

DNS Host-N-Post Specification



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DNS Host-N-Post Specification

All Web Leads, Inc. Partner Contact Information

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Introduction

The All Web Leads program has offered affiliates the opportunity to either direct traffic to our website or post insurance lead data directly into our system. We are now offering a new "DNS redirected Host-N-Post" service which allows our affiliate partners to transparently redirect consumers to All Web Lead hosted quote forms, without transitioning from the partners domain. This document will describe the steps necessary for affiliates to begin posting to an All Web Leads hosted quote form via use of a sub-domain.

High Level Illustration

How does DNS Host and post work?

A partner hosting a landing page, ie: <http://partnerlandingpage.com> passes the consumer to a sub-domain of the form <http://quote.partnerlandingpage.com>. The partner configures their DNS to point their subdomain **quote**.partnerlandingpage.com to a CNAME owned by All Web Leads that contains the consumer quote form. Parameters are passed as part of the process, allowing the retaining of consumer information such as zip code. The partner's logo and CSS can also be retained on the quote form by using specifications below, providing the consumer a seamless experience.



Talk to a specialist now call:

Or simply fill out the form below.

Texas Residents Have Access to Major Auto Insurance Discounts



Secure Your Lowest Rate Now

1 Verify Your Zip Code:

2 Your Daily Commute (One-Way)

35 Miles+ 11-34 Miles 6-10 Miles 1-5 Miles

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AFFILIATE LOGO GOES HERE

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© This Form is Safe and Secure
 Good News: You're Qualified for discounts on Auto Insurance. Please complete the form below.

Vehicles Drivers Insurance Incidents Contact Info Compare

Vehicles
Please add your vehicles

Add a Vehicle

Year: --Year-- Make: --Make-- Model: --Model--

next >
Save Vehicle

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<http://partnerlandingpage.com>

<http://quote.partnerlandingpage.com/targetURL>

Partner Side Implementation - Requirements

The following tasks must be complete to implement DNS Host-N-Post. Please contact your affiliate manager to coordinate implementation of these tasks. You must be an authorized affiliate prior to implementation or the solution below will be non-functional.

Step 1: Domain Pre-Requisites

For this process to work, you must meet the following pre-requisites:

1. Ownership of a root DNS domain (e.g. partnerlandingpage.com)
2. Access to your domain's DNS Control Panel and the ability to create a new [DNS CNAME record](#)
3. No existing CNAME record (sub-domain) with the name "quote" (e.g. quote.partnerlandingpage.com must be currently unused)
4. The ability to redirect your website to a specified URL upon Landing Page submit

i AWL Sub-Domain

At this time, "quote" is the only sub-domain supported by AWL's Host-N-Post Quote Forms

Step 2: DNS Configuration

You must create a new [DNS CNAME record](#) for your root domain, matching the name of AWL's required sub-domain: **quote**.

The new CNAME record's value effectively aliases the **quote** sub-domain on your domain to servers hosting AWL's Quote Form platform.

New C-Name Record	Value
quote.partnerlandingpage.com	quotex.allweleads.com

! Note:

- quotex.allweleads.com is only used for defining partner CNAME records
- quotex.allweleads.com is **not** the address of a valid AWL website, and cannot be accessed via a browser

Step 3: Zip Submit (Landing page to quote form transition)



Due to the nature of certificates, using the https (secure) protocol is NOT supported. All landing page links must be http.

The partner Landing Page (e.g <http://partnerlandingpage.com/>, <http://partnerlandingpage.com/mylandingpage/>, etc.) must be configured to target the following AWL URL:

```
http://quote.partnerlandingpage.com/launch?quoteType=<quote-type>&refID=<ref-id>&refCampaign=<ref-campaign>&kw=<keyword>{noformat}
```

Note that since the partner owns the domain, SSL is not supported on AWL servers when DNS Host-N-Post is in effect.

Query String Parameter	Required	Description
quoteType	Required	Identifies the Quote Form to display. See below for supported values.
refID	Required	Affiliate tracking code, provided by All Web Leads identifying you as an affiliate. This should not be changed from the refID provided under any circumstances.
refCampaign	Optional	Internal tracking where you pass source ID. Max Length: 50 characters (longer values may be truncated).
kw	Optional	Affiliate tracking, can be used for sub-source identification and reporting. Max Length: 60 characters (longer values may be truncated).

Supported quoteType parameters:

quoteType Param	Lead Type	Example Link
AUT	Auto	<pre>http://quote.partnerlandingpage.com/launch?quoteType=AUT&refID=<ref-id>&refCampaign=XXX&kw=YYY</pre>
HEA	Health	<pre>http://quote.partnerlandingpage.com/launch?quoteType=HEA&refID=<ref-id>&refCampaign=XXX&kw=YYY</pre>
LIF	Life	<pre>http://quote.partnerlandingpage.com/launch?quoteType=LIF&refID=<ref-id>&refCampaign=XXX&kw=YYY</pre>
HOM	Home	<pre>http://quote.partnerlandingpage.com/launch?quoteType=HOM&refID=<ref-id>&refCampaign=XXX&kw=YYY</pre>
LTC	Long Term Care	<pre>http://quote.partnerlandingpage.com/launch?quoteType=LTC&refID=<ref-id>&refCampaign=XXX&kw=YYY</pre>
REN	Renters	<pre>http://quote.partnerlandingpage.com/launch?quoteType=REN&refID=<ref-id>&refCampaign=XXX&kw=YYY</pre>
BIZ	Business	<pre>http://quote.partnerlandingpage.com/launch?quoteType=BIZ&refID=<ref-id>&refCampaign=XXX&kw=YYY</pre>

ANN	Annuity	<code>http://quote.partnerlandingpage.com/launch?quoteType=ANN&refID=<ref-id>&refCampaign=XXX&kw=YYY</code>
DIS	Disability	<code>http://quote.partnerlandingpage.com/launch?quoteType=DIS&refID=<ref-id>&refCampaign=XXX&kw=YYY</code>

Note that AWL Quote Forms also support additional optional query string parameters that may be used to pre-populate data on the form. For more info, contact your Affiliate Manager and reference:

- [AWL Quote Form Query String Specification](#)

Step 4: Provide the affiliate manager partner logo, CSS templates

The logo will be implemented on the quote form.
The style will be implemented on the quote form.

Although not necessary, these items will facilitate a seamless consumer experience and improve conversion.

Step 5: Testing

The following guidelines must be followed.

1. Use the name **first_name = John last_name = Doe (anything else is sold as a lead in our production system and will impact quality)**
2. Note that these leads will not convert (they'll be filtered), but you will get the confirmation page. As such, the online admin affiliate report will not indicate a conversion, but will register a click for Auto.
3. Please make sure to clear cookies after every submit. Duplicate cookie checking is still live. [Your Contact Page](#)