



Predict

API Definition

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Verisk Marketing Solutions Overview

Verisk Marketing Solutions is a consumer data and insights unit of Verisk that specializes in helping marketers and the platforms and providers they work with continuously maintain a real-time view of their consumers' profiles and behaviors as they change over time. We power personalized interactions to engage them with the right message, at the right time.

Verisk Marketing Solutions brings together the unique behavioral data assets from Jornaya with the proprietary identity graph from Infutor to provide marketers with comprehensive and actionable identity data for every consumer and household in the US, alongside the earliest indicators of their in-market shopping behavior. This one-of-a-kind view is maintained with the highest standards for data security and consumer privacy, preferences, and permissions.

Our solutions ensure marketers have the most complete picture of a consumer's identity, attributes, permissions, and in-market behaviors—helping to remove the guesswork around who, what, and when to reach out.

- Customers who engage with us experience:
- Lead generation program ROI improvement
- Better customer acquisition & retention outcomes
- Real-time in-market insights (from 55k comparison shopping sites)
- Intelligence to inform cross-sell opportunities
- Improved reputation and financial risk management

Predict Overview

Jornaya Intelligence is a REST API call that relies on a unique LeadID token that is generated by our javascript snippet to witness the consumer's experience as they move through a lead funnel. The responses in this request are derived data insights gathered from the lead event. Our predict scores will help you identify and prioritize high-intent leads.

Example Request

```
https://api.leadid.com/SingleQuery?lac={ACCOUNTCODE}&id={LEADIDTOKEN}&lak={AUDITKEY}&data={DATAINTEGRITY}&passthrough={PASSTHROUGH}
```

Request Parameters

Name	Value	Required	Description
URL	https://api.leadid.com/SingleQuery	✓	The URL to be used for the query.
Method	GET or POST	✓	The HTTPS method to be used.
lac	xxxxxxx-xxxx-xxxx-xxxx-xxxxxxxxxxxxx	✓	Your Jornaya Account Code.
id	36 Character LeadID token	✓	The LeadID token.
lak	xxxxxxx-xxxx-xxxx-xxxx-xxxxxxxxxxxxx	✓	The Intelligence Profile key for this audit.
lpc	Alphanumeric string	No ^{1,6}	A value that identifies the Provider from whom you received this lead.

<i>data</i>	Pipe separated data with field data labels delimited by semicolons. e.g., email;joe@smith.com f_name;joe	No ^{2,3,4,5,6}	The data for which you want to determine Data Integrity. Data Integrity is whether or not the information you received in the lead post matches what Jornaya witnessed during the lead event. For additional information on how Data Integrity works, see https://marketing.verisk.com/docs/intelligence-data-integrity . *NOTE: Data Integrity field data label and value details can be found in the Data Integrity Field Data section of this document.
<i>recordid</i>	Integer or string	No	This is the Lead Management System's or destination system's unique identifier for the specific lead record.
<i>format</i>	json, xml	No	The format in which you would like the data returned. The default value is JSON.
<i>agency</i>	xxxxxxx-xxxx-xxxx-xxxx-xxxxxxxxxxxx	When Applicable	The agency parameter allows a company that is an AOR or LMS for a client to perform queries on behalf of that client and identify itself accordingly by passing in its own Account Code.
<i>passthrough</i>	Pipe Separated data with field data labels delimited by semicolons. e.g., country;USA prog_interest;BACHELORS	No ⁶	The data for which you want passed through for Predict scoring. *NOTE: Passthrough field data label and value details can be found in the Passthrough Field Data section of this document.

¹ Required for Lead Lineage

² Required for Lead Data Integrity

³ **email** is required for Consumer Velocity and Consumer Duplication

⁴ At a minimum, one of the following combinations are required for Consumer Identity Scores

- **phone1**
- **email**
- **f_name + l_name**
- **address1 + zip**
- **address1 + city + state**

⁵ At a minimum, one of the following combinations are required for Consumer Attributes

- **phone1**
- **email**
- **address1 + zip**
- **address1 + city + state**

⁶ Although not required, include whenever possible. The quality and completeness of the data submitted with the request directly impacts Predict scoring accuracy and robustness.

Example Response:

```
{
  "audit": {
    "age": "07",
    "age_rule": 2,
    "authentic": 1,
    "reg_rule": 1,
    "call_center": 1,
    "call_center_rule": 1,
    "consumer_day": 0,
    "consumer_day_rule": 1,
    "consumer_dupe_blocked": 1,
    "consumer_dupe_blocked_rule": 1,
    "consumer_dupe_check": "01",
    "consumer_dupe_check_rule": 2,
    "consumer_five_minutes": 0,
    "consumer_five_minutes_rule": 1,
    "consumer_hour": 0,
    "consumer_hour_rule": 1,
    "consumer_twelve_hours": 0,
    "consumer_twelve_hours_rule": 1,
    "consumer_velocity_blocked": 1,
    "consumer_velocity_blocked_rule": 1,
    "consumer_week": 0,
    "consumer_week_rule": 1,
    "data_integrity": 0,
    "data_integrity_blocked": 1,
    "data_integrity_blocked_rule": 1,
    "data_integrity_default": [],
    "data_integrity_failed": [
      "RTESTY",
      "GMAIL.COM",
      "RTESTY@GMAIL.COM"
    ],
    "data_integrity_passed": [
      "R-TEST",
      "TESTY",
      "201 MAPLE AVENUE",
      "AMBLER",
      "OH",
      "45242"
    ],
    "data_integrity_rule": 2,
    "device_blocked": 1,
    "device_blocked_rule": 1,
    "device_day": 1,
    "device_day_rule": 3,
    "device_five_minutes": 0,
    "device_five_minutes_rule": 1,
    "device_hour": 0,
    "device_hour_rule": 1,
    "device_twelve_hours": 1,
    "device_twelve_hours_rule": 3,
    "device_undefined": 1,
    "device_undefined_rule": 1,
    "device_week": 3,
    "device_week_rule": 3,
  }
}
```

```
"duration": "04",
"duration_rule": 1,
"entity_blocked": 1,
"entity_blocked_rule": 1,
"entity_rule": 1,
"entity_value": 0,
"field_disclosures": [],
"fields": {
  "f_name": 1,
  "l_name": 1,
  "email": 0,
  "phone1": 0,
  "phone2": 0,
  "address1": 1,
  "address2": 1,
  "city": 1,
  "state": 1,
  "zip": 1
},
"ip_blocked": 1,
"ip_blocked_rule": 1,
"ip_day": 30,
"ip_day_rule": 3,
"ip_five_minutes": 0,
"ip_five_minutes_rule": 3,
"ip_hour": 1,
"ip_hour_rule": 3,
"ip_twelve_hours": 30,
"ip_twelve_hours_rule": 3,
"ip_week": 30,
"ip_week_rule": 3,
"lead_age": 178075.8440001011,
"lead_day": 3,
"lead_day_rule": 1,
"lead_dupe": 0,
"lead_dupe_blocked": 1,
"lead_dupe_blocked_rule": 1,
"lead_dupe_check": "00",
"lead_dupe_check_rule": 1,
"lead_dupe_provider": "",
"lead_dupe_rule": 1,
"lead_dupe_time": 10.2,
"lead_duration": 90,
"lead_five_minutes": 0,
"lead_five_minutes_rule": 1,
"lead_hour": 1,
"lead_hour_rule": 1,
"lead_twelve_hours": 3,
"lead_twelve_hours_rule": 1,
"lead_velocity_blocked": 1,
"lead_velocity_blocked_rule": 1,
"lead_week": 6,
"lead_week_rule": 1,
"market": {
  "leadid": {
    "tcpa": {
      "capture": 1,
      "capture_rule": 1,
```

```

        "consent": 4,
        "consent_rule": 1,
        "contrast": 0,
        "contrast_rule": 2,
        "contrast_value": 100,
        "disclosure": 2,
        "disclosure_rule": 2,
        "prominence": 0,
        "prominence_rule": 2,
        "prominence_value": 100,
        "result": 2,
        "stored": 1,
        "stored_rule": 1,
        "type": 2,
        "type_rule": 1,
        "visibility": 0,
        "visibility_rule": 2,
        "visibility_value": 100
    },
    "result": 2
},
"ConsumerData": {
  "IDScores": {
    "raw_response": {
      "Detail": {
        "Raw": {
          "PhoneOwnerIDValidation": {
            "Phone": {
              "PhoneType": "W"
            }
          }
        },
      },
    },
    "IDScores": {
      "ValidAddress": "0",
      "ValidPhone": "100",
      "ValidEmail": "100",
      "ValidName": "0",
      "Deceased": "100",
      "NameToPhone": "0",
      "NameToEmail": "80",
      "NameToAddress": "0",
      "AddressToPhone": "0",
      "AddressToEmail": "10",
      "PhoneToEmail": "10",
      "USLocation": "",
      "ValidPhone2": "",
      "NameToPhone2": "",
      "AddressToPhone2": "",
      "Phone2ToEmail": "",
      "PhoneConfidenceScore": "49",
      "Phone2ConfidenceScore": "",
      "AddressConfidenceScore": "0",
      "ValidCount": "3",
      "LinkageCount": "0.7",
      "RiskFlagCount": "0",
      "ValidationSummary": "PASS",
      "LinkageSummary": "FAIL",
      "RiskFlagSummary": "PASS",
    }
  }
}

```

```

        "IDVerifyScore": "69",
        "ValidZip": "100",
        "ZipToPhone": "0"
    }
}
},
"ConsumerAttributes": {
    "raw_response": {
        "output": [
            {
                "results": [
                    {
                        "matchLevel": 4,
                        "attributes": {
                            "coreDemographics": {
                                "CHILD": "Y",
                                "CHILDAGECD_11_15": null,
                                "CHILDAGECD_16_17": null,
                                "CHILDAGECD_6": "Y",
                                "CHILDAGECD_6_10": null,
                                "CHILDNRBCD": "B",
                                "EHI": "H",
                                "HOMEOWNERCD": "H",
                                "WEALTHSCR": "I",
                                "GENDER": null
                            },
                            "supplementalDemographics": {
                                "CREDITCARD": "Y",
                                "HHNBR": 3,
                                "HHNBRSR": "Y",
                                "LOR": 12,
                                "SOHOC": null,
                                "VETERANCD": null
                            },
                            "autoInformation": {
                                "AUTOS": [
                                    {
                                        "FUELTYPECD": "G",
                                        "INFERREDDATE": "G",
                                        "MAKE": "CHEVROLET",
                                        "MFGCD": "G",
                                        "MILEAGECD": null,
                                        "MODEL": "CORVETTE",
                                        "STYLECD": "CONV",
                                        "VEH_CLASS": "MID SIZE CAR",
                                        "VIN": "1G1YY32G615128957",
                                        "YEAR": "2001"
                                    },
                                    {
                                        "FUELTYPECD": "G",
                                        "INFERREDDATE": "G",
                                        "MAKE": "CHEVROLET",
                                        "MFGCD": "G",
                                        "MILEAGECD": null,
                                        "MODEL": "TAHOE",
                                        "STYLECD": "UTIL",
                                        "VEH_CLASS": "FULL SIZE SUV",

```



```

        "VIN": "1GNEK13R7VJ391222",
        "YEAR": "1997"
    },
    {
        "FUELTYPECD": "G",
        "INFERREDDATE": "G",
        "MAKE": "MERCURY",
        "MFGCD": "F",
        "MILEAGECD": null,
        "MODEL": "GRAND MARQUIS",
        "STYLECD": "SEDAN",
        "VEH_CLASS": "MID SIZE CAR",
        "VIN": "2MELM75W0SX623337",
        "YEAR": "1995"
    },
    {
        "FUELTYPECD": "G",
        "INFERREDDATE": "G",
        "MAKE": "CHEVROLET",
        "MFGCD": "G",
        "MILEAGECD": null,
        "MODEL": "CAVALIER",
        "STYLECD": "CPE 2DR",
        "VEH_CLASS": "SMALL CAR",
        "VIN": "1G1JC1247V7141334",
        "YEAR": "1997"
    }
]
},
"propertyInformation": {
    "AVM_ESTIMATE": 148210,
    "AVM_ESTIMATE_ERROR": 25632,
    "AVM_ESTIMATE_PCT_ERROR": 172,
    "HEQUITY_CONF": 1,
    "HEQUITY_EST": 97535,
    "MORTGAGE_INFORMATION": [
        {
            "PROP_LENDERNAME": "UNIVERSAL MTG",
            "PROP_MTGAMT": "55215",
            "PROP_MTGDATE": "20210330",
            "PROP_MTGDUEDATE": "20460430",
            "PROP_MTGINTRATE": null,
            "PROP_MTGINTRATETYPE": null,
            "PROP_MTGLOANCD": "CNV",
            "PROP_MTGREFICD": "T",
            "PROP_MTGTERM": "25",
            "PROP_RMSEQUITYCD": null
        },
        {
            "PROP_LENDERNAME": "BANK OF AMERICA",
            "PROP_MTGAMT": "89000",
            "PROP_MTGASSUMPTIONAMT": null,
            "PROP_MTGDATE": "20051214",
            "PROP_MTGDEEDCD": "TR",
            "PROP_MTGDUEDATE": null,
            "PROP_MTGINTRATE": null,
            "PROP_MTGINTRATETYPE": "FIX",
            "PROP_MTGLOANCD": "CNV",

```

```
        "PROP_MTGREFICD": null,  
        "PROP_MTGTERM": null,  
        "PROP_RMSEQUITYCD": "Y"  
    },  
    {  
        "PROP_LENDERNAME": "UNIVERSAL MTG",  
        "PROP_MTGAMT": "55215",  
        "PROP_MTGASSUMPTIONAMT": null,  
        "PROP_MTGDATE": "19961210",  
        "PROP_MTGDEEDCD": "TR",  
        "PROP_MTGDUEDATE": null,  
        "PROP_MTGINTRATE": null,  
        "PROP_MTGINTRATETYPE": "ADJ",  
        "PROP_MTGLOANCD": "FHA",  
        "PROP_MTGREFICD": null,  
        "PROP_MTGTERM": null,  
        "PROP_RMSEQUITYCD": null  
    }  
],  
"PROP_AC": "ACE",  
"PROP_ACRES": "2710",  
"PROP_ADJGROSSSQFT": null,  
"PROP_APPRAISED_IMPVAL": null,  
"PROP_APPRAISED_VAL": null,  
"PROP_ASSED_IMPVAL": "28634",  
"PROP_ASSED_VAL": "37178",  
"PROP_BATHS": "300",  
"PROP_BATHSCALC": "300",  
"PROP_BEDRMS": "4",  
"PROP_BLDSQFT": "2277",  
"PROP_BLDSQFTIND": "L",  
"PROP_CNSTRTYPE": "BRF",  
"PROP_COND": "GOO",  
"PROP_EFFYRBLD": null,  
"PROP_ENERGY": "ECN",  
"PROP_EXTNW": "FMM",  
"PROP_FLR": null,  
"PROP_FND": "CNB",  
"PROP_FRPL": "Y",  
"PROP_FUEL": "FGA",  
"PROP_FULLBATHS": "2",  
"PROP_GAR": "610",  
"PROP_GROSSSQFT": null,  
"PROP_HEAT": null,  
"PROP_HOMESTEAD": null,  
"PROP_IMP_VALCALC": null,  
"PROP_IMP_VALCALC_IND": null,  
"PROP_IND": "10",  
"PROP_LANDSQFT": "11805",  
"PROP_LCTN_INFL": null,  
"PROP_LIVINGSQFT": "1836",  
"PROP_LOANTOVAL": "103",  
"PROP_MOBHOME": null,  
"PROP_MRKTVAL": "106220",  
"PROP_MRKT_IMPVAL": "81810",  
"PROP_OWNERCD": null,  
"PROP_OWNEROCC": "Y",  
"PROP_POOL": null,
```

```

        "PROP_QTTY": null,
        "PROP_RMS": "7",
        "PROP_ROOFCOVER": "2",
        "PROP_ROOFTYPE": null,
        "PROP_SALEAMT": "148500",
        "PROP_SALECD": null,
        "PROP_SALEDATE": "20051216",
        "PROP_SALESDEEDCD": "G",
        "PROP_SALESTRANSCD": "1",
        "PROP_SEWER": null,
        "PROP_STORIESCD": "20",
        "PROP_STYLE": "CON",
        "PROP_TAXAMT": "266247",
        "PROP_TAXYR": "2021",
        "PROP_UNVBLDSQFT": "1836",
        "PROP_VALCALC": "106220",
        "PROP_VAL_CALCIND": "M",
        "PROP_VIEW": null,
        "PROP_WATER": null,
        "PROP_XMTVET": null,
        "PROP_XMT_DISABLED": null,
        "PROP_YRBLD": "1971"
    }
}
}
}
}
}
},
"predict": {
    "decile": 5,
    "probability": 0.5
},
"result": 2
},
"result": 3,
"token": "BFA91C69-B9CE-7DAF-84AD-E78AA50C32BD",
"total_entities": 1,
"total_entities_blocked": 1,
"total_entities_blocked_rule": 1,
"total_entities_rule": 1,
"total_hops": 1,
"total_hops_blocked": 1,
"total_hops_blocked_rule": 1,
"total_hops_rule": 1,
"url_blocked": 1,
"url_blocked_rule": 1,
"url_rule": 1,
"url_value": 1
},
"transid": "A8C989A4-E355-4B16-B01D-9AD70808B8B6"
}

```

Response Fields

Name	Description	Type								
<i>audit</i>	<p>Derived data insights gathered from the lead event.</p> <p>For additional information on audit response fields that are not defined below, see...</p> <ul style="list-style-type: none"> https://marketing.verisk.com/docs/3rd-party-leads-api https://marketing.verisk.com/docs/jornaya-intelligence-api <p>https://marketing.verisk.com/docs/tcpa-guardian-3rd-party-api</p>	object								
<i>audit.market</i>	App Marketplace responses	object								
<i>audit.market.predict</i>	The Predict response	object								
<i>audit.market.predict.decile</i>	<p>The decile value (i.e. adjusted score).</p> <p>Possible values are 1-10 where 1-2 is "poor", 2-4 is "fair", 5-6 is "good", 7-8 is "very good" and 9-10 is "excellent".</p>	integer								
<i>audit.market.predict.probability</i>	<p>The probability of the target outcome for the input entity (i.e. raw score).</p> <p>The probability value is a floating point number between 0 and 1.</p>	float								
<i>audit.market.predict.error</i>	<p>Returned when an error occurred while attempting to score the request.</p> <p>Provide the response transid when contacting support or reporting errors to administrator.</p> <table border="1"> <thead> <tr> <th>Code</th> <th>Description</th> </tr> </thead> <tbody> <tr> <td>1004</td> <td>Timeout Retry. Contact support if error persists.</td> </tr> <tr> <td>1001</td> <td>Network error Retry. Contact support if error persists.</td> </tr> <tr> <td>1030</td> <td>HTTP error If message indicates a 4XX error, contact support. Otherwise, retry and contact support if error persists.</td> </tr> </tbody> </table>	Code	Description	1004	Timeout Retry. Contact support if error persists.	1001	Network error Retry. Contact support if error persists.	1030	HTTP error If message indicates a 4XX error, contact support. Otherwise, retry and contact support if error persists.	object
Code	Description									
1004	Timeout Retry. Contact support if error persists.									
1001	Network error Retry. Contact support if error persists.									
1030	HTTP error If message indicates a 4XX error, contact support. Otherwise, retry and contact support if error persists.									
<i>audit.market.predict.error.code</i>	The Predict error code number.	integer								
<i>audit.market.predict.error.message</i>	A description of the Predict error.	string								
<i>transid</i>	<p>A transaction ID that uniquely identifies the request.</p> <p><i>*NOTE: The destination system is expected to capture the transid returned in the response such that it can be used to link the original prediction to the actual outcome at a later date. Submitting outcome data regularly is essential for maintaining Predict model performance and accuracy over time.</i></p>	string								

<i>error</i>	Returned when the entire request failed. Provide the response transid when contacting support or reporting errors to administrator.		object
	Code	Description	
	100	Internal Error Retry Jornaya side error. Initiate retry logic.	
	1000	Leadid not set The LeadID value has not been provided or the HTTPS method (GET or POST) is not in the correct format for the LeadID value to be set.	
	1001	Malformed LeadID The LeadID value is either malformed or blank.	
	2000	Account code not set The Account code value has not been provided.	
	2001	Malformed account code The Account code value is either malformed or blank.	
	4001	Malformed Audit Key The audit key is malformed or blank.	
	5000	Invalid Entry Code The entity code provided is not valid.	
6000	Invalid Account Code and/or Audit Key Either the account code or audit key provided is invalid.		
<i>error.code</i>	The error code number.	integer	
<i>error.message</i>	A description of the error.	string	

Data Integrity Field Data

- Data you received for the lead being queried that has a corresponding label listed in the table below should be specified in the **data** request parameter.
- Data Integrity field data values should be submitted as you received them or in the format expected to best match what Jornaya witnessed during the lead event. ***NOTE: Each value must be 250 characters or less.**
- Include Data Integrity data with the request whenever possible. The quality and completeness of thpree data submitted with the request directly impacts Predict scoring accuracy and robustness.

<i>Label</i>	Description
<i>f_name</i>	First Name
<i>l_name</i>	Last Name
<i>email</i>	Email
<i>confirm_email</i>	Confirm email
<i>phone1</i>	Phone1
<i>phone2</i>	Phone2
<i>phone3</i>	Phone3
<i>address1</i>	Address1
<i>address2</i>	Address2

<i>city</i>	City
<i>state</i>	State
<i>zip</i>	Zip
<i>rn</i>	RN Confirmation
<i>military_affiliation</i>	Military affiliation (yes/no)
<i>military_branch</i>	Military Branch
<i>prog_interest</i>	Program of interest
<i>hs_yr</i>	High School Grad Year
<i>highest_ed</i>	Highest level of education achieved
<i>age</i>	Age
<i>dob</i>	DOB
<i>start_dt</i>	Start date
<i>us_citizen</i>	US Citizen
<i>best_time_call</i>	Best time to call
<i>method_contact</i>	method of contact
<i>submit_confirm</i>	submit confirm
<i>country</i>	Country
<i>work_experience</i>	Work experience
<i>best_day_contact</i>	Best day to contact
<i>pref_phone</i>	Preferred phone
<i>prior_non_us_credits</i>	Prior Non-US Credits
<i>prefer_online_campus</i>	Prefer Online/Campus Degree
<i>time_study</i>	Time dedicated to study
<i>policy_type</i>	Policy type
<i>residence_status</i>	Residence status
<i>dui</i>	DUI
<i>smoker</i>	Smoker
<i>num_accidents</i>	Number of Accidents
<i>married</i>	Married
<i>vehicle_yr</i>	Vehicle Year
<i>vehicle_make</i>	Vehicle Make
<i>vehicle_model</i>	Vehicle Model
<i>vehicle_sub_model</i>	Vehicle sub model/trim package
<i>ins_past_30</i>	Have you been insured in past 30 days?
<i>current_ins</i>	Current insurer
<i>current_exp</i>	Date of current policy expiration
<i>time_current</i>	Length of time with insurance company
<i>time_cont</i>	Length of time continuously insured
<i>vehicle_ownership</i>	Vehicle ownership status
<i>primary_use</i>	Primary use
<i>liability_coverage</i>	Liability coverage level
<i>avg_day_used</i>	Avg days used per week
<i>collision_deductible</i>	Collision deductible
<i>approximate_mileage</i>	Approximate annual mileage

<i>daily_commute</i>	Daily commute
<i>occupation</i>	Occupation
<i>age_1st_licensed</i>	Age when first licensed
<i>license_num</i>	License number
<i>gender</i>	Gender
<i>credit_rating</i>	Credit rating
<i>education</i>	Education
<i>time_residence</i>	Time at current residence
<i>state_licensed</i>	In which state are you currently licensed?
<i>gpa_3</i>	Are you a full time student with a GPA of 3.0 or better?
<i>license_susp_5</i>	Has your license been suspended or revoked in the last 5 years?
<i>sr_22</i>	Do you require an SR-22 statement?
<i>more_one_driver</i>	Do you want to add more than one driver to this quote?
<i>tickets_past_5</i>	In the past 5 years, have you had any tickets, accidents or claims?
<i>property_type</i>	Property Type
<i>year_built</i>	Approx. Year built
<i>own_or_rent</i>	Do you own or rent this property?
<i>live_at_property</i>	Do you live at this property?
<i>prop_address</i>	Property Address
<i>prop_city</i>	Property City
<i>prop_unit</i>	Property unit or apartment
<i>prop_state</i>	Property State
<i>construction_type</i>	Construction type
<i>foundation</i>	Foundation
<i>roof_type</i>	Roof type
<i>roof_age</i>	Roof Age
<i>heating_system</i>	Primary heating system
<i>wiring_type</i>	Wiring type
<i>bedrooms</i>	Bedrooms
<i>bathrooms</i>	Bathrooms
<i>num_stories</i>	Number of stories
<i>garage_type</i>	Garage type
<i>sq_ft</i>	Square footage
<i>security_system</i>	Security system
<i>fire_alarm</i>	Fire alarm
<i>municipal_location</i>	Municipal location
<i>cost_dwelling</i>	Replacement cost of dwelling
<i>personal_liability</i>	Personal liability coverage
<i>desired_deductible</i>	Desired deductible
<i>mortgage_protection</i>	Are you interested in mortgage protection coverage?
<i>count_vehicles</i>	Number of vehicles
<i>since_insured</i>	Insured from/since date
<i>currently_insured</i>	Currently insured from/since date
<i>count_tickets</i>	Number of tickets

<i>count_claims</i>	Number of claims
<i>count_atfault_acc</i>	Number of at fault accidents
<i>dui_date</i>	Date of DUI
<i>dui_state</i>	State in which DUI was received
<i>loan_amount</i>	Loan Amount
<i>dealer_name</i>	Dealer Name
<i>vehicle_doors</i>	Number of vehicle doors
<i>vehicle_body</i>	Vehicle body type
<i>vehicle_transmission</i>	Vehicle transmission
<i>vehicle_price</i>	Vehicle price
<i>vehicle_color_interior</i>	Vehicle color - interior
<i>vehicle_color_exterior</i>	Vehicle color - exterior
<i>loan_type</i>	Loan Type
<i>vehicle_type</i>	Vehicle Type
<i>industry</i>	Industry

Passthrough Field Data

- Any available data associated with the lead being queried that has a corresponding label listed in the table below should be specified in the **passthrough** request parameter.
- Include Passthrough data with the request whenever possible. The quality and completeness of the data submitted with the request directly impacts Predict scoring accuracy and robustness.