), which would not otherwise transmit correctly.

The actual service URL you should utilize will be given to you upon execution of your contract. It supports either http: (port 80) or secure https: (port 443) access and it is your choice of which to use.

For fastest service, all technical support & implementation questions should be directed to listprocessing@freshaddress.com. Alternatively, during standard west-coast office hours, calls can be directed to (617) 965-4500 x222.

Notifications of code updates or account problems will be sent to the technical contact on file. Make sure FreshAddress is always informed when your technical contact changes.