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Syndicated Trade-In Price Advisor Technical Implementation Guide



Overview

Syndicated Trade-In Price Advisor is a web-based application from Kelley Blue Book that provides an easy way to display the Kelley Blue Book Trade-In Price Advisor on your website or within your web-based application.

The Price Advisor is configurable using URL parameter values and can display a vehicle's Trade-In Range and Trade-In Value.

This guide describes the various methods and options available for implementing Kelley Blue Book's Syndicated Trade-In Price Advisor. It also includes code samples, FAQs and troubleshooting tips for developers.

NOTE: Actual usage permission is outlined in your company's contract with Kelley Blue Book, and this document does not grant you a license to use the Price Advisor outside of the terms of that contract. Please check with your Legal department on permitted uses for your company.

Getting Started

Your API Key

You should have received via email an API Key (identification number) from Kelley Blue Book similar to this example:

```
SAMPLE34-8B86-D033-B42D-FFC0RCC96409
```

You will need this key to in order to use Syndicated Trade-In Price Advisor.

The iframe

Frame Size

Syndicated Trade-In Price Advisor is designed to be displayed in a 300 x 375 pixel iframe with no scrollbars. For optimal results, we recommend you use these settings.

Components

The following is a breakdown of the basic iframe components needed for a Syndicated Trade-In Price Advisor implementation:

1. Set the iframe dimensions.

```
<iframe width="300" height="375"
```

2. Ensure that no frame border or scrollbars are visible.

```
frameBorder="0" scrolling="no"  
style="border:0px none #FFFFFF;"
```

3. Set the content source to the URL for Syndicated Trade-In Price Advisor.

```
src="//pauc.syndication.kbb.com/pric  
eadvisorusedcar/tradein
```

4. Pass in the API Key provided to you by Kelley Blue Book using the **APIKey** URL parameter.

```
?APIKey=SAMPLE34-8B86-D033-B42D-  
FFC0RCC96409
```

5. Pass in the Vehicle ID using the VehicleId URL parameter.

```
&VehicleId=392606"></iframe>
```

6. Pass in the Vehicle ID using the VehicleId URL parameter.

```
&OptionsIds=5516188,5516354,5517468,  
5517604,5516243,5517402,5517052,5516  
613,5516669,5517392,5516618,5516629,  
5961638,5961641,5516372,5516405,5516  
456,5516822,5516365,5516816,5517320,  
5517325"></iframe>
```

Vehicle Identification

For the Syndicated Trade-In Price Advisor, you must build your own application user experience (UX) and use the data and rules in InfoDriver Data or InfoDriver Web Service to get a valid Kelley Blue Book vehicle configuration.

To determine how to get a valid vehicle configuration including all options, please refer to the separate InfoDriver Data or InfoDriver Web Service documentation.

Your company's contract with Kelley Blue Book should outline the types of questions and information you need to determine, ask from the user, and/or disclaim to make sure the value is correct and matches kbb.com. Values are updated weekly.

NOTE: The Price Advisor is used to graphically display the values. It does not return any values to your application. If you need to capture the value (e.g., to store or use elsewhere in your application), you must obtain the value using InfoDriver Data or InfoDriver Web Service first and then call the Price Advisor to display the value to the user.

Price Advisor by Vehicle ID

To use this method, you'll need to pass in the Kelley Blue Book Vehicle ID using the **VehicleId** parameter.

You'll also need to pass in all of the Kelley Blue Book Option ID's that describe the vehicle using the **OptionIds** parameter. You will need to pass in all Option ID's for options on that vehicle (e.g., engine, transmission, drivetrain,

any/all default equipment and any/all changes the consumer specified as options on that car).

Before passing in the KBB Vehicle and Option ID's, you will need to confirm you have a valid vehicle configuration for the options select using InfoDriver Data or InfoDriver Web Service. Once you have a valid configuration, you can pass the ID's to the Price Advisor.

There are additional items that affect the value of the vehicle and need to be supplied as well. This includes the mileage, ZIP code, condition for Trade-In, and whether or not you want to plot the Trade-In Value price point or just the range.

The following example shows how to display Syndicated Trade-In Price Advisor using the vehicle's KBB vehicle ID:

```
<iframe width="300" height="375"
frameBorder="0" scrolling="no"
style="border:0px none #FFFFFF;"
src="//pauc.syndication.kbb.com/priceadv
isorusedcar/tradein?APIKey=SAMPLE34-
8B86-D033-B42D-FFC0RCC96409&
ZipCode=92618&VehicleId=392606&Optio
nIds=5516188,5516354,5516374,55174
68,5517604,5516243,5517402,5517052
,5516613,5516669,5517392,5516618,5
516629,5961638,5961641,5516372,551
6405,5516456,5516822,5516365,55168
16,5517320,5517325&ZipCode=92618&Mile
age=25000&Condition=Very%20Good&DisplayT
I=false"></iframe>
```

URL Parameters

The following are parameters that can be used with Syndicated Trade-In Price Advisor along with sample values and explanations of how and when to use them:

Parameter	Req/Opt	Sample	Description
APIKey	Required	SAMPLE34-8B86-D033-B42D-FFC0RCC96409	The unique identification number assigned to you by Kelley Blue Book for use with Syndicated Trade-In Price Advisor. Default value: null
VehicleId	Required	392606	The KBB Vehicle ID that represents a car's Year, Make, Model, and Trim. Acceptable values: Any KBB Vehicle ID in the current week's data. Default value: null.
OptionIds	Optional	5516188,5516354,5516374,5517468,5517604,5516243,5517402,5517052,5516613,5516669,5517392,5516618,5516629,5961638,5961641,5516372,5516405,5516456,5516822,5516365,5516816,5517320,5517325...	A list of all KBB Option IDs that describe the vehicle. This parameter must be used in conjunction with VehicleId . Acceptable values: A comma delimited list of KBB Option IDs for all equipment on the car, not just the options added. This includes engine, transmission, drivetrain, color and any/all default or options specified by the user. Default value: null.
ZipCode	Required	92618	The ZIP Code of the location entered by the user. This is required in order for the Price Advisor to display the appropriate, regionally adjusted vehicle pricing amounts. Acceptable values: Five-digit Zip Code. Default value: null.
Mileage	Optional	63554	The vehicle's actual mileage. A Mileage value must be submitted in order to obtain an accurate, vehicle specific Trade-In Range and Trade-In Value. If left blank, the Price Advisor will display pricing information based on estimated typical mileage of similar vehicles. Acceptable values: The value must be numeric, without thousand separators. Default value: null.
Condition	Optional	Very Good	Acceptable values: Fair, Good, Very Good, Excellent Default value: null.

Parameter	Req/Opt	Sample	Description
DisplayTI	Optional	False	Allows you to display the Trade-In Value amount on the Price Advisor (Trade-In Value is typically the amount at the midpoint of the Trade-In Range). Acceptable values: "true" or "false". Default value: "false".

See next page for Troubleshooting information.

Troubleshooting

Trade-In Price Advisor

Error Messages

1.

Info Currently Unavailable
Please check back later



A generic **"Info Currently Unavailable"** message may be displayed for various reasons. It could be that a required parameter value is missing or an invalid value was used. To investigate the problem, you can press F12 (for most web browsers) to display the developer tools and then click the Console tab to view a more detailed message if available.

Here are some common error messages you may see in the console when the above image is displayed and suggestions for resolving the problem:

"Some of the parameters required for this call are either missing or invalid..."

Verify that you are submitting values for all of the required parameters and that the values are correct.

"VehicleID <Submitted VehicleID> is invalid."

Check to make sure that you are passing a valid KBB Vehicle ID using the VehicleID parameter.

"The following OptionID(s) are invalid for VehicleID <submitted VehicleID>: <list of OptionID(s)>"

Make sure that all of your OptionID values are valid for the VehicleID being submitted.

2.

Info Currently Unavailable
Kelley Blue Book® pricing is unavailable on this page, but it might be available on KBB.com



Another message that may be displayed on the Syndicated Trade-In Price Advisor says **"Kelley Blue Book® pricing is unavailable on this page, but it might be available on KBB.com."** The F12 console message in this case reads as follows:

"The APIKey <Submitted API Key> does not belong to an active Account."

Check to make sure that the API Key you are using is the one assigned to you specifically for the Syndicated Trade-In Price Advisor and that it is formatted correctly.

If you think your API Key may have been deactivated, please contact your Syndication Manager.

3.

Info Currently Unavailable
This vehicle may have too few sales in your area to generate a Fair Purchase Price.



In some cases, KBB may not be able to provide the Trade-In Range and Trade-In Value for a vehicle because the available market data is insufficient. This is particularly the case at the beginning of a vehicle's model year. When this occurs, the following message is displayed on the Syndicated Trade-In Price Advisor:

"This vehicle may have too few sales in your area to generate a Trade-In Value."

Frequently Asked Questions (FAQ)

What is the best way to integrate Syndicated Trade-In Price Advisor into my website?

Syndicated Trade-In Price Advisor is designed to be implemented within an iframe on your website or web application. For the best user experience, we recommend an iframe width of 300 pixels and height of 375 pixels.

Why isn't Syndicated Trade-In Price Advisor showing the Trade-In Range?

Some reasons this could occur are as follows:

- The URL or API Key that you are using might not match those provided to you by Kelley Blue Book for the Trade-In Price Advisor.
- The API Key your using may have been deactivated.
- The Vehicle ID and Option ID's you supplied may not be valid ID's or a valid configuration.

For further assistance, contact your KBB Syndication Manager.