

## Marketing Portal FAQs

### **Q: How do I resolve the Same Origin Policy constraints?**

Same Origin Policy (SOP) does not permit scripts running on a web page originating from a different site. That means if you are accessing REST APIs from Equifax directly from a web page served from your company domain or localhost, SOP will block that request being sent to <http://services.inivio.com.au> domain.

We recommend you use JSONP to resolve this restriction. JSONP will overcome the XMLHttpRequest same origin/domain policy restriction. Typically libraries like JQuery will make the JSONP implementation easier.

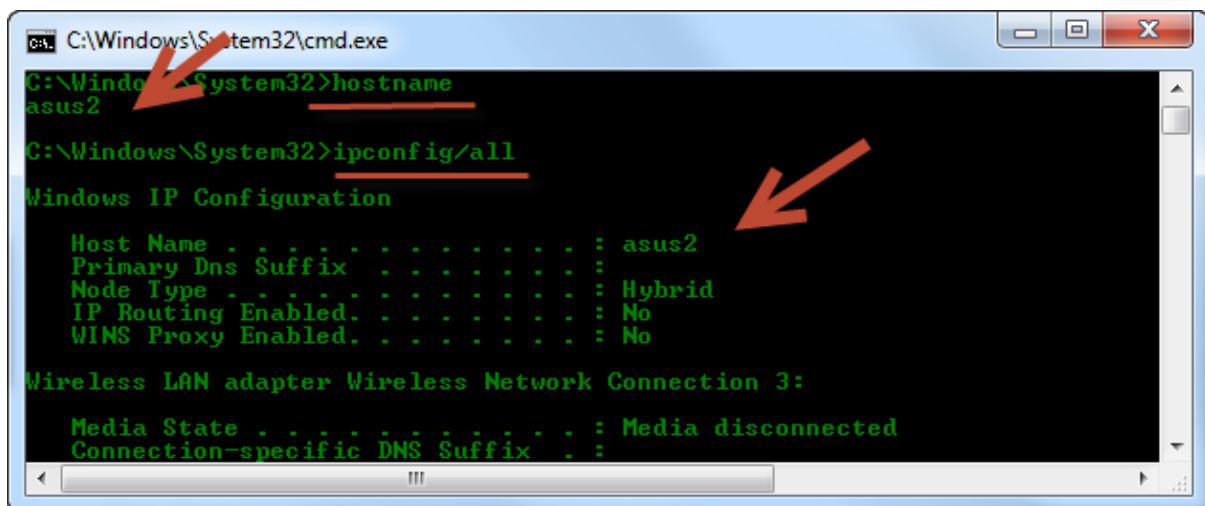
Note for AngularJS developers. If you are using AngularJS to develop your client side code for the Address Auto-Complete (Typeahead) APIs which use referer, you need to include `callback=JSON_CALLBACK` in the url. That this is not an REST API from Equifax requirement, but a common programming practice for AngularJS.

See the steps below for different scenarios:

### **Running from Local Host:**

If you are executing the javascript on a webpage served by the webserver running on your local machine, or, if the webpage is opened from a local computer file system without a webserver, you need to add the hostname of your computer to the API configuration page. See this section on how to do this.

You can find the hostname using `hostname` or `ipconfig/all` command.

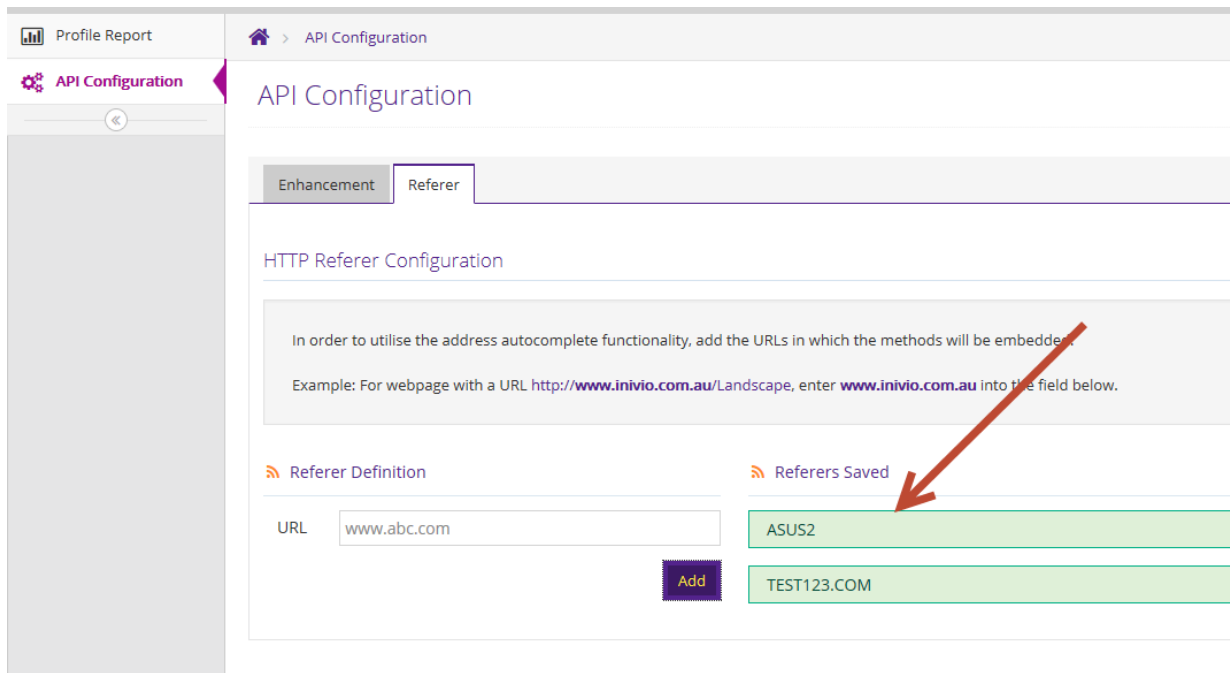


```
C:\Windows\System32\cmd.exe
C:\Windows\System32>hostname
asus2
C:\Windows\System32>ipconfig/all
Windows IP Configuration

Host Name . . . . . : asus2
Primary Dns Suffix . . . . . :
Node Type . . . . . : Hybrid
IP Routing Enabled. . . . . : No
WINS Proxy Enabled. . . . . : No

Wireless LAN adapter Wireless Network Connection 3:

Media State . . . . . : Media disconnected
Connection-specific DNS Suffix . . . . . :
```



### jsonp for xml:

JSONP has really nothing to do with JSON data. You can use JSONP to read XML data if you have requested the data to be returned in XML data format. You need to parse the received XML string in javascript

### CORS:

No. We recommend you use JSONP. JSONP supports only GET operation. Since all APIs which use Referer (Whitelist) method use GET, we recommend that you use JSONP.

### Q: Is there a test environment? How do I access it?

Test credentials are available to access Stubbed and Sandbox data. When the test credentials are submitted in a Basic Authentication API endpoint, a predefined set of test data will be returned in the stubbed / sandbox responses. There is no separate environment for testing as we wanted to make the transition of Test to Production easiest for you. All code will remain the same, all you need to do is substitute the test credentials with your Production credentials when they have been acquired.

### Q: How do you authenticate a call sent by us?

We use standard HTTP basic authentication (login and password) sent over HTTPS for all the validation, and enhancement APIs, but for the address Typeahead services we only use the referer method. Please read more about the referer method here:

[https://secure.inivio.com.au/docs/api/referrer\\_and\\_basic\\_authentication.html#referrer-method](https://secure.inivio.com.au/docs/api/referrer_and_basic_authentication.html#referrer-method)

Q: What are the different endpoints or Ping operators for all the APIs available?

Autocomplete/Address Validation:

<https://services.inivio.com.au/autocomplete/address/ping=autocompleteTest>

Phone Validation: <https://services.inivio.com.au/validate/phonenummer/ping=phoneTest>

Email Validation: <https://services.inivio.com.au/validate/email/ping=emailTest>

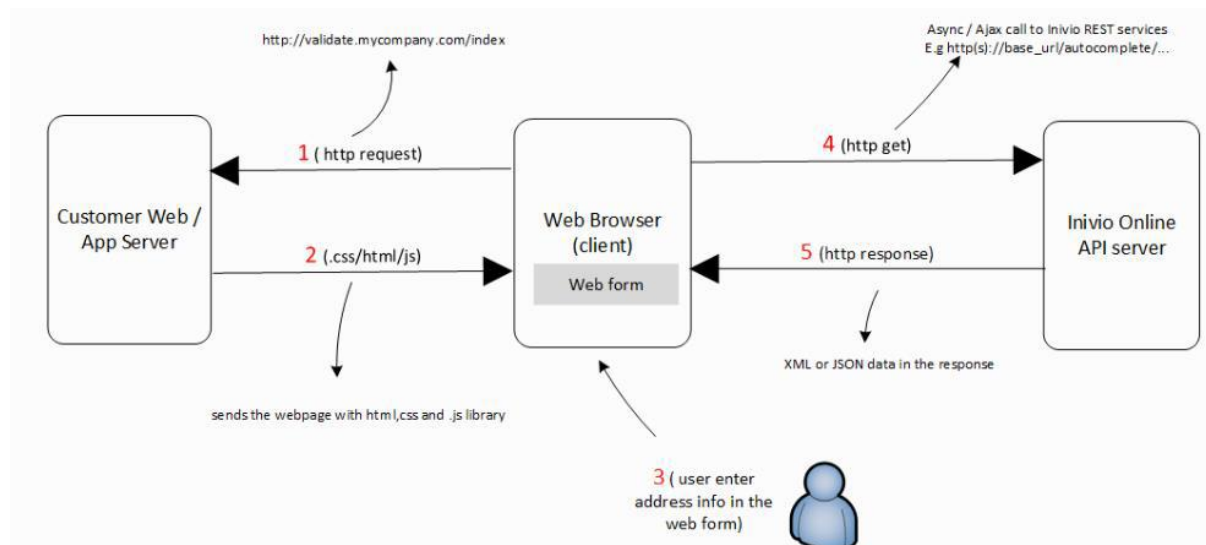
Audience Enhancement: <https://services.inivio.com.au/enhance/address/ping=enhanceTest>

**Q: How does the Address Validation Solution work and what are the requirements for the API to function?**

We provide a flexible web based API service that can be easily built and integrated in to your portal's Online Application forms and channels. The APIs are exposed to clients via REST based HTTP URLs which is supported by most development houses.

The REST service is consumed by sending the requests to the desired REST API endpoint. The API service will respond with the requested data in the HTTP response in XML or JSON data format.

Experience has shown that minimal time is required for typical address validation integration using our API and full support is provided to ensure a smooth and trouble-free integration.



**Q: Does this service validate residential and postal addresses?**

All valid residential postal addresses will be validated through Equifax Marketing Portal API.

**Q: How does address type ahead service work:**

- The address validation solution is sourced from the Australia Post PAF.
- The address validation comes with address auto complete or auto correct feature.

- Address validation starts displaying results after 2 alpha characters have been entered.
- Address autocomplete results are immediate with no lag time.
- Address validation API can be configured to provide type-ahead address prediction for all online forms at point of data capture. Further information on the type-ahead (predictive) capabilities can be found here:

[https://secure.inivio.com.au/docs/api/api\\_autocomplete\\_complex.html](https://secure.inivio.com.au/docs/api/api_autocomplete_complex.html)

## CONTACT VALIDATION

The screenshot shows a form titled 'CONTACT VALIDATION' with a toggle switch set to 'ON'. The 'Address:' field contains '35 douglas street, s'. Below it, a dropdown menu lists several suggestions:
 

- 35 Douglass Street, Spence ACT 2615
- 35 Douglas Street, Spring Hill QLD 4000 (highlighted)
- 35 Douglas Street, Springwood NSW 2777
- 35 Douglas Street, St Ives NSW 2075
- 35 Dorcas Street, South Melbourne VIC 3205
- 35 Dodds Street, Southbank VIC 3006
- 35 Dundas Street, St Arnaud VIC 3478
- 35 Douglas Street South, Murgon QLD 4605
- 35 Douglas Street, Ashwood VIC 3147
- 35 Douglas Street, Beaconsfield TAS 7270

 The 'Phone:' and 'Email:' fields are also present but empty. A 'Submit' button is visible at the bottom right.

### Q: Charging model - per click or static pricing (please outline all different packages available)

Real-Time Validations (API and Batch) costs:

Our contact validation (API and Batch) services have no upfront costs, implementation fees or per seat charges. The service is charged on a per record basis whereby there is no minimum spend commitments. There are however, discounts associated with higher volumes.

Invoices are issued monthly for the validations conducted in the month prior. All discounts are calculated over the period of the previous month if the volume thresholds are achieved.

## API

Service	Channel	Pricing	Volume Based Dicount			
			1	2	3	4
Address Validation	API	0.075	1	-	10,000	0%
			2	10,001	25,000	20%
			3	25,001	50,000	35%
			4	50,000	Above	50%
Phone Number Validation	API	0.075	1	-	10,000	0%
			2	10,001	25,000	20%
			3	25,001	50,000	35%
			4	50,000	Above	50%

Email Validation	API	0.035	1	-	10,000	0%
			2	10,001	25,000	20%
			3	25,001	50,000	35%
			4	50,000	Above	50%

## **BATCH**

Service	Channel	Pricing	Volume Based Dicount			
Address Validation	Batch	0.02	1	-	100,000	0%
			2	100,001	500,000	20%
			3	500,001	1,000,000	35%
			4	1,000,001	Above	50%
Phone Number Validation	Batch	0.04	1	-	100,000	0%
			2	100,001	500,000	20%
			3	500,001	1,000,000	35%
			4	1,000,001	Above	50%
Email Validation	Batch	0.02	1	-	100,000	0%
			2	100,001	500,000	20%
			3	500,001	1,000,000	35%
			4	1,000,001	Above	50%

### **Q: What is the frequency of your address updates?**

The Australia Post PAF is updated quarterly where the updates are automatically uploaded in to the Equifax Address Validation Solution with no interference to the web service.