

Datafinder - Marketo Integration Approach

Contents

Installation / Setup	2
Create a Custom Field.....	2
Create a Webhook to Connect Your Marketo Form to Datafinder	5
Create a Webhook.....	5
Link Custom Fields to Webhook Responses	9
Associating web-hooks with Campaigns	12
Create New Smart Campaign	12
Insert the appropriate 'trigger' into the workflow.....	14
Add Webhook to Campaign.....	16
Activate Campaign.....	18

This document gives you details about integrating Datafinder to Marketo. Datafinder APIs will be used to send/fetch the data to/from Marketo. Webhooks will be used to call the datafinder web services and custom fields will be used to save the additional data that come from datafinder.

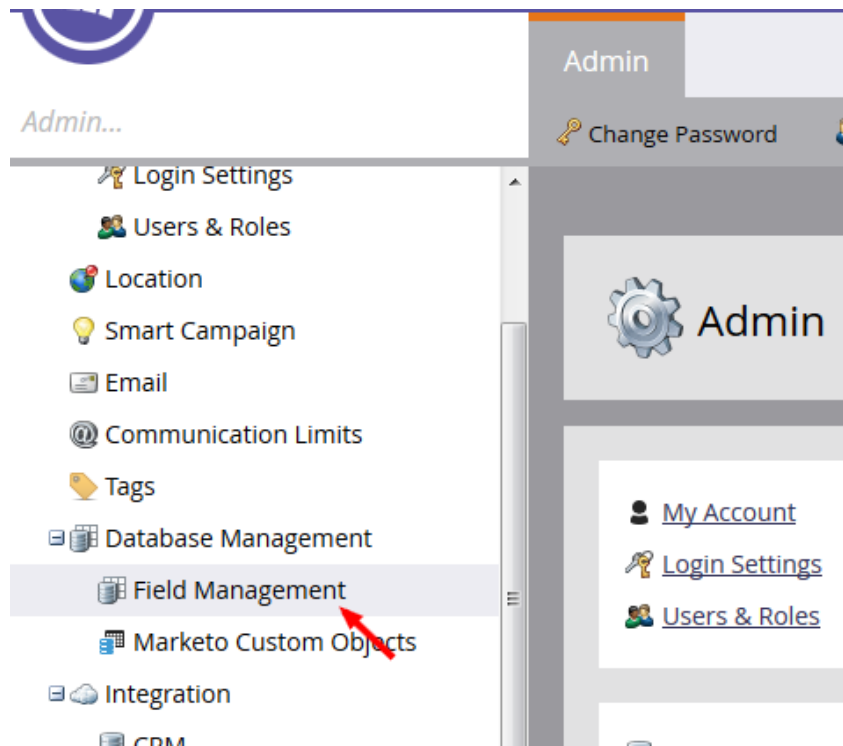
Installation / Setup

- Create/define additional custom fields in your Marketo application. These fields will be populated via the Datafinder API. Choose and create fields for the specific information you want to add to each form submission.
- Create/configure a web-based connection, called a webhook, which retrieves the data elements have been defined in the first step (above). The webhook contains Datafinder API information, informing Marketo on where and how to access the Datafinder database. This task incorporates two steps below, creating the webhook and mapping webhook responses to the custom fields.
- Configure a 'trigger' which activates the webhook connection as part of the workflow in a Marketo "Smart Campaign." Configuring this trigger augments the Lead Creation step by initiating a 'webhook' request to the Datafinder database.

Create a Custom Field

In order to save the additional data about leads that does not fit into the standard Marketo fields, we will have to create custom fields. In this case we will need to create custom fields in order to save the data from Datafinder.

Step1: Under Admin, click on Field Management.



Step2: Click the New Custom Field button.



Step3: Choose the field Type. This will change how it is rendered in Smart Lists and Forms in Marketo.

The screenshot shows the 'New Custom Field' dialog box with a dropdown menu open for the 'Type' field. The dropdown menu lists the following options: '- Choose -', Datetime, Email, Float, Formula, Integer, Percent, Phone, Score, String (highlighted), Text Area, and Url. A hand icon with the number '1' is pointing to the top of the dropdown, and another hand icon with the number '2' is pointing to the 'String' option.

New Custom Field [Close]

Type: * - Choose -
Name: * Datetime
API Name: * Email
Float
Formula
Integer
Percent
Phone
Score
String
Text Area
Url

Step4: Enter the Name as you want it to appear in Marketo. Pick the Name and API Name carefully as renaming fields can be difficult and in some situations not possible.

The screenshot shows the 'New Custom Field' dialog box with the following fields filled out: 'Type' is set to 'String', 'Name' is 'Datafinder Phone', and 'API Name' is 'datafinder_phone'. A red arrow points to the 'CREATE' button at the bottom right.

New Custom Field [Close]

Type: * String
Name: * Datafinder Phone
API Name: * datafinder_phone

CANCEL CREATE

As you create new fields, they will be added to the searchable fields list in the right panel.

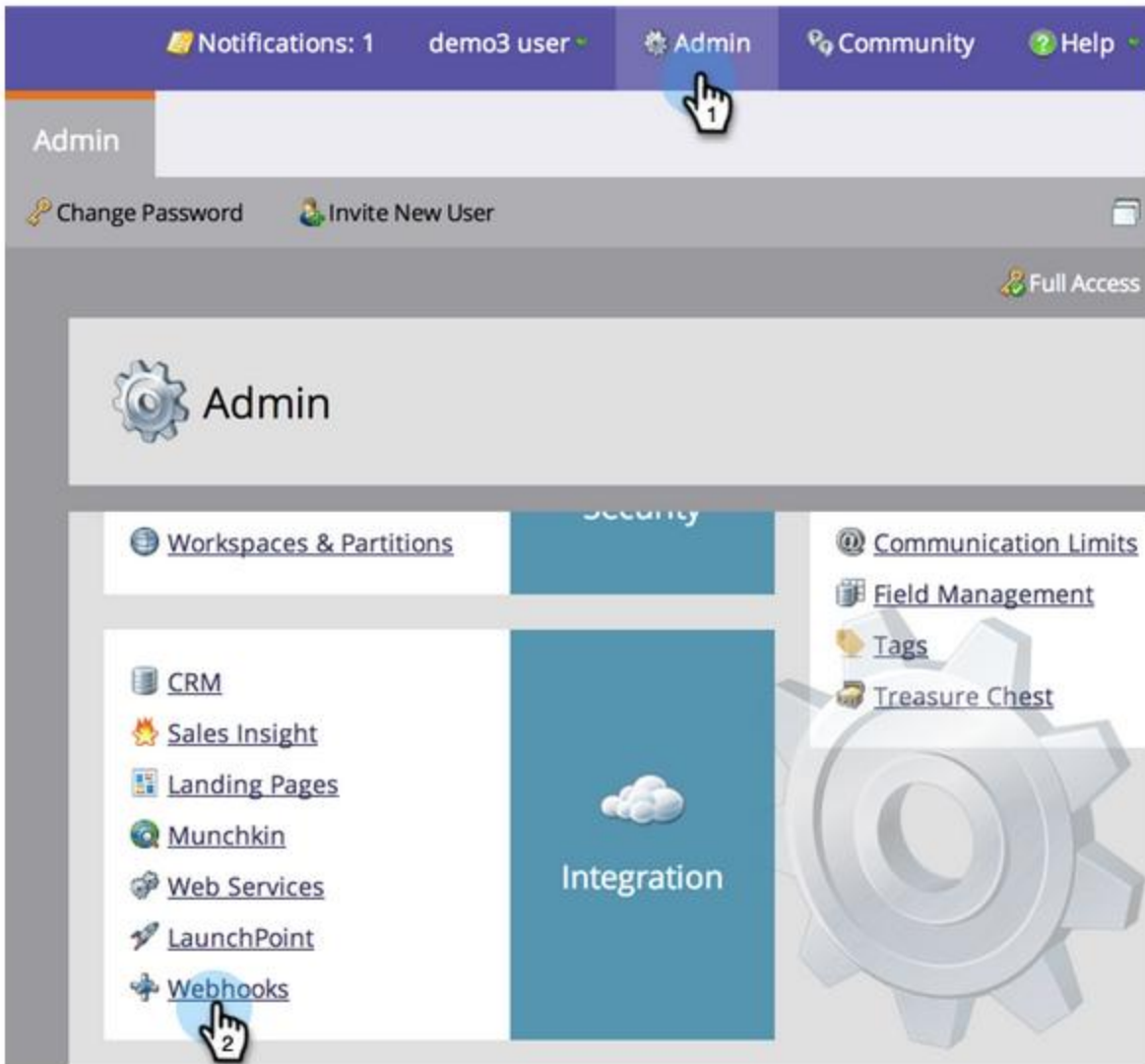
You may add as many, or as few, fields as you wish. Each field may be named whatever you choose, but you must use the API Name and Type in the Fields table for each field you add.

Create a Webhook to Connect Your Marketo Form to Datafinder

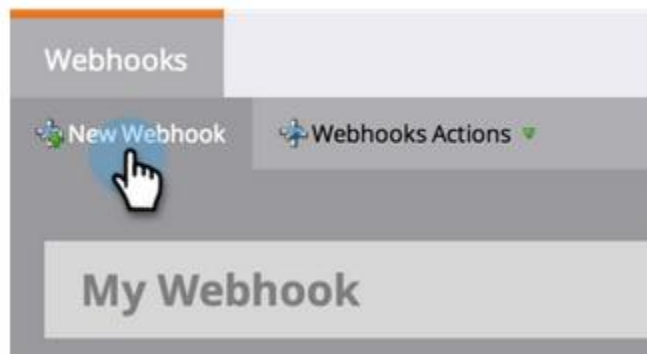
The webhook provides the connection that injects Datafinder data into your Marketo instance. To create the webhook, we'll need to provide connection information to identify the Datafinder API and set the webhook's response mapping for each custom field you've created.

Create a Webhook

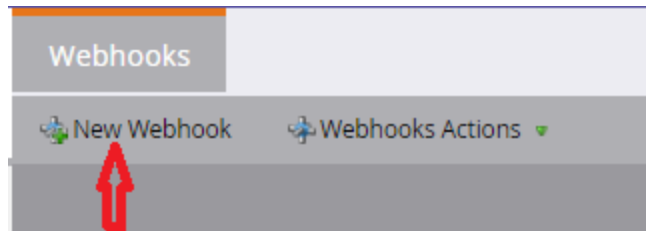
Step1: Under Admin, click on Webhooks.



Step2: Click on New Webhook.



Step3: Name and configure your webhook.



Step 4: On clicking, it will give you a pop-up window to create a Webhook. Fill in the required details and click CREATE.

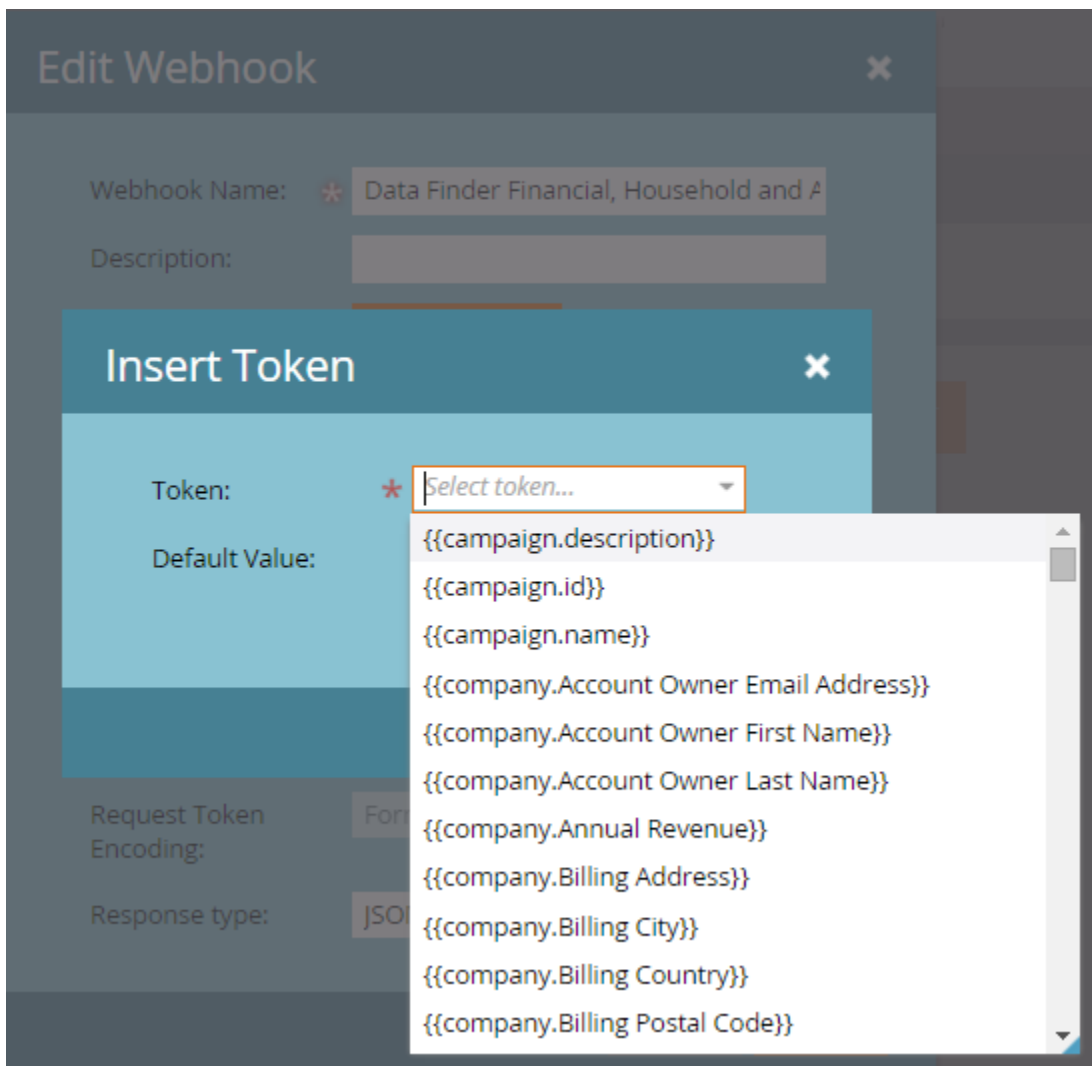
The pop-up contains the following fields:

- Webhook name: Name of the Webhook for a unique identification.
- URL: Enter the URL you use to POST/GET your request to the web service. To insert a token, such as the lead's email address ({{lead.Email Address}}), in your request, click Insert Token.

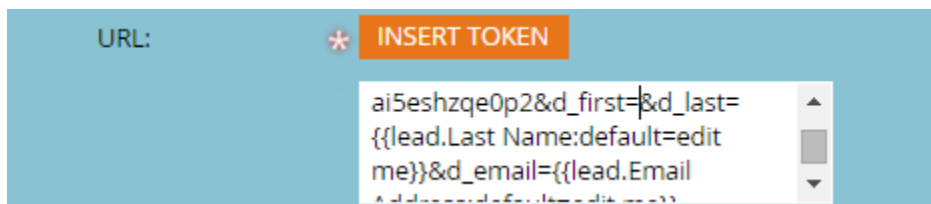
These tokens will then act as values for the URL parameters.

For ex. Click after d_first and then click on INSERT TOKEN.

- Select proper token from the drop down list.



- So whenever a lead is created, their details are inserted properly into the given URL.
- Request Type: It represents the type of request we are making.It can be either GET or POST.
- Template: If you wish to transmit information in the body of the POST, enter the template. Use any data format that supports HTTP POST, including XML, JSON, or SOAP. To insert a token in your template, click Insert Token.
- Request Token Encoding: If the token values include special characters (such as an ampersand, '&'), indicate the format of your request (JSON or Form/Url).



Response type: Select the format of the response you receive from the service (JSON or XML).

New Webhook [X]

Webhook Name: * DataFinder Phone Append

Description: This Webhook is used to call DataFinde

URL: * INSERT TOKEN
Name: default edit me}}&d_email={{lead.Email Address:default=edit me}}

Request Type: * GET

Template: INSERT TOKEN

Request Token Encoding: Form/Url

Response type: JSON

CANCEL CREATE

Step 5: Click Create. Your newly created webhook will appear in the Webhook panel.

Link Custom Fields to Webhook Responses

Marketo can translate data received by a Webhook from two content types and return these values back to a lead field, JSON and XML. Each Webhook may have an unlimited number of response mappings, which are added and edited by clicking the Edit button in the Response Mappings pane of Webhook.

The next step is to map the response that will be obtained by calling the URL that we have set in the Webhook to its respective Marketo/Custom fields.

Click on the EDIT button in the Response Mappings section.

Datafinder Phone Append

This webhook will call Datafinder Phone Append API

Details
EDIT

URL: `http://api.datafinder.com/qdf.php?service=phone&k2=o8dygrkl5kehai5eshzqe0p2&d_first={{lead.First Name:default=edit me}}&d_last={{lead.Last Name:default=edit me}}&d_email={{lead.Email Address:default=edit me}}`

Payload Template:

Request Token: Form/Url

Encoding:

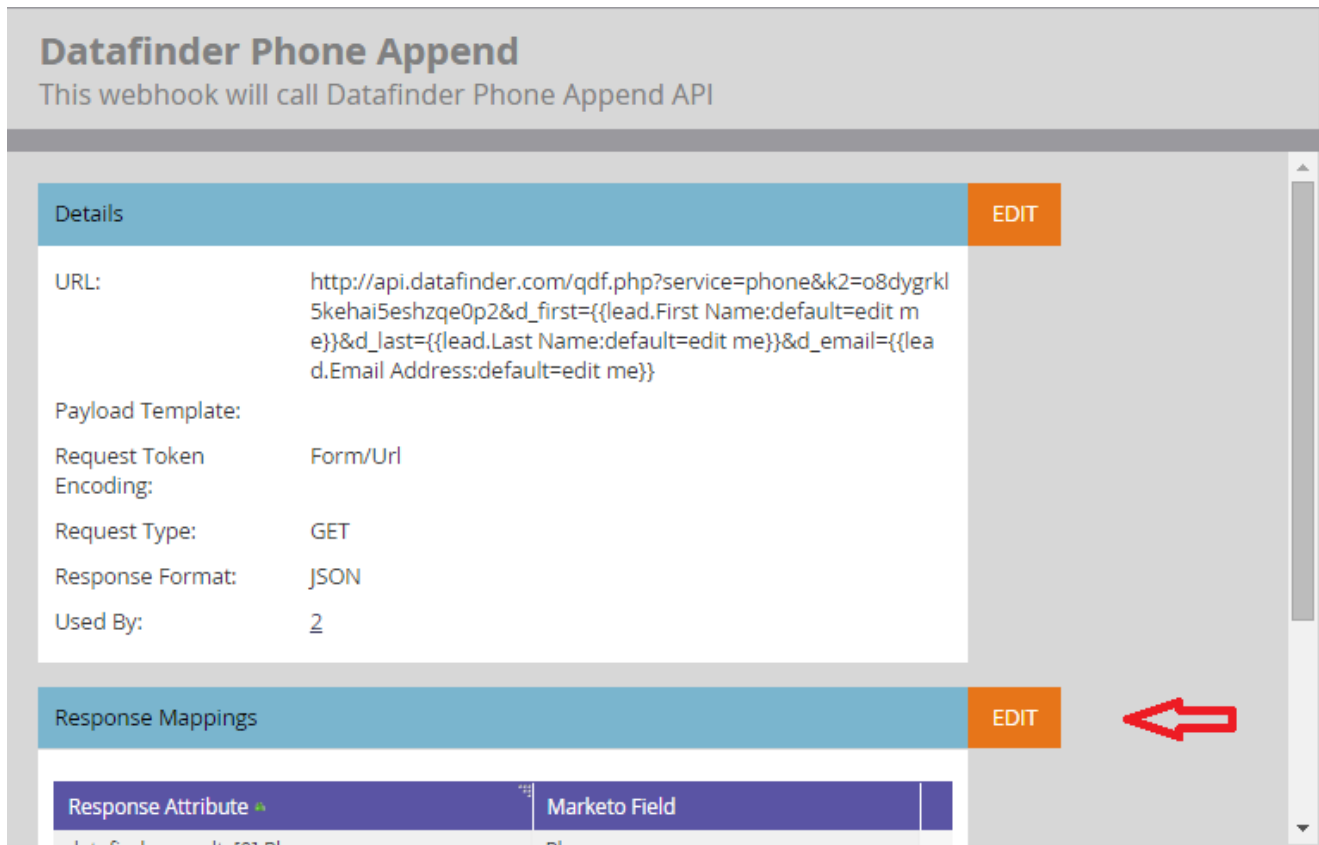
Request Type: GET

Response Format: JSON

Used By: 2

Response Mappings
EDIT

Response Attribute
Marketo Field



The response that we get from the URL is then parsed and set in the Response Attribute field with respect to its corresponding Marketo Field.

For ex. The response from the Datafinder Phone API comes in the JSON format as

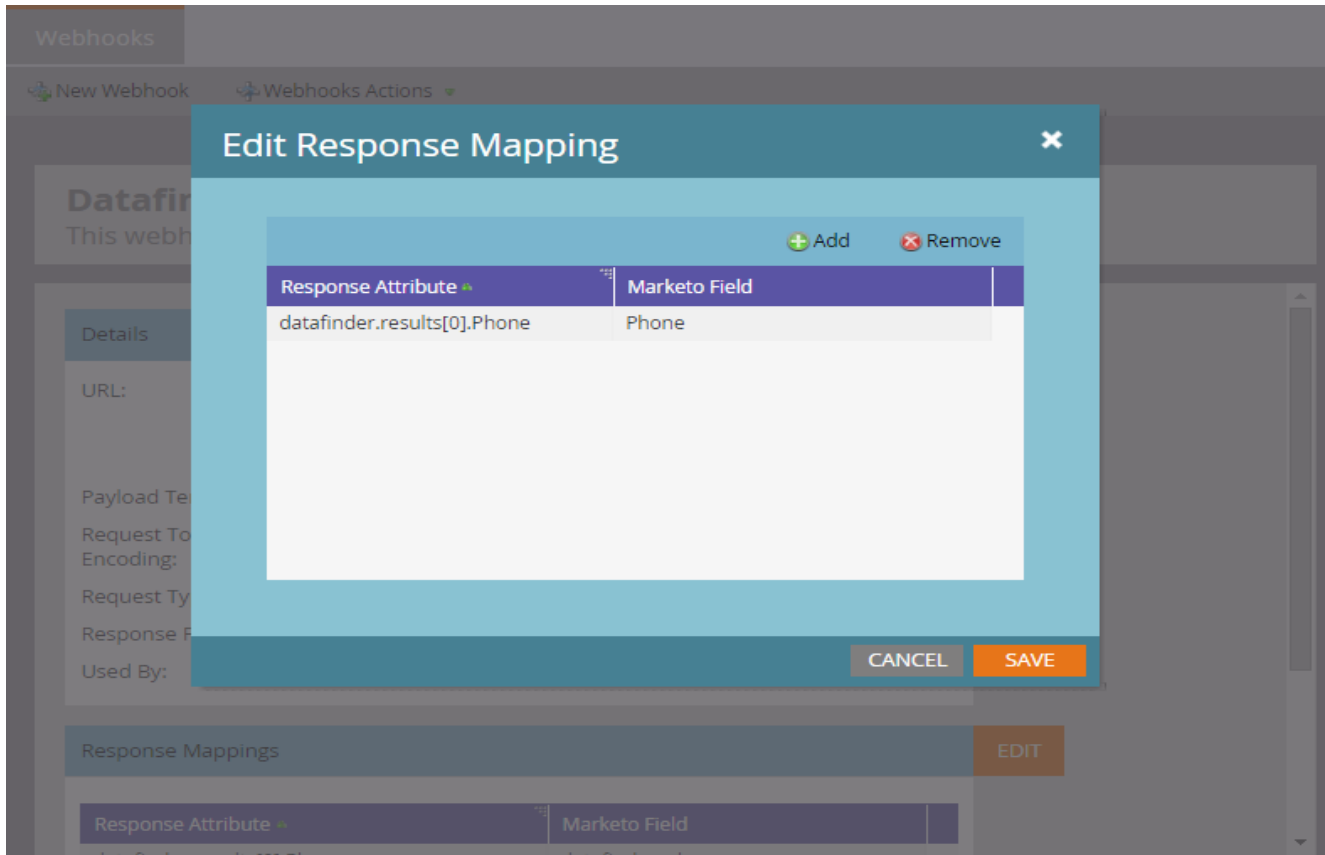
```
{
  "datafinder":{
    "version":"2.0",
    "query-id":"92aee0783c9744dbca37da2f89dc0da6",
    "results":[
      {
        "#RawScore":"20.157142857143",
        "#WeightedScore":"76.182857142857",
        "#RawMatchCodes":"F0,LO,H12,LF0,-OF,R1",
        "FirstName":"SANDRA",
        "MiddleName":"E",
        "LastName":"FINLEY",
        "Address":"411 KINSLEY ST",
        "City":"SHERRILL",
        "State":"NY",
        "Zip":"13461",

```

```
    "Zip4":"1349",
    "Phone":"3153636433",
    "TimeStamp":"20050511",
    "LineType":"Landline"
  }
],
"input-query":{
  "FirstName":"SANDRA",
  "LastName":"FINLEY",
  "EmailAddr":"finleymy@charter.net",
  "Username":"finleymy",
  "Domain":"charter.net"
},
"num-results":1,
"query-time":"0.849"
}
}
```

Parse the response, set all the fields that are required to be added into the leads database and click SAVE.

Once you click on Edit button, a pop-up window will open, allowing you to Add or Remove settings that link each custom field to the corresponding response provided by the Datafinder API Webhook.



Use the dropdown arrow in the Marketo Field column to select a custom created field you wish to capture using Datafinder

Once you've added Response Mappings for each custom field you wish to capture, click the Save button.

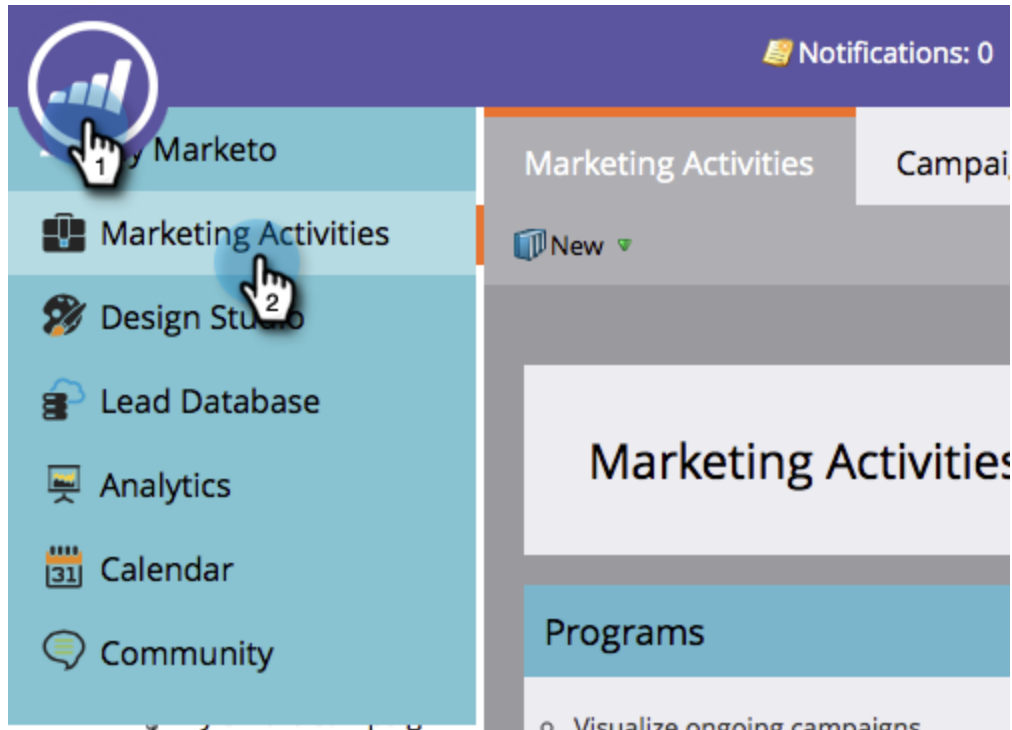
Associating web-hooks with Campaigns

In order to call the webservices runtime, we need to attach a corresponding webhook with a campaign which can be triggered on a particular action like clicking a link, submitting a form etc.

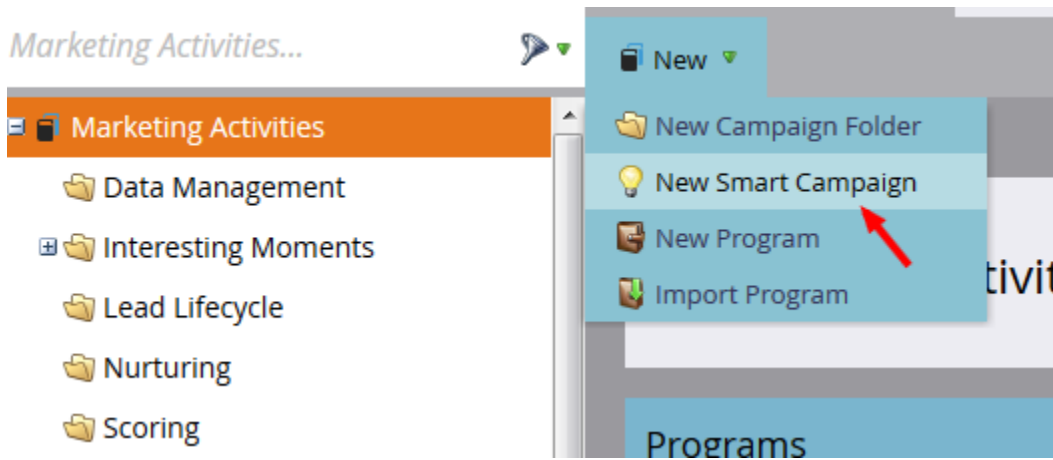
Here the action is Lead Creation, so the webhook will be called on creating a lead in Marketo.

Create New Smart Campaign

Step 1: Go to the Marketing Activities area.



Step 2: Click on New → New Smart Campaign



Step 3: Enter smart campaign details and click Create.

New Smart Campaign ✕


Folder: * Versium Campaign ▾

Name: * Datafinder Phone Append Campaign

Description:

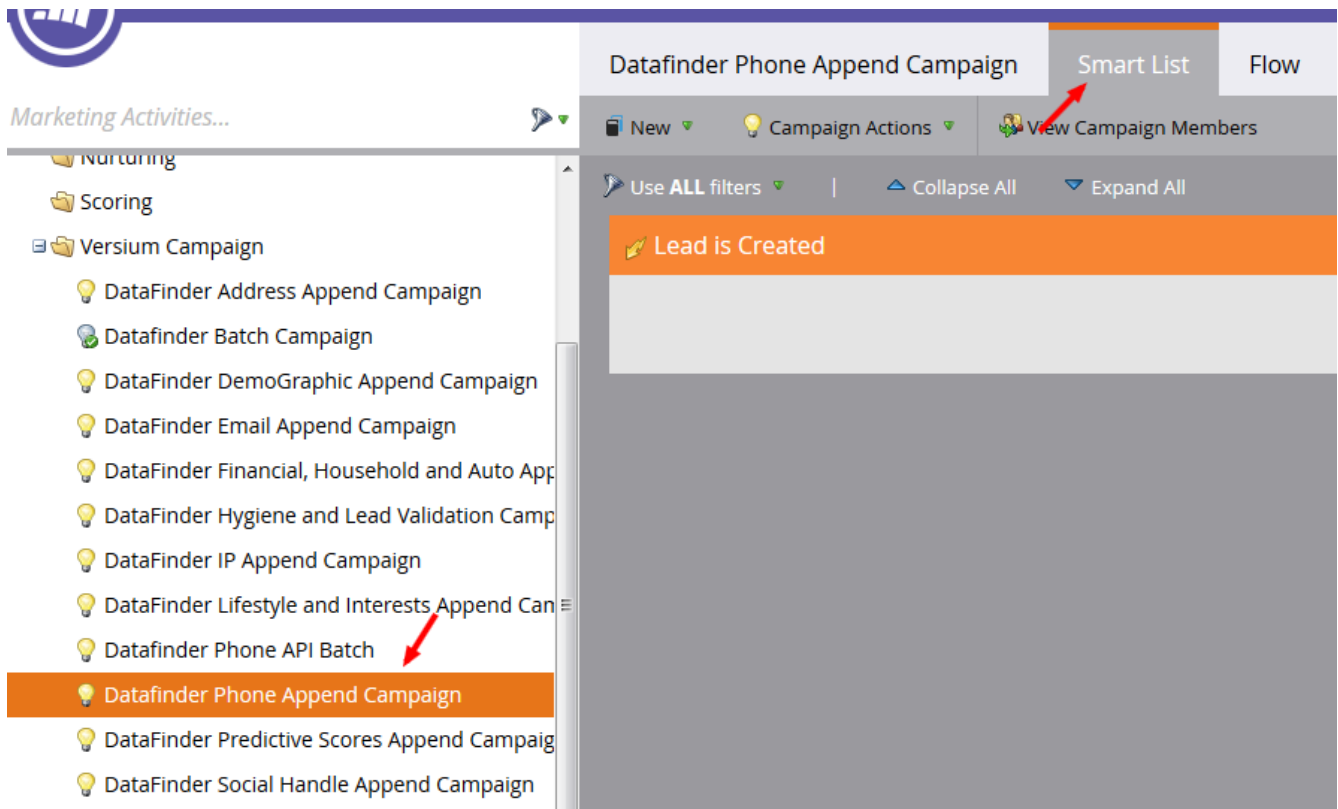
This campaign will trigger the webhook for datafinder phone append api.

CANCEL CREATE

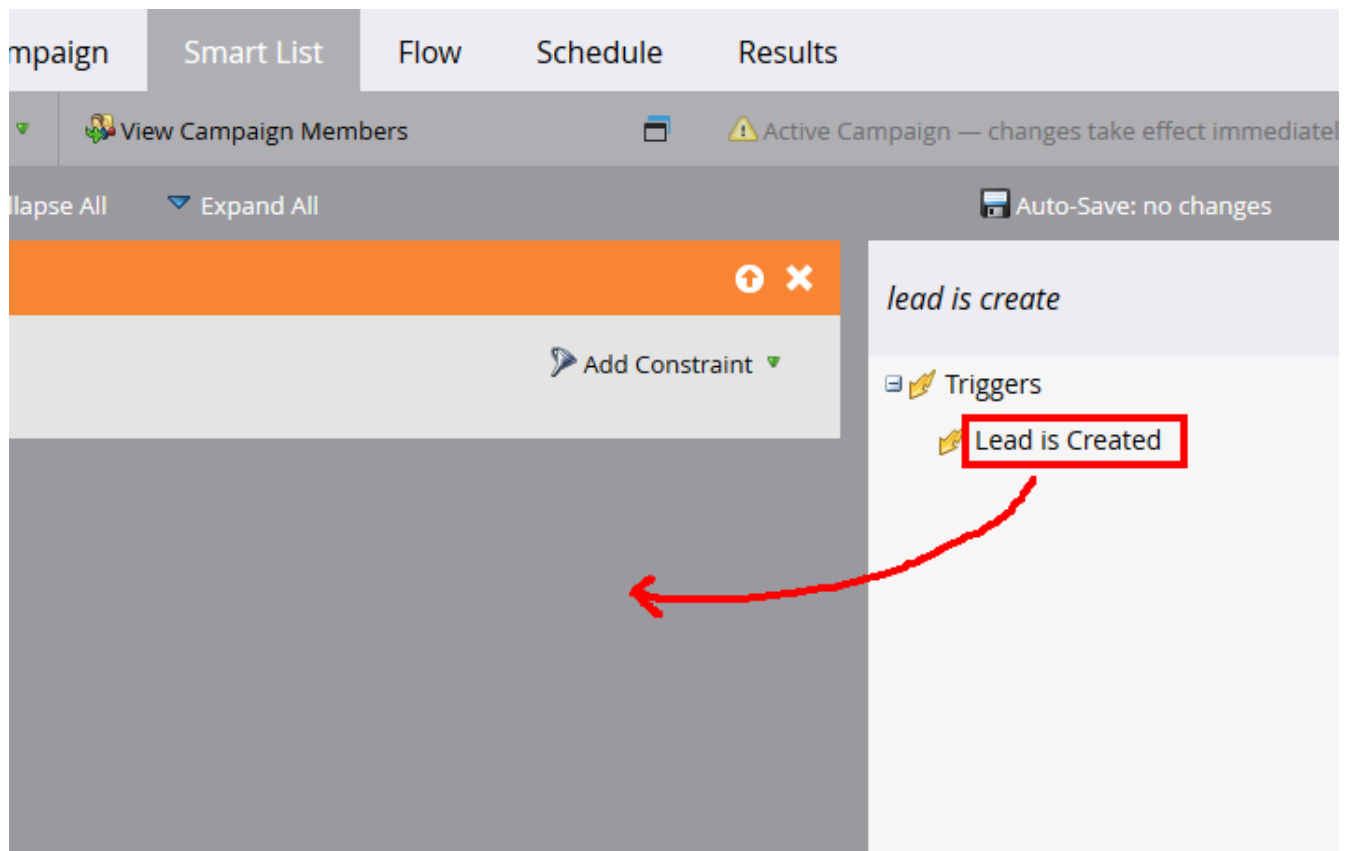


Insert the appropriate 'trigger' into the workflow

Step 1: In your smart campaign, click on the Smart List tab.

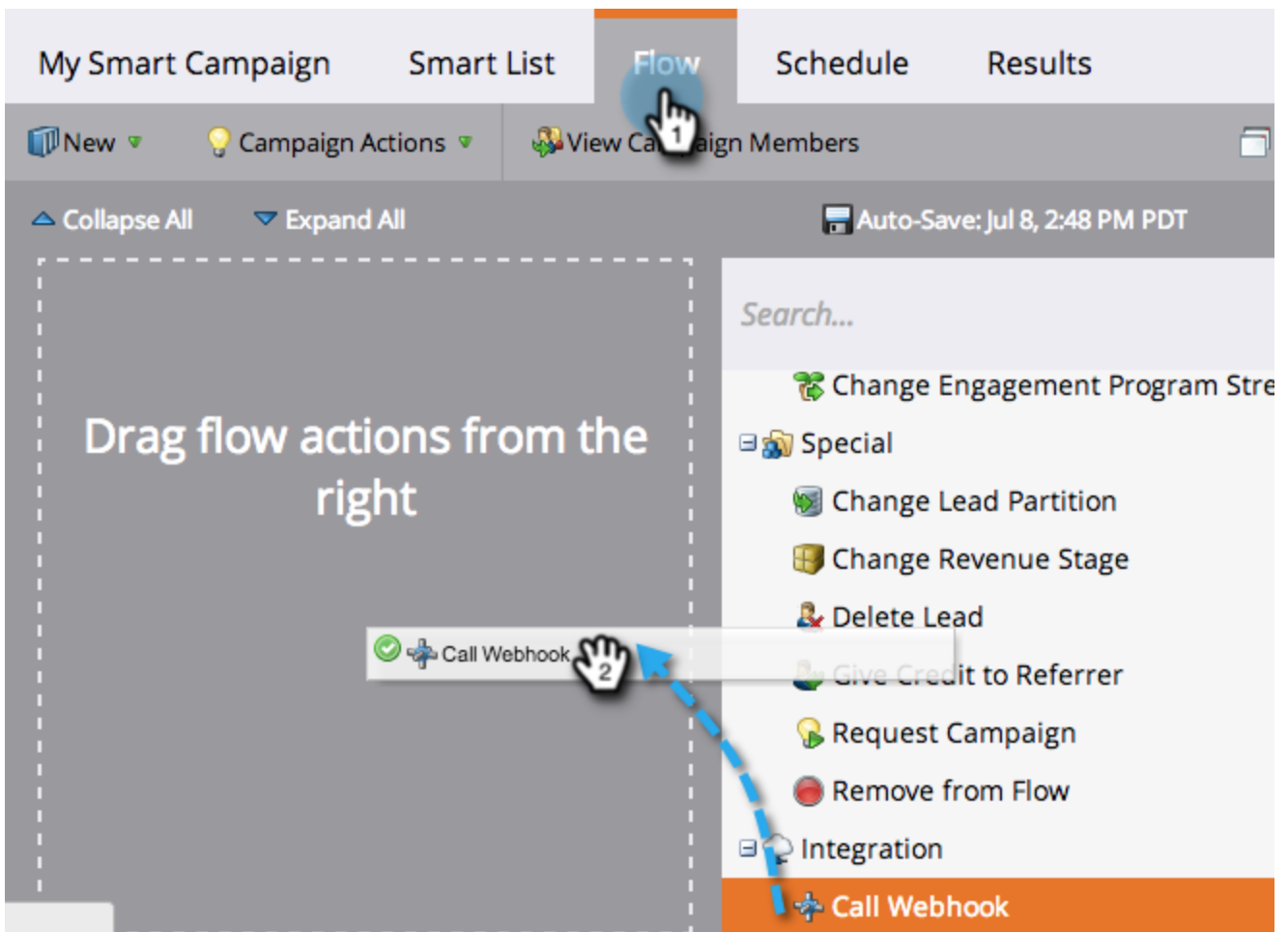


Step 2: Search for the trigger 'Lead is Created' and then drag and drop the trigger to the canvas.

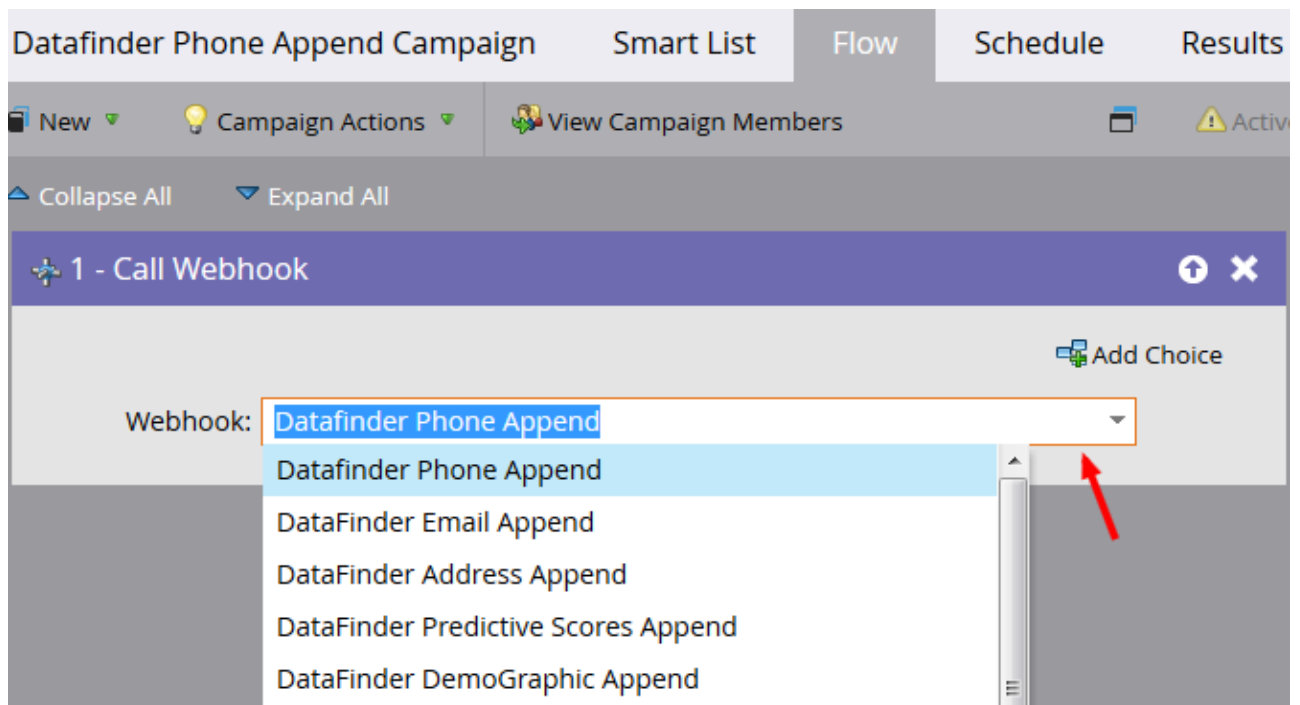


Add Webhook to Campaign

Step 1: Go to the Flow tab and drag in the Call Webhook flow action.

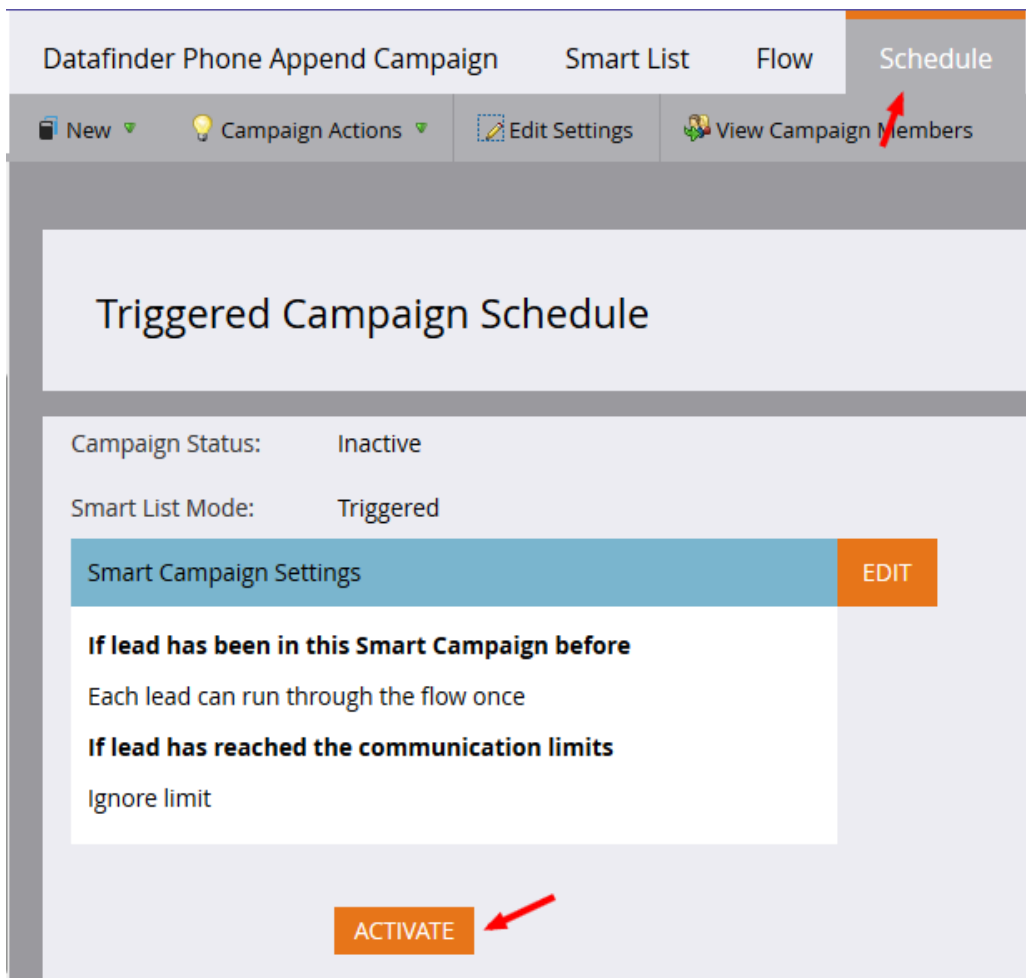


Step 2: Select the Webhook.



Activate Campaign

Step 1: Go to the Schedule tab and click on 'Activate' button.



Custom Marketo Fields

We will need to create below custom fields to save information provided by Datafinder.

Custom Marketo Fields		
Friendly Label	REST API Name	SOAP API Name
DataFinder Custom1	dataFinderAddress	dataFinderAddress
DataFinder AgeRange	dataFinderAgeRange	dataFinderAgeRange
DataFinder AreaCode	dataFinderAreaCode	dataFinderAreaCode
DataFinder ArtsAntiquesCollectibles	dataFinderArtsAntiquesCollectibles	dataFinderArtsAntiquesCollectibles
DataFinder Auto Buyer Score	dataFinderAutoBuyerScore	dataFinderAutoBuyerScore
Data Finder AutoEdition	dataFinderAutoEdition	dataFinderAutoEdition
Data Finder AutoMake	dataFinderAutoMake	dataFinderAutoMake
Data Finder AutoModel	dataFinderAutoModel	dataFinderAutoModel
Data Finder AutoYear	dataFinderAutoYear	dataFinderAutoYear

DataFinder AvgHouseholdSize	dataFinderAvgHouseholdSize	dataFinderAvgHouseholdSize
DataFinder BooksAndReading	dataFinderBooksAndReading	dataFinderBooksAndReading
DataFinder BusinessOwner	dataFinderBusinessOwner	dataFinderBusinessOwner
Data Finder CardHolderGasDeptRetail	dataFinderCardHolderGasDeptRetail	dataFinderCardHolderGasDeptRetail
DataFinder CharitableDonations	dataFinderCharitableDonations	dataFinderCharitableDonations
DataFinder CityCode	dataFinderCityCode	dataFinderCityCode
DataFinder CityType	dataFinderCityType	dataFinderCityType
DataFinder ComputerAndTechnology	dataFinderComputerAndTechnology	dataFinderComputerAndTechnology
DataFinder Cooking	dataFinderCooking	dataFinderCooking
DataFinder Cosmetics	dataFinderCosmetics	dataFinderCosmetics
DataFinder County	dataFinderCounty	dataFinderCounty
DataFinder CountyFIPSCode	dataFinderCountyFIPSCode	dataFinderCountyFIPSCode
Data Finder CreditCardUser	dataFinderCreditCardUser	dataFinderCreditCardUser
DataFinder DietingWeightLoss	dataFinderDietingWeightLoss	dataFinderDietingWeightLoss
DataFinder DIY Score	dataFinderDIYScore	dataFinderDIYScore
DataFinder DoltYourselferHomelmproment	dataFinderDoltYourselferHomelmproment	dataFinderDoltYourselferHomelmproment
Data Finder DwellingType	dataFinderDwellingType	dataFinderDwellingType
DataFinder Education	dataFinderEducation	dataFinderEducation
datafinder custom2	datafinderemail	datafinderemail
DataFinder EmailAddressValid	dataFinderEmailAddressValid	dataFinderEmailAddressValid
DataFinder EmailAddrUsable	dataFinderEmailAddrUsable	dataFinderEmailAddrUsable
DataFinder EmailMatchesLastName	dataFinderEmailMatchesLastName	dataFinderEmailMatchesLastName
Data Finder EstimatedHouseholdIncome	dataFinderEstimatedHouseholdIncome	dataFinderEstimatedHouseholdIncome
Data Finder EstWealth	dataFinderEstWealth	dataFinderEstWealth
DataFinder EthnicCode	dataFinderEthnicCode	dataFinderEthnicCode
DataFinder ExerciseHealthGrouping	dataFinderExerciseHealthGrouping	dataFinderExerciseHealthGrouping
DataFinder Facebook UID	dataFinderFacebookUID	dataFinderFacebookUID
DataFinder Facebook URL	dataFinderFacebookURL	dataFinderFacebookURL
DataFinder Facebook Username	dataFinderFacebookUsername	dataFinderFacebookUsername
DataFinder FamiliesNoChildren	dataFinderFamiliesNoChildren	dataFinderFamiliesNoChildren
DataFinder Gender	dataFinderGender	dataFinderGender

DataFinder Giving Score	dataFinderGivingScore	dataFinderGivingScore
DataFinder HealthBeautyWellness	dataFinderHealthBeautyWellness	dataFinderHealthBeautyWellness
DataFinder HobbiesAndCrafts	dataFinderHobbiesAndCrafts	dataFinderHobbiesAndCrafts
DataFinder HomeOwnerRenter	dataFinderHomeOwnerRenter	dataFinderHomeOwnerRenter
Data Finder HomePurchaseDate	dataFinderHomePurchaseDate	dataFinderHomePurchaseDate
Data Finder HomePurchasePrice	dataFinderHomePurchasePrice	dataFinderHomePurchasePrice
Data Finder HomeValue	dataFinderHomeValue	dataFinderHomeValue
DataFinder HouseholdIncomePerCapita	dataFinderHouseholdIncomePerCapita	dataFinderHouseholdIncomePerCapita
DataFinder Households	dataFinderHouseholds	dataFinderHouseholds
DataFinder Investing	dataFinderInvesting	dataFinderInvesting
DataFinder IP	dataFinderIP	dataFinderIP
DataFinder Jewelry	dataFinderJewelry	dataFinderJewelry
DataFinder Language	dataFinderLanguage	dataFinderLanguage
DataFinder Latitude	dataFinderLatitude	dataFinderLatitude
Data Finder LengthOfResidence	dataFinderLengthOfResidence	dataFinderLengthOfResidence
DataFinder LineType	dataFinderLineType	dataFinderLineType
DataFinder Longitude	dataFinderLongitude	dataFinderLongitude
DataFinder Magazines	dataFinderMagazines	dataFinderMagazines
DataFinder Mail Order Buyer	dataFinderMailOrderBuyer	dataFinderMailOrderBuyer
DataFinder MaritalStatusInHousehold	dataFinderMaritalStatusInHousehold	dataFinderMaritalStatusInHousehold
DataFinder MedianAge	dataFinderMedianAge	dataFinderMedianAge
DataFinder MedianHouseholdIncome	dataFinderMedianHouseholdIncome	dataFinderMedianHouseholdIncome
DataFinder MedianHousingRent	dataFinderMedianHousingRent	dataFinderMedianHousingRent
DataFinder MembershipClubs	dataFinderMembershipClubs	dataFinderMembershipClubs
DataFinder Movie	dataFinderMovie	dataFinderMovie
DataFinder Music	dataFinderMusic	dataFinderMusic
DataFinder New RawScore	dataFinderNewRawScore	dataFinderNewRawScore
DataFinder NoOfChildren	dataFinderNoOfChildren	dataFinderNoOfChildren
Data Finder NumberCreditLines	dataFinderNumberCreditLines	dataFinderNumberCreditLines
DataFinder Occupation	dataFinderOccupation	dataFinderOccupation
DataFinder Occupation Details	dataFinderOccupationDetails	dataFinderOccupationDetails
DataFinder OnlineEducation	dataFinderOnlineEducation	dataFinderOnlineEducation

DataFinder Online Shopper Score	dataFinderOnlineShopperScore	dataFinderOnlineShopperScore
DataFinder ParentingAndChildrensProducts	dataFinderParentingAndChildrensProducts	dataFinderParentingAndChildrensProducts
DataFinder PetOwner	dataFinderPetOwner	dataFinderPetOwner
DataFinder PhoneMatchesAddress	dataFinderPhoneMatchesAddress	dataFinderPhoneMatchesAddress
DataFinder PhoneMatchesFullName	dataFinderPhoneMatchesFullName	dataFinderPhoneMatchesFullName
DataFinder PhoneMatchesLastName	dataFinderPhoneMatchesLastName	dataFinderPhoneMatchesLastName
DataFinder PhoneValid	dataFinderPhoneValid	dataFinderPhoneValid
DataFinder PoliticalDonor	dataFinderPoliticalDonor	dataFinderPoliticalDonor
DataFinder PopGrowth3Yr	dataFinderPopGrowth3Yr	dataFinderPopGrowth3Yr
DataFinder Population	dataFinderPopulation	dataFinderPopulation
DataFinder PostOfficeName	dataFinderPostOfficeName	dataFinderPostOfficeName
DataFinder PresenceOfChildren	dataFinderPresenceOfChildren	dataFinderPresenceOfChildren
DataFinder Raw Match Codes	dataFinderRawMatchCodes	dataFinderRawMatchCodes
DataFinder Raw Score	dataFinderRawScore	dataFinderRawScore
DataFinder Religion	dataFinderReligion	dataFinderReligion
DataFinder SeniorAdultInHousehold	dataFinderSeniorAdultInHousehold	dataFinderSeniorAdultInHousehold
DataFinder Single Parent	dataFinderSingleParent	dataFinderSingleParent
DataFinder SocialPresence	dataFinderSocialPresence	dataFinderSocialPresence
DataFinder SportsGrouping	dataFinderSportsGrouping	dataFinderSportsGrouping
DataFinder SportsOutdoorsGrouping	dataFinderSportsOutdoorsGrouping	dataFinderSportsOutdoorsGrouping
DataFinder SquareMiles	dataFinderSquareMiles	dataFinderSquareMiles
DataFinder State	dataFinderState	dataFinderState
DataFinder Technology Buyer Score	dataFinderTechnologyBuyerScore	dataFinderTechnologyBuyerScore
DataFinder TravelGrouping	dataFinderTravelGrouping	dataFinderTravelGrouping
DataFinder Travel Score	dataFinderTravelScore	dataFinderTravelScore
Data Finder UpscaleCardHolder	dataFinderUpscaleCardHolder	dataFinderUpscaleCardHolder
DataFinder URL Source	dataFinderURLSource	dataFinderURLSource
DataFinder Wealth Score	dataFinderWealthScore	dataFinderWealthScore
DataFinder Weighted Score	dataFinderWeightedScore	dataFinderWeightedScore
DataFinder WomensApparel	dataFinderWomensApparel	dataFinderWomensApparel
DataFinder Working Woman	dataFinderWorkingWoman	dataFinderWorkingWoman

DataFinder YoungAdultInHousehold	dataFinderYoungAdultInHousehold	dataFinderYoungAdultInHousehold
DataFinder Zip	dataFinderZip	dataFinderZip
DataFinder Zip4	dataFinderZip4	dataFinderZip4
DataFinder Zip5	dataFinderZip5	dataFinderZip5
Datafinder Phone	datafinder_phone	datafinder_phone

Marketo Webhooks and Response Mapping Details

You have to create webhooks and campaigns as mentioned below using the steps that are explained in the document above.

Sr. No.	Campaign	Webhook	Marketo Field (API Name)	Response Attribute	URL
Contact APIs					
1	DataFinder Address Append Campaign	DataFinder Address Append	Address	datafinder.result[0].Address	http://api.datafinder.com/qdf.php?k2=API_KEY&service=address&d_first={{lead.First Name:default=edit me}}&d_last={{lead.Last Name:default=edit me}}&d_phone=&d_email={{lead.Email Address:default=edit me}}
			State	datafinder.result[0].State	
			PostalCode	datafinder.result[0].Zip	
			dataFinderZip4	datafinder.result[0].Zip4	
2	DataFinder Email Append Campaign	DataFinder Email Append	Email	datafinder.result[0].Email Addr	http://api.datafinder.com/qdf.php?service=email&k2=API_KEY&d_first={{lead.First Name:default=edit me}}&d_last={{lead.Last Name:default=edit me}}
			dataFinderEmailAddrUsable	datafinder.result[0].Email AddrUsable	
3	DataFinder IP Append Campaign	DataFinder IP Append	AnonymousIP	datafinder.result[0].IP	http://api.datafinder.com/qdf.php?k2=API_KEY&service=ip&d_email={{lead.Email Address:default=edit me}}
4	Datafinder Phone Append Campaign	Datafinder Phone Append	Phone	datafinder.result[0].Phone	http://api.datafinder.com/qdf.php?service=phone&k2=API_KEY&d_first={{lead.First Name:default=edit me}}&d_last={{lead.Last Name:default=edit me}}&d_email={{lead.Email Address:default=edit me}}
			dataFinderLineType	datafinder.result[0].LineType	
5	DataFinder Social Handle Append Campaign	DataFinder Social Handle Append	Email	datafinder.result[0].Email Addr	http://api.datafinder.com/qdf.php?service=social&k2=API_KEY&d_first={{lead.First Name:default=edit me}}&d_last={{lead.Last Name:default=edit me}}&d_email={{lead.Email Address:default=edit me}}

			MarketoSocialFacebookDisplay Name	datafinder.result[0].FBName	
			MarketoSocialFacebookId	datafinder.result[0].FBUID	
			MarketoSocialFacebookProfileURL	datafinder.result[0].FBURL	

Demographic APIs

6	DataFinder DemoGraphic Append Campaign	DataFinder DemoGraphic Append	Address	datafinder.result[0].Address	http://api.datafinder.com/qdf.php?service=demograph&k2=API_KEY&d_first={{lead.First Name:default=edit me}}&d_last={{lead.Last Name:default=edit me}}&d_email={{lead.Email Address:default=edit me}}
			dataFinderAgeRange	datafinder.result[0].AgeRange	
			City	datafinder.result[0].City	
			DateofBirth	datafinder.result[0].DOB	
			FirstName	datafinder.result[0].FirstName	
			dataFinderGender	datafinder.result[0].Gender	
			dataFinderHomeOwnerRenter	datafinder.result[0].HomeOwnerRenter	
			LastName	datafinder.result[0].LastName	
			dataFinderPresenceOfChildren	datafinder.result[0].PresenceOfChildren	
			dataFinderSeniorAdultInHousehold	datafinder.result[0].SeniorAdultInHousehold	
			dataFinderSocialPresence	datafinder.result[0].SocialPresence	
			State	datafinder.result[0].State	
			PostalCode	datafinder.result[0].Zip	
			dataFinderBusinessOwner	datafinder.result[0].BusinessOwner	
			dataFinderEducation	datafinder.result[0].Education	
			dataFinderEthnicCode	datafinder.result[0].EthnicCode	
			dataFinderGender	datafinder.result[0].Gender	
			dataFinderLanguage	datafinder.result[0].Language	
			dataFinderMaritalStatusInHousehold	datafinder.result[0].MaritalStatusInHousehold	
			dataFinderNoOfChildren	datafinder.result[0].NumberOfChildren	
			dataFinderOccupation	datafinder.result[0].Occupation	
			dataFinderOccupationDetails	datafinder.result[0].OccupationDetail	
			dataFinderReligion	datafinder.result[0].Religion	

			dataFinderSingleParent	datafinder.result[0].SingleParent	
			dataFinderWorkingWoman	datafinder.result[0].WorkingWoman	
7	DataFinder Financial, Household and Auto Append Campaign	Data Finder Financial, Household and Auto Append	FirstName	datafinder.result[0].FirstName	http://api.datafinder.com/qdf.php?service=finhouse&k2=API_KEY&d_first={{lead.First Name:default=edit me}}&d_last={{lead.Last Name:default=edit me}}&d_email={{lead.Email Address:default=edit me}}
			Address	datafinder.result[0].Address	
			dataFinderAutoEdition	datafinder.result[0].AutoEdition	
			dataFinderAutoMake	datafinder.result[0].AutoMake	
			dataFinderAutoModel	datafinder.result[0].AutoModel	
			dataFinderAutoYear	datafinder.result[0].AutoYear	
			dataFinderCardHolderGasDeptRetail	datafinder.result[0].CardHolderGasDeptRetail	
			City	datafinder.result[0].City	
			dataFinderCreditCardUser	datafinder.result[0].CreditCardUser	
			dataFinderDwellingType	datafinder.result[0].DwellingType	
			dataFinderEstimatedHouseholdIncome	datafinder.result[0].EstimatedHouseholdIncome	
			dataFinderEstWealth	datafinder.result[0].EstWealth	
			dataFinderHomePurchaseDate	datafinder.result[0].HomePurchaseDate	
			dataFinderHomePurchasePrice	datafinder.result[0].HomePurchasePrice	
			dataFinderHomeValue	datafinder.result[0].HomeValue	
			LastName	datafinder.result[0].LastName	
			dataFinderLengthOfResidence	datafinder.result[0].LengthOfResidence	
			MiddleName	datafinder.result[0].MiddleName	
			dataFinderNumberCreditLines	datafinder.result[0].NumberCreditLines	
			State	datafinder.result[0].State	
			dataFinderUpscaleCardHolder	datafinder.result[0].UpscaleCardHolder	
			PostalCode	datafinder.result[0].Zip	
			dataFinderZip4	datafinder.result[0].Zip4	

8	DataFinder Lifestyle and Interests Append Campaign	DataFinder LifeStyle and Interests Append	dataFinderArtsAntiquesCollectibles	datafinder.result[0].ArtsAntiquesCollectibles	http://api.datafinder.com/qdf.php?service=lifeint&k2=API_KEY&d_first={{lead.First Name:default=edit me}}&d_last={{lead.Last Name:default=edit me}}&d_email={{lead.Email Address:default=edit me}}
			dataFinderBooksAndReading	datafinder.result[0].BooksAndReading	
			dataFinderCharitableDonations	datafinder.result[0].CharitableDonations	
			City	datafinder.result[0].City	
			dataFinderComputerAndTechnology	datafinder.result[0].ComputerAndTechnology	
			dataFinderCooking	datafinder.result[0].Cooking	
			dataFinderCosmetics	datafinder.result[0].Cosmetics	
			dataFinderDietingWeightLoss	datafinder.result[0].DietingWeightLoss	
			dataFinderDoltYourselferHomeImprovement	datafinder.result[0].DoltYourselferHomeImprovement	
			dataFinderExerciseHealthGrouping	datafinder.result[0].ExerciseHealthGrouping	
			dataFinderHealthBeautyWellness	datafinder.result[0].HealthBeautyWellness	
			dataFinderHobbiesAndCrafts	datafinder.result[0].HobbiesAndCrafts	
			dataFinderInvesting	datafinder.result[0].Investing	
			dataFinderJewelry	datafinder.result[0].Jewelry	
			dataFinderMagazines	datafinder.result[0].Magazines	
			dataFinderMailOrderBuyer	datafinder.result[0].MailOrderBuyer	
			dataFinderMembershipClubs	datafinder.result[0].MembershipClubs	
			dataFinderMovie	datafinder.result[0].Movie	
			dataFinderMusic	datafinder.result[0].Music	
			dataFinderOnlineEducation	datafinder.result[0].OnlineEducation	
			dataFinderParentingAndChildrensProducts	datafinder.result[0].ParentingAndChildrensProducts	
			dataFinderPetOwner	datafinder.result[0].PetOwner	
			dataFinderPoliticalDonor	datafinder.result[0].PoliticalDonor	
			dataFinderSportsGrouping	datafinder.result[0].SportsGrouping	
			dataFinderSportsOutdoorsGrouping	datafinder.result[0].SportsOutdoorsGrouping	
			State	datafinder.result[0].State	

			dataFinderTravelGrouping	datafinder.result[0].TravelGrouping	
			dataFinderWomensApparel	datafinder.result[0].WomensApparel	
			PostalCode	datafinder.result[0].Zip	
9	DataFinder ZIP Demographic Append Campaign	DataFinder Zip Demographic Append	dataFinderAreaCode	datafinder.result[0].AreaCode	http://api.datafinder.com/qdf.php?service=zip5&k2=API_KEY&d_zip={{lead.Postal Code:default=edit me}}
			City	datafinder.result[0].City	
			dataFinderCityCode	datafinder.result[0].CityCode	
			dataFinderCityType	datafinder.result[0].CityType	
			dataFinderCounty	datafinder.result[0].County	
			dataFinderCountyFIPSCode	datafinder.result[0].CountyFIPSCode	
			dataFinderFamiliesNoChildren	datafinder.result[0].FamiliesNoChildren	
			dataFinderLatitude	datafinder.result[0].Latitude	
			dataFinderLongitude	datafinder.result[0].Longitude	
			dataFinderPostOfficeName	datafinder.result[0].PostOfficeName	
			dataFinderSquareMiles	datafinder.result[0].SquareMiles	
			dataFinderZip5	datafinder.result[0].Zip5	
10	DataFinder ZIP+4 Demographic Append Campaign	DataFinder ZIP+4 Demographic Append	dataFinderAvgHouseholdSize	datafinder.result[0].AvgHouseholdSize	http://api.datafinder.com/qdf.php?service=zip4&k2=API_KEY&d_first={{lead.First Name:default=edit me}}&d_last={{lead.Last Name:default=edit me}}&d_phone={{lead.Phone Number:default=edit me}}
			dataFinderHouseholdIncomePerCapita	datafinder.result[0].HouseholdIncomePerCapita	
			dataFinderHouseholds	datafinder.result[0].Households	
			dataFinderMedianAge	datafinder.result[0].MedianAge	
			dataFinderMedianHouseholdIncome	datafinder.result[0].MedianHouseholdIncome	
			dataFinderMedianHousingRent	datafinder.result[0].MedianHousingRent	
			dataFinderPopGrowth3Yr	datafinder.result[0].PopGrowth3Yr	
			dataFinderPopulation	datafinder.result[0].Population	
			State	datafinder.result[0].State	
Predictive Scores APIs					

					http://api.datafinder.com/qdf.php?k2=API_KEY&service=scores&dcfg_scores=GreenScoreNorm,DonorScoreNorm,WealthScoreNorm,AutoFinanceScoreNorm,DIYScoreNorm,TravelScoreNorm,NewTechAdopterScoreNorm,OnlineShopperScoreNorm&d_first={{lead.First Name:default=edit me}}&d_last={{lead.Last Name:default=edit me}}&d_email={{lead.Email Address:default=edit me}}&d_phone={{lead.Phone Number:default=edit me}}
11	DataFinder Predictive Scores Append Campaign	DataFinder Predictive Scores Append	dataFinderAutoBuyerScore	datafinder.result[0].AutoFinanceScoreNorm	
			dataFinderDIYScore	datafinder.result[0].DIYScoreNorm	
			dataFinderGivingScore	datafinder.result[0].DonorScoreNorm	
			greenScore	datafinder.result[0].GreenScoreNorm	
			dataFinderTechnologyBuyerScore	datafinder.result[0].NewTechAdopterScoreNorm	
			dataFinderOnlineShoppersScore	datafinder.result[0].OnlineShopperScoreNorm	
			dataFinderTravelScore	datafinder.result[0].TravelScoreNorm	
			dataFinderWealthScore	datafinder.result[0].WealthScoreNorm	
Hygiene APIs					
12	DataFinder Hygiene and Lead Validation Campaign	DataFinder Hygiene and Lead Validation	dataFinderEmailAddressValid	datafinder.result[0].EmailAddressValid	http://api.datafinder.com/qhv.php?service=clean&k2=API_KEY&d_first={{lead.First Name:default=edit me}}&d_last={{lead.Last Name:default=edit me}}&d_email={{lead.Email Address:default=edit me}}&d_phone={{lead.Phone Number:default=edit me}}&d_zip={{lead.Postal Code:default=edit me}}
			dataFinderEmailMatchesLastName	datafinder.result[0].EmailMatchesLastName	
			dataFinderPhoneMatchesAddress	datafinder.result[0].PhoneMatchesAddress	
			dataFinderPhoneMatchesFullName	datafinder.result[0].PhoneMatchesFullName	
			dataFinderPhoneMatchesLastName	datafinder.result[0].PhoneMatchesLastName	
			dataFinderPhoneValid	datafinder.result[0].PhoneValid	