Data.com API Developer Guide

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@salesforcedocs

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CONTENTS

CHAPTER 1 Introduction

Access the most up-to-date contact and account information. The Data.com API provides Data.com Prospector and Data.com Clean with data to add to your Salesforce organization, providing financial insights, hierarchical views of companies, and accurate contact information. The Data.com API gives you the data you need, when you need it.

Data.com Search API

Use Salesforce Object Query Language (SOQL) to access the Datacloud objects and find contact and company records in the Data.com database. Purchase and add records to your Salesforce organization.

Data.com Match API

Use the Data.com Match API to match your contact and company records with the latest Data.com records using the Data.com match engine. You can match by D-U-N-S number and other key fields. The API identifies fields from your record that differs from the matching Data.com record.

Data.com Purchase API

Purchase Data.com company and contact records with the Data.com Purchase API.

Data.com DUNSRight API

Use the Data.com DUNSRight Match API to match your account records with Data.com company records using the DUNSRight match engine. You can match by D-U-N-S number and other key fields. The API identifies fields from your record that differs from the matching record.

Add Accounts, Contacts, and Leads for Your Sales Team

Use the Data.com APIs to search for new prospects using various criteria. Then, when you find the prospects you're looking for, easily purchase and add all their information to Salesforce as new accounts, contacts, and leads. Your sales reps get a complete picture of prospects, so they have what they need to peruse quality prospects, convert leads, and close deals.

CHAPTER 2 Quick Start

In this chapter ...

Create a sample application in your development environment to access Data.com contact and company information.

Prerequisites

Here are some prerequisites to make it easier to use this guide.

- Install your development platform according to its product documentation.
- Become familiar with Salesforce Object Query Language (SOQL). The Data.com API is SOQL-based.
- The Data.com Match API accepts JavaScript Object Notation (JSON) or Extensible Markup Language (XML). You should be familiar with at least one of these.
- Enable an SSL endpoint in your application server for use with OAuth.
- Become familiar with OAuth 2.0, which requires some setup..

The Data.com APIs require certain Salesforce licenses and permissions.

Data.com Search API License Requirements

To use the Data.com Search API, your organization must have a Data.com Prospector license. There are two versions of Data.com Prospector: Corporate Prospector and Premium Prospector. The license your organization has determines which D&B fields users can access.

Data.com Prospector Version	D&B Fields
Data.com Corporate Prospector	Basic set of D&B fields.
Data.com Premium Prospector	Basic set of D&B fields, plus the `D&B Company` field. This field links to an associated D&B Company record with more than 70 additional D&B fields.

Data.com Match API License Requirements

There are two versions of Data.com Clean: Corporate Clean and Premium Clean. You need to have a Data.com Clean license to use the Data.com Match API. The license your organization has determines which D&B fields users can access.

Data.com Clean Version	D&B Fields
Data.com Corporate Clean	Basic set of D&B fields.
Data.com Premium Clean	Basic set of D&B fields, plus the `D&B Company field`. This field links to an associated D&B Company record with more than 70 additional D&B fields.

Step One: Setting Up Authorization

Setting up OAuth 2.0 requires that you take some steps within your development environment and in other locations. If any of the steps are unfamiliar, you can consult the Salesforce Help or the OAuth 2.0 documentation.

1. Decide where to create your connected app.

   Your connected app doesn't have to reside in the same organization as your users. The connected app you create can be used to sign in to any organization.

2. From Setup in the appropriate organization, enter *Apps* in the Quick Find box, then select **Apps**.
3. In the Connected Apps section, click **New**
4. Enter a connected app name.
5. Enter an API Name.
6. Enter the contact email, as well as any other information appropriate to your application.
7. Select **API (Enable OAuth Settings)**.
8. Enter a Callback URL.

   It must be secure, so begin the URL with https://, not: http://.

   For development environments, the callback URL is generally made up of the instance plus whatever URL you want the user to be redirected to. For example, https://na1.salesforce.com/ConnectedTest/oauth/_callback.
9. Enter an OAuth scope. Select the scope you want your connected app to allow access to.
10. Click **Save**.
    The Consumer Key is created and displayed, and a client secret is created (click the link to reveal it).

You need the Consumer Key and Consumer Secret for the next step.

- Consumer Key = *client_id*
- Consumer Secret = *client_secret*

Step Two: Connecting With OAuth

You must create a connected app before you can do this step see Step One: Setting Up Authentication.

The value of grant_type depends on the OAuth authentication flow you use. For this flow, the value is password.

Important: The OAuth flow used in this example is not suitable for production client apps because it involves passing in the client secret. Use of the username-password flow is not recommended for most applications.

1. Generate the access token.

   The following is an example of the cURL command to generate an access token:

```
curl
-d "client_id=Consumer Key"
-d "client_secret=Consumer Secret"
-d "grant_type=password"
-d "username=user@myorg.org"
-d "password=123456" https://na1.salesforce.com/services/oauth2/token
```

   The following is the response that includes the access token:

```
{"id":"https://na1.salesforce.com/id/00DD00000007IOKMA2/005D0000001WIBmIAO",
"issued_at":"1387406587245",
"token_type":"Bearer",
"instance_url":"https://na1.salesforce.com",
"signature":"9Pz9vxgCPilBxlV65YH9EXdsPCL78vyIGtLEFeaTCSc=",
"access_token":"00DD00000007IOK!ARsAQGUygPEQgETieoEY9ZABinpAAm6ax
PbqA5KD5NdYhliznJufsVrrrIMN.rws4KE0Dx7.5_Zuh.noyzmaLs3oK8RvfgZP"}
```

2. Access the Data.com Match API using the access token.

```
curl
https://na1.salesforce.com/services/data/v30.0/match/DatacloudMatchEngine/
DatacloudContact -H 'Authorization:
Bearer 00DD00000007IOK!ARsAQGUygPEQgETieoEY9ZABinpAAm6ax
PbqA5KD5NdYhliznJufsVrrrIMN.rws4KE0Dx7.5_Zuh.noyzmaLs3oK8RvfgZP'
```

Using Different OAuth Flows

OAuth has a variety of implementation possibilities.

Web application developers use different OAuth implementations to securely connect applications they develop with Salesforce. For detailed information about OAuth see https://developer.salesforce.com/page/OAuth.

CHAPTER 3 Data.com Search API

In this chapter ...

The Data.com Search API works with Datacloud objects to search the Data.com database for contacts and companies. The search is based on the criteria in the query and returns information for the specified fields.

There is a 24-hour rolling quota on the number of API calls that you can make. Your organization gets 1,000 daily calls for every Data.com Prospector license purchased. For example, an organization with 10 prospector licenses has a daily limit of 10,000 Search API calls (1,000 x 10 = 10,000). Call quotas are implemented at the Salesforce organization level.

EDITIONS

Available in: Salesforce Classic

Available in: **Developer**, **Professional** (add-on), **Enterprise**, and **Performance** Editions.

You can view your API call limits from your organization's user interface.

1. From Setup, click **Data.com Administration > Licenses & Limits**.
2. View Data.com API Limits (Daily) under the Data.com API section.

SOQL Requests and Responses for Datacloud Objects

Use Salesforce Object Query Language (SOQL) to construct simple but powerful queries to access Data.com contact and company records. Specify the source object (such as DatacloudContact, DatacloudCompany, and DatacloudDandBCompany), a list of fields to retrieve, and conditions for selecting rows in the source object.

By default, the Data.com Search API returns up to 25 records. You can increase the number of returned records to a maximum of 100 by specifying a `LIMIT` in the query.

IN THIS SECTION:

DatacloudContact SOQL Request

Use a SOQL request to search the Data.com database for contacts.

There is a 24-hour rolling quota on the number of API calls that you can make. Your organization gets 1,000 daily calls for every Data.com Prospector license purchased. For example, an organization with 10 prospector licenses has a daily limit of 10,000 Search API calls (1,000 x 10 = 10,000). Call quotas are implemented at the Salesforce organization level.

Query

```
SELECT ContactId,LastName,FirstName,Title,State,City,CompanyName
FROM DatacloudContact
WHERE CompanyName LIKE 'Cisco' AND State = 'CA'
ORDER BY LastName
```

`queryMore()`

- When no `LIMIT` is specified, queryMore() returns the entire response in 25-record chunks. You can scroll through the full set of results 25 records at a time.
- A `LIMIT` that's set from 1 and 100 returns the actual number of records or the number of records equal to the `LIMIT` value, whichever is fewer. This query returns only the first 75 records from a response that contains more than 1,000 records. A next page is not returned.

  ```
  SELECT City,State,Street,CompanyId
  FROM DatacloudObject
  WHERE Name like 'Salesforce'
  LIMIT 75
  ```

- Specify a `LIMIT` greater than or equal to the number of records in the response to scroll through large responses in 100-record chunks. For example, in a response with 1,900 records and a `LIMIT` that's set to 2,000, you can scroll through the complete response in chunks of 100 records. You can only scroll through as many records as are specified in the `LIMIT`. If your `LIMIT` is less than the number of records in the response, `queryMore()` processes only the number of records that's specified in the `LIMIT` value.

`LIMIT` and `OFFSET`

You can also scroll through query results by using `LIMIT` and `OFFSET` in your SOQL statement.

- LIMIT: specifies the number of results that are displayed per page. A LIMIT of 100 displays 100 records for each page of the results.
- OFFSET: specifies at which record the results start to display. An offset of 100 would start displaying results from the one hunder and first (101) record.
  - Use a `LIMIT` clause in combination with `OFFSET` if you need to retrieve subsequent subsets of the same result set. For example, retrieve the first 100 rows of a query using the following:

    ```
    SELECT City,State,Street,CompanyId
    FROM DatacloudCompany WHERE AnnualRevenue > 10000000
    ORDER BY City
    LIMIT 100
    OFFSET 0
    ```

    You could then retrieve the next 100 rows, 101 through 200, using the following query:

    ```
    SELECT City,State,Street,CompanyId
    FROM DatacloudCompany WHERE AnnualRevenue > 10000000
    ORDER BY City
    LIMIT 100
    OFFSET 100
    ```

    Keep incrementing the `OFFSET` to scroll through all the results.

    Important:

    - `OFFSET` has a limit of 2000. Your query fails with an `OFFSET` of 2001 or greater.
    - The maximum `LIMIT` is 100. A query with a `LIMIT` greater than 100 defaults to 100.

`ORDER BY`

The Search API supports only one field expression clause for `ORDER BY`. Entering more than one field expression clause for `ORDER BY` causes an error.

Tip: We recommend that you use `ORDER BY` on an appropriate field so that results are returned in a consistent order.

IN THIS SECTION:

COUNT() Used in SELECT Clause

Use `Count()` in a `SELECT` clause to see how many records are returned with your query.

You can see how many records a query can return by using `Count()` in the `SELECT` clause of a query. You can also use `Count()` to determine the number of rows returned by a query.

Count() with DatacloudContact

Query:

```
SELECT Count()
FROM DatacloudContact
WHERE Level = 'C-Level' AND State = 'TX' AND City = 'Dallas'
```

Response:

```
Query would return 190 records.
```

Count() with DatacloudCompany

Query:

```
SELECT Count()
FROM DatacloudCompany
WHERE State = 'TX' AND City = 'Dallas'
```

Response:

```
Query would return 131 records.
```

Count(ContactId) with DatacloudContact

You can use `Count(contactId)` to determine how many records are available for certain field values in the DatacloudContact object. `GROUP BY` is supported for these fields only.

- `companyName`
- `Department`
- `Level`
- `Title`

There are some limitations when using `GROUP BY` with the DatacloudContact object.

- DatacloudContact doesn't support grouping multiple fields. Run separate queries for each field.
- DatacloudContact doesn't support the roll-up or cube operators for `GROUP BY`.

Query:

```
SELECT Level, Count(ContactId)
FROM DatacloudContact
WHERE State IN ('CA','NV','AZ','OR','WA') AND CompanyName LIKE 'Cisco Systems'
GROUP BY Level
```

Response:

```
Returned records 1-5 of 10916 total records in 0.105 seconds:
```

	Level	Unknown_Field__1
1	Staff	5011
2	Manager-Level	4802
3	Director-Level	692
4	VP-Level	244

5	C-Level	167

DatacloudContact SOQL Response

This is an example of a SOQL response for this object.

After you submit your SOQL request by using the Data.com Search API, you get a response. This is an example of a SOQL response for DatacloudContact. Each row in the table represents the requested information for a contact. The response contains the fields that you specified in the SELECT statement.

Datacloud Contact Query Results before Purchase

	ContactId	LastName	FirstName	Title	State	City	CompanyName
1	13962651	Cooney	Joe	******	CA	San Jose	Cisco Systems, Inc.
2	38724678	Cooper	David	Product Sales Specialists	CA	San Jose	Cisco Systems, Inc.
3	19266707	Cooper	David	******	CA	San Jose	Cisco Systems, Inc.
4	35023206	Cooper	Gary	******	CA	San Jose	Cisco Systems, Inc.
5	7934165	Cooper	Greg	******	CA	San Jose	Cisco Systems, Inc.
6	9547395	Cooper	Martyn	******	CA	San Jose	Cisco Systems, Inc.
7	8129174	Cooper	Sheila	******	CA	San Jose	Cisco Systems, Inc.
8	6897227	Cooper	Tom	******	CA	San Jose	Cisco Systems, Inc.
9	36158568	Cope	John	******	CA	San Jose	Cisco Systems, Inc.
10	19263430	Copenhaver	Mark	******	CA	San Jose	Cisco Systems, Inc.
11	9278391	Copestake	Richard	******	CA	San Jose	Cisco Systems, Inc.
12	16335152	Copete	Adriana	******	CA	San Jose	Cisco Systems, Inc.
13	46303838	Corbett	Ted	******	CA	San Jose	Cisco Systems, Inc.
14	22203066	Corbett	Vince	******	CA	San Jose	Cisco Systems, Inc.
15	34429799	Corcoran	Stacie	******	CA	San Jose	Cisco Systems, Inc.

DatacloudContact Hidden Fields

The values for some of the fields are hidden until you purchase the record. Fields that are hidden are listed in this table.

Field	Example of Hidden Value
`Email`	******@domain.com
`Phone`	+***.***.****
`Street`	******

Field	Example of Hidden Value
Title	*******

DatacloudContact Query Results after Purchase

	ContactId	LastName	FirstName	Title	State	City	CompanyName
1	13962651	Cooney	Joe	Controller	CA	San Jose	Cisco Systems, Inc.
2	38724678	Cooper	David	Product Sales Specialists	CA	San Jose	Cisco Systems, Inc.
3	19266707	Cooper	David	Systems Engineer	CA	San Jose	Cisco Systems, Inc.
4	35023206	Cooper	Gary	Director Manufacturing Emtg	CA	San Jose	Cisco Systems, Inc.
5	7934165	Cooper	Greg	Information Technology Manager, GTRC-US/AI	CA	San Jose	Cisco Systems, Inc.
6	9547395	Cooper	Martyn	Consulting System Engineer-Enterprise	CA	San Jose	Cisco Systems, Inc.
7	8129174	Cooper	Sheila	Channel Account Manager	CA	San Jose	Cisco Systems, Inc.
8	6897227	Cooper	Tom	Operations Manager	CA	San Jose	Cisco Systems, Inc.
9	36158568	Cope	John	Systems Engineer	CA	San Jose	Cisco Systems, Inc.
10	19263430	Copenhaver	Mark	Systems Engineer	CA	San Jose	Cisco Systems, Inc.
11	9278391	Copestake	Richard	Quality Program Manager	CA	San Jose	Cisco Systems, Inc.
12	16335152	Copete	Adriana	Cisco 11i Asia Release, Requisition to PO Track Business Pgm Manager	CA	San Jose	Cisco Systems, Inc.
13	46303838	Corbett	Ted	Senior Director-Remote	CA	San Jose	Cisco Systems, Inc.

	ContactId	LastName	FirstName	Title	State	City	CompanyName
				Operations Services			
14	22203066	Corbett	Vince	Systems Engineer	CA	San Jose	Cisco Systems, Inc.
15	34429799	Corcoran	Stacie	Channel Account Manager	CA	San Jose	Cisco Systems, Inc.

DatacloudContact Logical Operators

This is a list of the logical operators that are supported in SOQL queries with the DatacloudContact object.

This table lists the fields that you can use with specific logical operators to construct your SOQL query.

Field	=	!=	<	<=	>	>=	LIKE	IN	NOT IN	ORDER BY
`City` (1,2)	√						√	√		√
`CompanyId`	√							√		
`CompanyName` (1,2)	√	√					√	√	√	√
`ContactId`	√							√		
`Country` (2)	√							√		√
`Department`	√							√		
`Email` (1)		√					√		√	
`FirstName` (1)		√					√		√	
`IsInactive`	√	√						√	√	
`LastName` (1,2)		√					√		√	√
`Level`	√							√		
`State` (2)	√							√		√
`Title` (1,2)	√	√					√	√	√	√
`Zip` (1)		√					√		√	

Important:

- (1) Be aware that when you use the LIKE operator in a query, wildcards are implicitly used.
- (2) ORDER BY accepts only one field.

Tips for Using DatacloudContact Logical Operators

Here are some tips on how logical operators work with which fields in DatacloudContact queries.

The Datacloud objects directly query the Data.com database cache. The queries are passed directly to Data.com. Some of the fields and logical operators for Datacloud objects execute queries differently than standard Salesforce Object Query Language (SOQL) operators and standard objects do. Query results might differ from expected. The following table provides tips and examples about how the logical operators work with the DatacloudContact Object.

Field	Operator Description

`City`	The string, for example, 'Boston', must be enclosed in single quotation marks.
	• `=` : searches for the exact string provided. For example:
	`SELECT ContactId,LastName,FirstName,City,CompanyName FROM DatacloudContact WHERE City = 'Albuquerque'`
	The equal sign is a literal string operator. The string for this operator is passed to Data.com exactly as it is entered. Entering extraneous information might cause unpredictable responses.
	• `LIKE` : automatically does a fuzzy search. Some common misspellings, inadvertent omissions, and other typographical errors may return the desired results. For example:
	`SELECT ContactId,LastName,FirstName,City,CompanyName FROM DatacloudContact WHERE City LIKE ('Albu')`
	• `IN` : searches for the exact string provided. You can search on a comma separated list. For example:
	`SELECT ContactId,LastName,FirstName,City,CompanyName,State FROM DatacloudContact WHERE City IN ('Boston','Albuquerque')`
	Wild cards are not accepted. The string enclosed in single quotation marks is treated as literal.
	• `ORDER BY` : orders the results of a query by the City field. You can have only one field for ORDER BY. You can indicate ascending (ASC) or descending (DESC) order. If you do not specify an order, the results are returned in random order. For example:
	`SELECT ContactId,LastName,FirstName,City,CompanyName,State FROM DatacloudContact WHERE City IN ('Boston','Albuquerque') ORDER BY City ASC`

`CompanyId`	CompanyId is type string. The value must be enclosed in single quotation marks. Search on a single value or a comma separated list of values.

Field	Operator Description

	• = : searches for a single numeric value or list of comma separated values enclosed in single quotation marks. The string enclosed in single quotation marks is treated as a literal.
	`SELECT City,FirstName,State FROM DatacloudContact WHERE CompanyId = '214050'`
	The equal sign is a literal string operator. The string for this operator is passed to Data.com exactly as it is entered. Entering extraneous information can cause unpredictable responses.
	• IN : searches for a string that represents a unique number that identifies the company in the Data.com database. It must be enclosed in single quotation marks nested in parenthesis. You can search on a comma separated list.
	`SELECT City,FirstName,State FROM DatacloudContact WHERE CompanyId IN ('214050','1542684')`

CompanyName	• = : searches for a string that represents the name of a country The string enclosed in single quotation marks is treated as a literal string. For example:
	`SELECT City,FirstName,State FROM DatacloudContact WHERE CompanyName = 'Cisco Systems, Inc.'`
	The equal sign is a literal string operator. The string for this operator is passed to Data.com exactly as it is entered. Entering extraneous information can cause unpredictable responses.
	• != : excludes the string from the search.
	• LIKE : does a fuzzy search on the entered string.
	• IN : searches for a string that represents the name of a company. It must be enclosed in single quotation marks nested in parenthesis. You can search on a comma separated list.
	`SELECT City,FirstName,State FROM DatacloudContact WHERE CompanyName IN ('Parker-Hannifin Corporation','Weyerhaeuser Company')`
	• NOT IN : excludes a string that represents a company name. Partial names do not need wild cards. The string you are excluding must be enclosed in single quotation marks nested in parenthesis.
	• ORDER BY : you can specify ascending (ASC) or descending (DESC) order. You can specify only one ORDER BY field.

Field	Operator Description

`ContactId`	• `=` : searches for a string that represents a unique numeric identifier for a contact.
	`SELECT City,FirstName,LastName,State,CompanyName FROM DatacloudContact WHERE ContactId = '32059117'`
	The equal sign is a literal string operator. The string for this operator is passed to Data.com exactly as it is entered. Entering extraneous information can cause unpredictable responses.
	• `IN` : searches for a string that represents a unique numeric identifier for a contact. You can search on a comma separated list. The string you are searching on must be enclosed in single quotation marks nested in parenthesis.
	`SELECT City,FirstName,LastName,State,CompanyName FROM DatacloudContact WHERE ContactId IN ('32059117','37328310')`

`Country`	• `=` : searches for a string that represents the name of a country.
	`SELECT City,FirstName,LastName,State,CompanyName,Country FROM DatacloudContact WHERE Country = 'England'`
	The equal sign is a literal string operator. The string for this operator is passed to Data.com exactly as it is entered. Entering extraneous information can cause unpredictable responses.
	• `IN` : searches for a string that represents the name of a country. It must be enclosed in single quotation marks nested in parenthesis.
	`SELECT City,FirstName,LastName,State,CompanyName,Country FROM DatacloudContact WHERE Country IN ('England','Brazil')`
	• `ORDER BY` : you can specify ascending (ASC) or descending (DESC) order. You can specify only one ORDER BY field.
	`SELECT City,FirstName,LastName,State,CompanyName,Country FROM DatacloudContact WHERE Country IN ('England','Brazil') ORDER BY Country ASC`

Email	• `!=` : excludes the entered string from the search. A single wildcard is accepted. The not equal expression is a literal string operator. The string for this operator is passed to Data.com exactly as it is entered. Entering extraneous information can cause unpredictable responses. • `LIKE` : does a fuzzy search on the entered string. All text before and after the entered string is valid.

Field	Operator Description
	• `NOT IN` : excludes the entered string from the search.
`FirstName`	• `!=` : excludes the entered string from the search. A single wildcard is accepted. • `LIKE` : does a fuzzy search on the entered string. All text before and after the entered string is valid. • `NOT IN` : excludes the entered string from the search.
LastName	• `!=` : excludes the entered string from the search. A single wildcard is accepted. • `LIKE` : does a fuzzy search on the entered string. All text before and after the entered string is valid. • `NOT IN` : excludes the entered string from the search. • `ORDER BY` : orders the results of a query by the LastName. You can indicate ascending (ASC) or descending (DESC) order.

`State`	• `=` : a standard two letter abbreviation that represents states or provinces in countries.
	`SELECT City,FirstName,LastName,State,CompanyName,Country`
	`FROM DatacloudContact`
	`WHERE State IN ('CA','NM')`
	The equal sign is a literal string operator. The string for this operator is passed to Data.com exactly as it is entered. Entering extraneous information can cause unpredictable responses.
	• `IN` : a standard two letter abbreviation that represents states or provinces in countries. You must enclose each state abbreviation in single quotation marks nested in parenthesis. You can use a comma separated list.
	• `ORDER BY` : orders the results of a query by the State field. You can indicate ascending (ASC) or descending (DESC) order.

`Title`	• `=` : The equal sign is a literal string operator. The string for this operator is passed to Data.com exactly as it is entered. Entering extraneous information can cause unpredictable responses. • `!=` : excludes the entered string from the search. • `LIKE` : a string that represents the human resources title of the contact. The like operator does a fuzzy search. • `IN` : a human resource designate title for the contact. You must enclose each string in single quotation marks nested in parenthesis. You can use a comma separated list. • `NOT IN` : excludes the entered string from the search. • `ORDER BY` : orders the results of a query by the indicated field. You can indicate ascending (ASC) or descending (DESC) order.
`Zip`	• `!=` : exclude a numeric string that represents a postal zip code area.

Field	Operator Description
	• `LIKE` : searches for a numeric string that represents a complete or partial postal code. Partial postal codes do not need wild cards. • `NOT IN` : exclude a numeric string that represents a postal zip code area. The string you are excluding must be enclosed in single quotation marks nested in parenthesis.

DatacloudCompany SOQL Request

Use a SOQL request to search the Data.com database for companies.

There is a 24-hour rolling quota on the number of API calls that you can make. Your organization gets 1,000 daily calls for every Data.com Prospector license purchased. For example, an organization with 10 prospector licenses has a daily limit of 10,000 Search API calls (1,000 x 10 = 10,000). Call quotas are implemented at the Salesforce organization level.

Request

```
SELECT City,State,Street,CompanyId
FROM DatacloudCompany
WHERE Name like 'Salesforce'
```

You can scroll through large result sets from Datacloud objects two different ways.

`queryMore()`

- When no `LIMIT` is specified, queryMore() returns the entire response in 25-record chunks. You can scroll through the full set of results 25 records at a time.
- A `LIMIT` that's set from 1 and 100 returns the actual number of records or the number of records equal to the `LIMIT` value, whichever is fewer. This query returns only the first 75 records from a response that contains more than 1,000 records. A next page is not returned.

  ```
  SELECT City,State,Street,CompanyId
  FROM DatacloudObject
  WHERE Name like 'Salesforce'
  LIMIT 75
  ```

- Specify a `LIMIT` greater than or equal to the number of records in the response to scroll through large responses in 100-record chunks. For example, in a response with 1,900 records and a `LIMIT` that's set to 2,000, you can scroll through the complete response in chunks of 100 records. You can only scroll through as many records as are specified in the `LIMIT`. If your `LIMIT` is less than the number of records in the response, `queryMore()` processes only the number of records that's specified in the `LIMIT` value.

`LIMIT` and `OFFSET`

You can also scroll through query results by using `LIMIT` and `OFFSET` in your SOQL statement.

- LIMIT: specifies the number of results that are displayed per page. A LIMIT of 100 displays 100 records for each page of the results.
- OFFSET: specifies at which record the results start to display. An offset of 100 would start displaying results from the one hunder and first (101) record.

- Use a `LIMIT` clause in combination with `OFFSET` if you need to retrieve subsequent subsets of the same result set. For example, retrieve the first 100 rows of a query using the following:

```
SELECT City,State,Street,CompanyId
FROM DatacloudCompany WHERE AnnualRevenue > 10000000
ORDER BY City
LIMIT 100
OFFSET 0
```

You could then retrieve the next 100 rows, 101 through 200, using the following query:

```
SELECT City,State,Street,CompanyId
FROM DatacloudCompany WHERE AnnualRevenue > 10000000
ORDER BY City
LIMIT 100
OFFSET 100
```

Keep incrementing the `OFFSET` to scroll through all the results.

Important:

- `OFFSET` has a limit of 2000. Your query fails with an `OFFSET` of 2001 or greater.
- The maximum `LIMIT` is 100. A query with a `LIMIT` greater than 100 defaults to 100.

`ORDER BY`

The Search API supports only one field expression clause for `ORDER BY`. Entering more than one field expression clause for `ORDER BY` causes an error.

Tip: We recommend that you use `ORDER BY` on an appropriate field so that results are returned in a consistent order.

IN THIS SECTION:

COUNT() Used in SELECT Clause

Use `Count()` in a `SELECT` clause to see how many records are returned with your query.

You can see how many records a query can return by using `Count()` in the `SELECT` clause of a query. You can also use `Count()` to determine the number of rows returned by a query.

Count() with DatacloudContact

Query:

```
SELECT Count()
FROM DatacloudContact
WHERE Level = 'C-Level' AND State = 'TX' AND City = 'Dallas'
```

Response:

```
Query would return 190 records.
```

Count() with DatacloudCompany

Query:

```
SELECT Count()
FROM DatacloudCompany
WHERE State = 'TX' AND City = 'Dallas'
```

Response:

```
Query would return 131 records.
```

Count(ContactId) with DatacloudContact

You can use `Count(contactId)` to determine how many records are available for certain field values in the DatacloudContact object. `GROUP BY` is supported for these fields only.

- `companyName`
- `Department`
- `Level`
- `Title`

There are some limitations when using `GROUP BY` with the DatacloudContact object.

- DatacloudContact doesn't support grouping multiple fields. Run separate queries for each field.
- DatacloudContact doesn't support the roll-up or cube operators for `GROUP BY`.

Query:

```
SELECT Level, Count(ContactId)
FROM DatacloudContact
WHERE State IN ('CA','NV','AZ','OR','WA') AND CompanyName LIKE 'Cisco Systems'
GROUP BY Level
```

Response:

```
Returned records 1-5 of 10916 total records in 0.105 seconds:
```

	Level	Unknown_Field__1
1	Staff	5011
2	Manager-Level	4802
3	Director-Level	692
4	VP-Level	244

5	C-Level	167

DatacloudCompany SOQL Response

Lists of hidden and free fields, and a SOQL response for the DatacloudCompany object.

DatacloudCompany Hidden Fields

Some field data is hidden until you purchase the record. This table lists the fields and shows how each is hidden.

Note: Hidden fields with a null or empty value have a blank entry for the field.

Field Name	Obfuscated Example
AnnualRevenue	0.0
Description	******
DunsNumber	******
EmployeeQuantityGrowthRate	******
Fax	+*.***.****
FortuneRank	******
IncludedinSnP500	******
IsInactive	******
IsOwned	******
NaicsCode	******
NaicsDesc	******
NumberOfEmployees	0
Ownership	******
Phone	+*.***.****
PremisesMeasure	******
PremisesMeasureReliability	******
PremisesMeasureUnit	******
PriorYearEmployees	0
PriorYearRevenue	0.0
SalesTurnoverGrowthRate	******
Sic	******
SicDesc	******
Street	******

Field Name	Obfuscated Example
TickerSymbol	******
TradeStyle	******
YearStarted	******

DatacloudCompany Free Fields

Here are the fields you get from DatacloudCompany.

Field	Description
ActiveContacts	The number of active contacts for the selected company.
City	The city where the company is located.
CompanyId	The Data.com identification number for the company.
Country	The country where the company is located.
Industry	A classification of the type of industry for the company.
Name	The name of the company as it is in Data.com.
Site	The type of location such as branch, headquarters, or single location.
State	The state, provence, or territory where the company is located.
UpdatedDate	The last date the information for the company was updated.
Website	The website for the company.
Zip	An official postal code designation for the company.

DatacloudCompany Query Results before Purchase

The response contains the fields that you specified in the SELECT statement: `SELECT City,State,Street,NumberOfEmployees,CompanyId`. Certain fields are hidden until you purchase the company record.

Number	City	State	Street	NumberOfEmployees	CompanyId
1	Milpitas	CA	******	******	4829908
2	Los Altos Hills	CA	******	******	8599704
3	San Bruno	CA	950 Elm Ave FL 1	520	8590022
4	San Jose	CA	******	******	4829903
5	San Jose	CA	******	******	4828398
6	San Jose	CA	******	******	211524

Number	City	State	Street	NumberOfEmployees	CompanyId
7	Lawrenceville	GA	******	******	2132417
8	Raleigh	NC	******	******	8590470
9	Raleigh	NC	******	******	4832196

DatacloudCompany Query Results after Purchase

The following table shows the company records after they have been purchased. Previously obfuscated fields are visible after they are purchased.

Number	City	State	Street	NumberOfEmployees	CompanyId
1	Milpitas	CA	755 Sycamore Dr		4829908
2	Los Altos Hills	CA	11633 Rebecca Ln	1	8599704
3	San Bruno	CA	950 Elm Ave FL 1	520	8590022
4	San Jose	CA	125 Rio Robles	1	4829903
5	San Jose	CA	1028 Forest Knoll Dr	1	4828398
6	San Jose	CA	170 W Tasman Dr	71825	211524
7	Lawrenceville	GA	5030 Sugarloaf Pkwy	9900	2132417
8	Raleigh	NC	6401 Six Forks Rd Ste 300		8590470
9	Raleigh	NC	301 N Wilmington St		4832196

DatacloudCompany Logical Operators

Here is a list of the logical operators that are supported in SOQL queries with DatacloudCompany object.

This table lists the fields that you can use with specific logical operators to construct your SOQL query.

Field	=	!=	<	<=	>	>=	LIKE	IN	NOT IN	ORDER BY
`AnnualRevenue`	√		√	√	√	√				
`City` (1,2)	√						√	√		√
`CompanyId`	√							√		
`Country` (2)	√							√		√
`DunsNumber`	√							√		
`IsInactive`	√									

Field	=	!=	<	<=	>	>=	LIKE	IN	NOT IN	ORDER BY
NaicsCode [1]	√						√	√		
Name [1,2]	√	√					√	√	√	√
NumberOfEmployees	√		√	√	√	√				
Ownership	√									
Sic [1]	√						√	√		
Site	√							√		
State [2]	√							√		√
Website [1]							√			
Zip [1]		√					√		√	

Important:

- [1] Wildcards are implicitly used in some queries when the `LIKE` operator is used.
- [2] ORDER BY accepts only one field.

Tips for Using DatacloudCompany Logical Operators

Here are some tips on how logical operators work with which fields in DatacloudCompany queries.

The Datacloud objects directly query the Data.com database cache. The queries are passed directly to Data.com. Some of the fields and logical operators execute queries differently than standard Salesforce objects. Query results can be different than expected. The following table provides details about those differences.

Field	Operator Description
AnnualRevenue	AnnualRevenue is type currency. It must be numbers only: 1000, not $1,000. • = : an exact search on the value that was entered. It must be enclosed in single quotation marks. The AnnualRevenue number must be enclosed in single quotation marks. This is a limiting search.. • < : a search for any amount less than the value entered, including companies with a revenue value of 0 (zero). The value that was entered is not matched. • <= : a search for any amount less than or equal to the value entered, including companies with a revenue value of 0 (zero). • > : a search for any amount greater than the value that was entered. The value that was entered is not matched.

Field	Operator Description
	• >= : a search for any amount greater than or equal to the value that was entered, not including companies with a revenue value of 0 (zero).
City	The string, for example 'Boston',must be enclosed in single quotation marks.. • = : an exact search on the value entered. It must be enclosed in single quotation marks. You can search on only one city at a time. • LIKE : automatically does a fuzzy search. Some common misspellings, inadvertent omissions, and other typographical errors may return the desired results. • IN : searches for the exact string provided. You can search on a comma separated list. `WHERE City IN ('Boston','Albuquerque')` • ORDER BY : orders the results of a query by the City field. You can have only one field for ORDER BY. You can indicate ascending (ASC) or descending (DESC) order. If you do not specify an order, the results are returned in random order.

CompanyId	CompanyId is type string. The value must be enclosed in single quotation marks. Search on a single value or a comma separated list of values.
	• = : an exact search on the value entered. It must be enclosed in single quotation marks.
	`WHERE CompanyId = '10734484'`
	• IN : searches for a string that represents a unique number that identifies the company in the Data.com database. It must be enclosed in single quotation marks and nested in parentheses. You can search on a comma-separated list.
	`WHERE CompanyId IN ('10734484','1007521')`

Country	• = : an exact search on the value entered. It must be enclosed in single quotation marks. `WHERE Country = 'Brazil' ORDER BY Country`

Field	Operator Description

	• `IN` : searches for a string that represents the name of a country that's enclosed in single quotation marks nested in parentheses. You can search on a comma separated list.
	`WHERE Country IN ('Brazil,England,United States') ORDER BY Country`
	• `ORDER BY` : you can specify ascending (ASC) or descending (DESC) order. You can specify only one ORDER BY field.
	`WHERE Country IN ('Brazil','England','United States') ORDER BY Country DESC`

`DunsNumber`	• `=` : an exact search on the value entered. It must be enclosed in single quotation marks.
	`WHERE DunsNumber = '008528283'`
	• `IN` : searches for a nine-digit number assigned by Dun & Bradstreet (D&B) to identify unique business establishments.
	`WHERE DunsNumber IN ('008528283','784029274','956975007')`

`IsInactive`	• `=` : IsInactive is type boolean. There are two possible values, true or false. Do not enclose the string in single quotation marks. IsInactive is most commonly included with another field for search. IsInactive includes inactive records (true) or excludes inactive records (false) from the search. `SELECT City,State,Country,Street,Name,IsInactive FROM DatacloudCompany WHERE Name LIKE 'Cisco' AND IsInactive = True`
`NaicsCode`	• `=` : an exact search on the value that was entered. The NaicsCode is a string and must be enclosed in single quotation marks. `WHERE NaicsCode = '813940'`

Field	Operator Description

	• `IN` : searches on a string that must be enclosed in single quotation marks nested in parentheses. You can search on a comma separated list.
	`WHERE NaicsCode IN ('813940','453998','524128')`
	• `LIKE` : you can search one or more `NaicsCodes` with or without a wildcard.
	`WHERE NaicsCode LIKE '813940,445110'`
	The following query finds `NaicsCodes` that starts with 81 and any value for the third and fifth digits.
	`WHERE NaicsCode LIKE '81%9%0'`
	This following query finds any `NaicsCode` that starts with 445.
	`WHERE NaicsCode LIKE '445%'`
	Important: A wildcard should not be used as the first digit. If you use a wildcard as the first digit, the response is empty.

`Name`	• `=` : an exact search on the value that was entered. It must be enclosed in single quotation marks. The search treats everything after the first wildcard as valid. • `!=` : excludes the string that was entered from the search. You can use only one wildcard. • `LIKE` : does a fuzzy search on the string that was entered. Also searches the `Tradestyle` and `Website` fields. • `IN` : searches on a string that was entered. The string must be enclosed in single quotation marks nested in parentheses. You can enter comma separated lists. • `NOT IN` : excludes the string that was entered from the search. The string must be enclosed in single quotation marks. • `ORDER BY` : orders the results of a query by the Name field. You can indicate ascending (ASC) or descending (DESC) order. Here is an example. `SELECT City,State,Country,Street,Name,IsInactive FROM DatacloudCompany WHERE City = 'Chicago' AND Name != 'Cisco' ORDER BY Name DESC`

Field	Operator Description
`NumberOfEmployees`	• = : an exact search on the value that was entered. This is a limiting search. • < : a search for any number less than the value that was entered. • <= : a search for any number less than or equal to the value that was entered. • > : a search for any number greater than the value that was entered. • >= : a search for any number greater than or equal to the value that was entered.
`Ownership`	• = : a string comparison. The string must be enclosed in single quotation marks. There are four possible values. – Private – Public – Government – Other

`Sic`	• = : an exact match for a string of numbers. It must be enclosed in single quotation marks. You can search on only one string at a time.
	• `IN` : and exact match for a string of numbers. It must be enclosed in single quotation marks and nested in parentheses. It can be a comma separated list.
	`WHERE City = 'Chicago' AND Sic IN ('6411','8651')`
	• `LIKE` : you can search one or more `Sic` numbers with or without a wildcard.
	`WHERE Sic LIKE '7513,5411'`
	The following query finds numbers that start with 5, the third digit must be 1, and the second and fourth digits can be any digit.
	`WHERE Sic LIKE '5%1%'`
	The following query finds numbers that start with 7 and end with 1.
	`WHERE Sic LIKE '7%1'`
	Important: Do not use a wildcard as the first digit. If you use a wildcard as the first digit, the response is empty.

Field	Operator Description

`Site`	• `=` : a string that represents the type of location of a company. It must be enclosed in single quotation marks.
	`WHERE Site = 'Branch'`
	• `IN` : a string that represents the type of location of a company. It must be enclosed in single quotation marks nested in parentheses. You can use a comma separated list.
	`WHERE Site IN ('Branch','Headquarters')`

`State`	• `=` : a standard two-letter abbreviation that represents states or provinces in countries.
	`WHERE State = 'CA'`
	• `IN` : a standard two letter abbreviation that represents states or provinces in countries. You must enclose each state abbreviation in single quotation marks nested in parentheses. You can use a comma separated list.
	`WHERE State IN ('CA','NM','AL','MG')`
	`ORDER BY State DESC`
	• `ORDER BY` : orders the results of a query by the State field. You can indicate ascending (ASC) or descending (DESC) order.

`Website`	• `LIKE` : a string that represents the URL or website address of a company. You can use complete or partial website addresses. You can query on a comma separate list of websites. `WHERE Website LIKE 'www.cisco.com,www.dell.com,salesforce'`

`Zip`	• `!=` : exclude a numeric string that represents a postal zip code area.
	`WHERE State = 'CA' AND Zip != '95120'`
	• `LIKE` : searches for a numeric string that represents a complete or partial postal code. Partial postal codes do not need wild cards. The following query returns all records that have a postal zip code starting with 951.
	`SELECT City,State,Zip,Name`
	`FROM DatacloudCompany`
	`WHERE Zip LIKE '951'`

Field	Operator Description

	• `NOT IN` : exclude a numeric string that represents a postal zip code area. Partial postal codes do not need wildcards. The following query excludes all records that have a postal zip code starting with 97. The string you are excluding must be enclosed in single quotation marks nested in parentheses.
	`SELECT City,State,Zip,Name`
	`FROM DatacloudCompany`
	`WHERE Zip NOT IN ('97')`

DatacloudDandBCompany SOQL Request

Use a SOQL request to search the Data.com database for companies with D&B data.

There is a 24-hour rolling quota on the number of API calls that you can make. Your organization gets 1,000 daily calls for every Data.com Prospector license purchased. For example, an organization with 10 prospector licenses has a daily limit of 10,000 Search API calls (1,000 x 10 = 10,000). Call quotas are implemented at the Salesforce organization level.

Request

```
SELECT Country,Description,Name,SalesVolume,YearStarted
FROM DatacloudDandBCompany
WHERE CompanyId = '11369551'
```

`queryMore()`

- When no `LIMIT` is specified, queryMore() returns the entire response in 25-record chunks. You can scroll through the full set of results 25 records at a time.
- A `LIMIT` that's set from 1 and 100 returns the actual number of records or the number of records equal to the `LIMIT` value, whichever is fewer. This query returns only the first 75 records from a response that contains more than 1,000 records. A next page is not returned.

  ```
  SELECT City,State,Street,CompanyId
  FROM DatacloudObject
  WHERE Name like 'Salesforce'
  LIMIT 75
  ```

- Specify a `LIMIT` greater than or equal to the number of records in the response to scroll through large responses in 100-record chunks. For example, in a response with 1,900 records and a `LIMIT` that's set to 2,000, you can scroll through the complete response in chunks of 100 records. You can only scroll through as many records as are specified in the `LIMIT`. If your `LIMIT` is less than the number of records in the response, `queryMore()` processes only the number of records that's specified in the `LIMIT` value.

`LIMIT` and `OFFSET`

You can also scroll through query results by using `LIMIT` and `OFFSET` in your SOQL statement.

- LIMIT: specifies the number of results that are displayed per page. A LIMIT of 100 displays 100 records for each page of the results.
- OFFSET: specifies at which record the results start to display. An offset of 100 would start displaying results from the one hunder and first (101) record.

- Use a `LIMIT` clause in combination with `OFFSET` if you need to retrieve subsequent subsets of the same result set. For example, retrieve the first 100 rows of a query using the following:

```
SELECT City,State,Street,CompanyId
FROM DatacloudCompany WHERE AnnualRevenue > 10000000
ORDER BY City
LIMIT 100
OFFSET 0
```

You could then retrieve the next 100 rows, 101 through 200, using the following query:

```
SELECT City,State,Street,CompanyId
FROM DatacloudCompany WHERE AnnualRevenue > 10000000
ORDER BY City
LIMIT 100
OFFSET 100
```

Keep incrementing the `OFFSET` to scroll through all the results.

Important:

- `OFFSET` has a limit of 2000. Your query fails with an `OFFSET` of 2001 or greater.
- The maximum `LIMIT` is 100. A query with a `LIMIT` greater than 100 defaults to 100.

IN THIS SECTION:

COUNT() Used in SELECT Clause

Use `Count()` in a `SELECT` clause to see how many records are returned with your query.

You can see how many records a query can return by using `Count()` in the `SELECT` clause of a query. You can also use `Count()` to determine the number of rows returned by a query.

Count() with DatacloudContact

Query:

```
SELECT Count()
FROM DatacloudContact
WHERE Level = 'C-Level' AND State = 'TX' AND City = 'Dallas'
```

Response:

```
Query would return 190 records.
```

Count() with DatacloudCompany

Query:

```
SELECT Count()
FROM DatacloudCompany
WHERE State = 'TX' AND City = 'Dallas'
```

Response:

```
Query would return 131 records.
```

Count(ContactId) with DatacloudContact

You can use `Count(contactId)` to determine how many records are available for certain field values in the DatacloudContact object. `GROUP BY` is supported for these fields only.

- `companyName`
- `Department`
- `Level`
- `Title`

There are some limitations when using `GROUP BY` with the DatacloudContact object.

- DatacloudContact doesn't support grouping multiple fields. Run separate queries for each field.
- DatacloudContact doesn't support the roll-up or cube operators for `GROUP BY`.

Query:

```
SELECT Level, Count(ContactId)
FROM DatacloudContact
WHERE State IN ('CA','NV','AZ','OR','WA') AND CompanyName LIKE 'Cisco Systems'
GROUP BY Level
```

Response:

```
Returned records 1-5 of 10916 total records in 0.105 seconds:
```

	Level	Unknown_Field__1
1	Staff	5011
2	Manager-Level	4802
3	Director-Level	692
4	VP-Level	244
5	C-Level	167

DatacloudDandBCompany SOQL Response

Here is an example of a SOQL response for the DatacloudDandBCompany object.

This is an example of a SOQL response for DatacloudDandBCompany. Each row in the table represents the requested information. Some columns in the row can be blank. Blank columns or fields are null or empty fields in the company record.

DatacloudDandBCompany Results

	Country	Description	Name	SalesVolume	YearStarted
1	United States		Valencia & Associates Inc	130000.0	1996

DatacloudDandBCompany Logical Operators

Here is a list of the logical operators that are supported in SOQL queries with the DatacloudDandBCompany object.

This table lists the fields that you can use with specific logical operators to construct your SOQL query.

Field	=	!=	<	<=	>	>=	LIKE	IN	NOT IN	ORDER BY
`CompanyId`	√							√		
`DunsNumber`	√							√		
`GlobalUltimateDunsNumber`	√									
`LocationStatus`	√							√		
`Name`	√						√	√		
`ParentOrHqDunsNumber`	√									

Tips for Using DatacloudDandBCompany Logical Operators

Here are some tips on how logical operators work with which fields in DatacloudDandBCompany queries.

The Datacloud objects directly query the Data.com database cache. The queries are passed directly to Data.com. Some of the fields and logical operators execute queries differently than standard Salesforce objects do. Query results might differ from expected. The following table provides details about those differences.

Field	Operator Description

`DunsNumber`	• `=` : an exact search on the value entered. It must be enclosed in single quotation marks.
	`WHERE DunsNumber = '008528283'`
	• `IN` : searches for a nine-digit number assigned by Dun & Bradstreet (D&B) to identify unique business establishments.
	`WHERE DunsNumber IN ('008528283','784029274','956975007')`

GlobalUltimateDunsNumber	• = : an exact search on the value entered. It must be enclosed in single quotation marks. `SELECT Name,City,State,Country FROM DatacloudDandBCompany WHERE GlobalUltimateDunsNumber ='091015131'`
`Name`	• `LIKE` : does a fuzzy search on the string that was entered. Also searches the `Tradestyle1` and `URL` fields.

Datacloud Objects

These Datacloud objects are used by the Data.com Search API.

IN THIS SECTION:

DatacloudCompany

Represents the fields for Data.com company records. This object is available in API version 30.0 or later.

Supported Calls

`describeSObjects(),query()`

Fields

Field Name	Details
`ActiveContacts`	**Type** int **Properties** Nillable **Description** The number of active contacts that are associated with a company.
`AnnualRevenue`	**Type** currency

Field Name	Details
	Properties Filter, Nillable **Description** The amount of money that the company makes in one year. Annual revenue is measured in US dollars.
`City`	**Type** string **Properties** Filter, Nillable, Sort **Description** The name of the city where the company is located.
`CompanyId`	**Type** string **Properties** Filter, Nillable **Description** A unique numerical identifier for the company and theData.com identifier for a company.
`Country`	**Type** string **Properties** Filter, Nillable, Sort **Description** A string that represents the standard abbreviation for the country where the company is located.
`Description`	**Type** string **Properties** Nillable **Description** A brief synopsis of the company that provides a general overview of the company and what it does.
`DunsNumber`	**Type** string

Field Name	Details
	Properties Filter, Nillable **Description** A randomly generated nine-digit number that's assigned by Dun & Bradstreet (D&B) to identify unique business establishments.
`EmployeeQuantityGrowthRate`	**Type** double **Properties** Nillable **Description** The yearly growth rate of the number of employees in a company expressed as a decimal percentage. The data includes the total employee growth rate for the past two years.
`ExternalId`	**Type** string **Properties** Filter, Nillable, Sort **Description** A unique numerical identifier for the company. The `ExternalId` is a system-generated number.
`Fax`	**Type** phone **Properties** Nillable **Description** The telephone number that's used to send and receive faxes.
`FortuneRank`	**Type** int **Properties** Defaulted on create, Group, Nillable **Description** The numeric value of the company's Fortune 1000 ranking. A null or blank value means that the company isn't ranked as a Fortune 1000 company.
`IncludedInSnP500`	**Type** string

Field Name	Details
	Properties Group, Nillable **Description** A true or false value. If `true`, the company is listed in the S&P 500 Index. If `false`, the company isn't listed in the S&P 500 Index.
`Industry`	**Type** string **Properties** Nillable **Description** A description of the type of industry such as Telecommunications, Agriculture, or Electronics.
`IsInactive`	**Type** boolean **Properties** Defaulted on create, Filter **Description** A true or false response. True, the company record is not active. False, the company record is active.
`IsOwned`	**Type** boolean **Properties** Defaulted on create **Description** A true or false value. True, your organization owns the record. False, your organization doesn't own the record.
`NaicsCode`	**Type** string **Properties** Filter, Nillable **Description** A value that represents the North American Industry Classification System (NAICS) code. NAICS was created to provide details about a business's service orientation. The code descriptions are focused on what a business does.
`NaicsDesc`	**Type** string

Field Name	Details
	Properties Nillable **Description** A description of the NAICS classification.
`Name`	**Type** string **Properties** Filter, Nillable, Sort **Description** The company's name.
`NumberOfEmployees`	**Type** int **Properties** Filter, Nillable **Description** The number of employees working for the company.
`Ownership`	**Type** string **Properties** Filter, Nillable **Description** The type of ownership of the company: • `Public` • `Private` • `Government` • `Other`
`Phone`	**Type** phone **Properties** Nillable **Description** A numeric string containing the primary telephone number for the company.
`PremisesMeasure`	**Type** int

Field Name	Details
	Properties Group, Nillable **Description** A numeric value for the measurement of the premises.
`PremisesMeasureReliability`	**Type** string **Properties** Group, Nillable **Description** A descriptive accuracy of the measurement such as actual, estimated, or modeled.
`PremisesMeasureUnit`	**Type** string **Properties** Group, Nillable **Description** A descriptive measurement unit such as acres, square meters, or square feet.
`PriorYearEmployees`	**Type** int **Properties** Group, Nillable **Description** The total number of employees for the prior year.
`PriorYearRevenue`	**Type** double **Properties** Nillable **Description** The annual revenue for the prior year.
`SalesTurnoverGrowthRate`	**Type** double **Properties** Nillable **Description** The increase in annual revenue from the previous value for an equivalent period expressed as a decimal percentage.

Field Name	Details
`Sic`	**Type** string **Properties** Filter, Nillable **Description** A numeric value that represents the Standard Industrial Codes (SIC). SIC is a numbering convention that indicates what type of service a business provides. It is a four-digit value.
`SicDesc`	**Type** string **Properties** Nillable **Description** A description of the SIC classification.
`Site`	**Type** string **Properties** Filter, Nillable **Description** An organizational status of the company. • Branch: a secondary location to a headquarter location • Headquarter: a parent company with branches or subsidiaries • Single Location: a single business with no subsidiaries or branches
`State`	**Type** string **Properties** Filter, Nillable, Sort **Description** The two-letter standard abbreviation for a state.
`Street`	**Type** string **Properties** Nillable **Description** A postal address for the company.

Field Name	Details
`TickerSymbol`	**Type** string **Properties** Nillable **Description** The symbol that uniquely identifies companies that are traded on public stock exchanges.
`TradeStyle`	**Type** string **Properties** Nillable **Description** A legal name under which a company conducts business.
`UpdatedDate`	**Type** dateTime **Properties** Nillable **Description** The last date and time when the information for this company was updated.
`Website`	**Type** url **Properties** Nillable **Description** The standard URL for the company's home page.
`YearStarted`	**Type** string **Properties** Nillable **Description** The year when the company was founded.
`Zip`	**Type** string **Properties** Filter, Nillable

Field Name	Details
	Description A numeric postal code that's designated for the address.

Usage

Use the DatacloudCompany object to search the Data.com database for companies with the specific criteria that you enter. Use this object to find company records that you are interested in purchasing for your organization. Data.com APIs use the term "company," which is similar to Salesforce term "accounts."

Important: DatacloudCompany can't be used in Apex test methods, because an external web service call is required to access it. These calls are not allowed in Apex test methods.

DatacloudContact

The fields and properties for Data.com contact records. This object is available in API version 30.0 or later.

Supported Calls

`describeSObjects(),query()`

Fields

Field Name	Details
`City`	**Type** string **Properties** Filter, Nillable, Sort **Description** The city where the company is located.
`CompanyId`	**Type** string **Properties** Filter, Nillable **Description** The unique numerical identifier for the company and the Data.com company identification number or Data.com Key.
`CompanyName`	**Type** string

Field Name	Details
	Properties Filter, Group, Sort **Description** The name of the company.
`ContactId`	**Type** string **Properties** Filter, Nillable **Description** The unique numeric identifier for this contact.
`Country`	**Type** string **Properties** Filter, Nillable, Sort **Description** The standard abbreviation or name for the country where the company is located. Note: You can enter a comma-separated list of countries; however, for a country that uses a comma in its name, leave out the comma. For example, enter "Taiwan, ROC" as `Taiwan ROC`.
`Department`	**Type** picklist **Properties** Filter, Group, Restricted picklist **Description** The department in the company that the contact is affiliated with. The values of this field are fixed enumerated values. • `Engineering` • `Finance` • `Human Resources` • `IT` • `Marketing` • `Operations` • `Other` • `Sales` • `Support`

Field Name	Details
`Email`	**Type** email **Properties** Filter, Nillable **Description** A business email address for the contact.
`ExternalId`	**Type** string **Properties** Filter, Nillable, Sort **Description** A unique system-generated numerical identifier for the contact.
`FirstName`	**Type** string **Properties** Filter, Nillable **Description** The first name of the contact.
`IsInCrm`	**Type** boolean **Properties** Defaulted on create, Group **Description** Whether the record is in Salesforce (true) or not (false).
`IsInactive`	**Type** boolean **Properties** Defaulted on create, Filter **Description** Whether the record is active (false) or not (true).
`IsOwned`	**Type** boolean **Properties** Defaulted on create

Field Name	Details
	Description • `True`: You own this record. • `False`: You do not own this record.
`LastName`	**Type** string **Properties** Filter, Nillable, Sort **Description** The last name of the contact.
`Level`	**Type** picklist **Properties** Filter, Group, Nillable, Restricted picklist **Description** A human resource label that designates a person's level in the company. The values of this field are fixed enumerated values. • `C-Level` • `VP` • `Director` • `Manager` • `Staff` • `Other`
`Phone`	**Type** phone **Properties** Nillable **Description** The direct-dial telephone number for the contact.
`SocialHandles`	**Type** string **Properties** The social handles for this contact. Social handles are a normalized URL and user name for social media accounts such as, LinkedIn, Facebook, and Twitter. This field is response-only. The DatacloudSocialHandles object is a child of the DatacloudContact object.

Field Name	Details
`State`	**Type** string **Properties** Filter, Nillable, Sort **Description** The state where the company is located, which can also be a province or other equivalent to a state, depending on the country where the company is located.
`Street`	**Type** string **Properties** Nillable **Description** The street address for the company where the contact works.
`Title`	**Type** string **Properties** Filter, Group, Nillable, Sort **Description** Title of the contact such as CEO or Vice President.
`UpdatedDate`	**Type** dateTime **Properties** Nillable, Sort **Description** The last date and time when the information for a contact was updated.
`Zip`	**Type** string **Properties** Filter, Nillable **Description** The postal or zip code for the address.

Usage

This object searches the Data.com database for contacts with the specific criteria that you enter. Use this object to find contact records that you are interested in purchasing for your organization.

Important: DatacloudContact can't be used in Apex test methods, because an external web service call is required to access it. These calls are not allowed in Apex test methods.

DatacloudDandBCompany

Represents a set of read-only fields that are used to return D&B company data from Data.com API calls. This object is available in API version 30.0 or later.

Supported Calls

`describeSObjects(),query()`

Fields

Field Name	Details
`City`	**Type** string **Properties** Nillable **Description** The name of the city where the company is physically located.
`CompanyCurrencyIsoCode`	**Type** picklist **Properties** Nillable, Restricted picklist **Description** The code used to represent a company's local currency. This data is provided by the International Organization for Standardization (ISO) and is based on their three-letter currency codes. For example, USD is the ISO code for United States Dollar.
`CompanyId`	**Type** string **Properties** Filter, Nillable, Sort **Description** A unique numeric identifier for a company.
`Country`	**Type** string

Field Name	Details
	Properties Nillable **Description** The country where a company is physically located.
`CountryAccessCode`	**Type** string **Properties** Nillable **Description** The required code for international calls.
`CurrencyCode`	**Type** picklist **Properties** Nillable, Restricted picklist **Description** The currency in which the company's sales volume is expressed.
`Description`	**Type** string **Properties** Nillable **Description** A brief description of the company, which may include information about its history, its products and services, and its influence on a particular industry.
`DomesticUltimateBusinessName`	**Type** string **Properties** Nillable **Description** The primary name of the Domestic Ultimate, which is the highest ranking subsidiary, specified by country, within an organization's corporate structure.
`DomesticUltimateDunsNumber`	**Type** string **Properties** Nillable

Field Name	Details
	Description The D-U-N-S number for the Domestic Ultimate, which is the highest-ranking subsidiary, specified by country, within an organization's corporate structure.
`DunsNumber`	**Type** string **Properties** Filter, Nillable **Description** The Data Universal Numbering System (D-U-N-S) number is a unique, nine-digit number assigned to every business location in the Dun & Bradstreet database that has a unique, separate, and distinct operation. D-U-N-S numbers are used by industries and organizations around the world as a global standard for business identification and tracking.
`EmployeeQuantityGrowthRate`	**Type** double **Properties** Nillable **Description** The yearly growth rate of the number of employees in a company expressed as a decimal percentage. The data includes the total employee growth rate for the past two years.
`EmployeesHere`	**Type** double **Properties** Nillable **Description** The number of employees at a specified location, such as a branch location.
`EmployeesHereReliability`	**Type** picklist **Properties** Nillable, Restricted picklist **Description** The reliability of the `EmployeesHere` figure. Available values are *`Actual number`*, *`Low`*, *`Estimated (for all records)`*, *`Modeled (for non-US records)`*. A blank value indicates this data is unavailable.

Field Name	Details
`EmployeesTotal`	**Type** double **Properties** Nillable **Description** The total number of employees in the company, including all subsidiary and branch locations. This data is available only on records that have a value of *`Headquarters/Parent`* in the `LocationStatus` field.
`EmployeesTotalReliability`	**Type** picklist **Properties** Nillable, Restricted picklist **Description** The reliability of the `EmployeesTotal` figure. Available values are *`Actual number`*, *`Low`*, *`Estimated (for all records)`*, *`Modeled (for non-US records)`*. A blank value indicates this data is unavailable.
`ExternalId`	**Type** string **Properties** Filter, Nillable, Sort **Description** A system generated numeric identification.
`FamilyMembers`	**Type** int **Properties** Nillable **Description** The total number of family members, worldwide, within an organization, including the Global Ultimate, its subsidiaries (if any), and its branches (if any).
`Fax`	**Type** phone **Properties** Nillable **Description** The company's facsimile number.

Field Name	Details
`FifthNaics`	**Type** string **Properties** Nillable **Description** A NAICS code that's used to further classify an organization by industry.
`FifthNaicsDesc`	**Type** string **Properties** Nillable **Description** A brief description of an organization's line of business, based on the corresponding NAICS code.
`FifthSic`	**Type** string **Properties** Nillable **Description** A Standard Industrial Classification (SIC) code that's used to further classify an organization by industry.
`FifthSic8`	**Type** string **Properties** Group, Nillable **Description** An additional SIC code used to further classify an organization by industry. Maximum size is 8 characters.
`FifthSic8Desc`	**Type** string **Properties** Group, Nillable **Description** A brief description of an organization's line of business, based on the corresponding SIC code. Maximum size is 80 characters.
`FifthSicDesc`	**Type** string

Field Name	Details
	Properties Nillable **Description** A brief description of an organization's line of business, based on the corresponding SIC code.
`FipsMsaCode`	**Type** string **Properties** Nillable **Description** The Federal Information Processing Standards (FIPS) and the Metropolitan Statistical Area (MSA) codes identify the organization's location. The MSA codes are defined by the US Office of Management and Budget.
`FipsMsaDesc`	**Type** string **Properties** Nillable **Description** A brief description of an organization's FIPS MSA code.
`FortuneRank`	**Type** int **Properties** Defaulted on create, Group, Nillable **Description** The numeric value of the company's Fortune 1000 ranking. A null or blank value means that the company isn't ranked as a Fortune 1000 company.
`FourthNaics`	**Type** string **Properties** Nillable **Description** A NAICS code used to further classify an organization by industry.
`FourthNaicsDesc`	**Type** string **Properties** Nillable

Field Name	Details
	Description A brief description of an organization's line of business, based on the corresponding NAICS code.
`FourthSic`	**Type** string **Properties** Group, Nillable **Description** A SIC code used to further classify an organization by industry.
`FourthSic8`	**Type** string **Properties** Group, Nillable **Description** An additional SIC code used to further classify an organization by industry. Maximum size is 8 characters.
`FourthSic8Desc`	**Type** string **Properties** Group, Nillable **Description** A brief description of an organization's line of business, based on the corresponding SIC code. Maximum size is 80 characters.
`FourthSicDesc`	**Type** string **Properties** Nillable **Description** A brief description of an organization's line of business, based on the corresponding SIC code.
`GeoCodeAccuracy`	**Type** picklist **Properties** Nillable, Restricted picklist

Field Name	Details
	Description The level of accuracy of a location's geographical coordinates compared with its physical address. Available values include `Rooftop level`, `Street level`, `Block level`, `Census tract level`, `Mailing address level`, `ZIP code level`, `Geocode could not be assigned`, `Places the address in the correct city`, `Not matched`, `Not matched`, `Street intersection`, `PO BOX location`, and `Non-US rooftop accuracy`.
`GlobalUltimateBusinessName`	**Type** string **Properties** Nillable **Description** The primary name of the Global Ultimate, which is the highest entity within an organization's corporate structure and may oversee branches and subsidiaries.
`GlobalUltimateDunsNumber`	**Type** string **Properties** Filter, Nillable **Description** The D-U-N-S number of the Global Ultimate, which is the highest-ranking entity within an organization's corporate structure and can oversee branches and subsidiaries.
`GlobalUltimateTotalEmployees`	**Type** double **Properties** Nillable **Description** The total number of employees at the Global Ultimate, which is the highest entity within an organization's corporate structure and may oversee branches and subsidiaries.
`ImportExportAgent`	**Type** picklist **Properties** Nillable, Restricted picklist

Field Name	Details
	Description Identifies whether a business imports goods or services, exports goods or services, and/or is an agent for goods.
`IncludedInSnP500`	**Type** string **Properties** Group, Nillable **Description** A true or false value. If `true`, the company is listed in the S&P 500 Index. If `false`, the company isn't listed in the S&P 500 Index.
`Industry`	**Type** string **Properties** Group, Nillable **Description** A description of the type of industry such as Telecommunications, Agriculture, or Electronics.
`IsOwned`	**Type** boolean **Properties** Defaulted on create **Description** A true or false value. True, your organization owns the record. False, your organization doesn't own the record.
`IsParent`	**Type** boolean **Properties** Defaulted on create, **Description** A true or false value. True, the company is a parent company. False, the company isn't a parent company. A parent company owns other companies.
`Latitude`	**Type** string **Properties** Nillable

Field Name	Details
	Description Used with longitude to specify a precise location, which is used to assess the Geocode Accuracy.
`LegalStatus`	**Type** picklist **Properties** Nillable, Restricted picklist **Description** Identifies the legal structure of an organization. Available values include *`Cooperative`*, *`Nonprofit organization`*, *`Local government body`*, *`Partnership of unknown type`*, and *`Foreign company`*.
`LocationStatus`	**Type** picklist **Properties** Filter, Nillable, Restricted picklist **Description** Identifies the organizational status of a company. A numeric value represents each value. **Organizational status** / **Numeric value** *`Single location`*: The business has no branches or subsidiaries. — *`0`* *`Headquarters/Parent`*: A parent company that owns more than 50 percent of another company. When the company also has branches, it's the headquarters. — *`1`* *`Branch`*: A secondary location of a business. — *`2`* Note: Only the numeric value is accepted in an API request.
`Longitude`	**Type** string **Properties** Nillable

Field Name	Details
	Description Used with latitude to specify a precise location, which is used to assess the Geocode Accuracy.
`MailingCity`	**Type** string **Properties** Nillable **Description** The city where a company has its mail delivered.
`MailingCountry`	**Type** string **Properties** Nillable **Description** The country where a company has its mail delivered.
`MailingState`	**Type** string **Properties** Nillable **Description** The state where a company has its mail delivered.
`MailingStreet`	**Type** string **Properties** Nillable **Description** The street address where a company has its mail delivered.
`MailingZip`	**Type** string **Properties** Nillable **Description** The postal zip code for the company.

Field Name	Details
`MarketingPreScreen`	**Type** picklist **Properties** Nillable, Restricted picklist **Description** The probability that a company pays with a significant delay compared to the agreed terms. The risk level is based on the standard Commercial Credit Score, and ranges from low risk to high risk. Available values are *`High risk of delinquency`*, *`Low risk of delinquency`*, and *`Moderate risk of delinquency`*. Important: Use this information for marketing pre-screening purposes only.
`MarketingSegmentationCluster`	**Type** picklist **Properties** Nillable, Restricted picklist **Description** Twenty-two distinct, mutually exclusive profiles, created as a result of cluster analysis of Dun & Bradstreet data for US organizations. Available values include *`High-Tension Branches of Insurance/Utility Industries`*, *`Rapid-Growth Large Businesses`*, *`Labor-Intensive Giants`*, *`Spartans`*, *`Main Street USA`*.
`MinorityOwned`	**Type** picklist **Properties** Nillable, Restricted picklist **Description** Indicates whether an organization is owned or controlled by a member of a minority group.
`Name`	**Type** string **Properties** Filter, Nillable **Description** The primary or registered name of a company.
`NationalId`	**Type** string

Field Name	Details
	Properties Nillable **Description** The identification number used in some countries for business registration and tax collection.
`NationalIdType`	**Type** picklist **Properties** Nillable, Restricted picklist **Description** A code value that identifies the type of national identification number that's used.
`OutOfBusiness`	**Type** picklist **Properties** Nillable, Restricted picklist **Description** Indicates whether the company at the specified address has discontinued operations.
`OwnOrRent`	**Type** picklist **Properties** Nillable, Restricted picklist **Description** Indicates whether a company owns or rents the building it occupies.
`ParentOrHqBusinessName`	**Type** string **Properties** Nillable **Description** The primary name of the parent or headquarters company.
`ParentOrHqDunsNumber`	**Type** string **Properties** Filter, Nillable

Field Name	Details
	Description The D-U-N-S number for the parent or headquarters.
`Phone`	**Type** phone **Properties** Nillable **Description** A company's primary telephone number.
`PremisesMeasure`	**Type** int **Properties** Group, Nillable **Description** A numeric value for the measurement of the premises.
`PremisesMeasureReliability`	**Type** string **Properties** Group, Nillable **Description** A descriptive accuracy of the measurement such as actual, estimated, or modeled.
`PremisesMeasureUnit`	**Type** string **Properties** Group, Nillable **Description** A descriptive measurement unit such as acres, square meters, or square feet.
`PrimaryNaics`	**Type** string **Properties** Nillable **Description** The six-digit North American Industry Classification System (NAICS) code is the standard used by business and government to classify business establishments according to their economic activity for the purpose of collecting, analyzing, and publishing statistical data related to the US business economy.

Field Name	Details
`PrimaryNaicsDesc`	**Type** string **Properties** Nillable **Description** A brief description of an organization's line of business, based on its NAICS code.
`PrimarySic`	**Type** string **Properties** Nillable **Description** The four-digit SIC code that's used to categorize business establishments by industry.
`PrimarySic8`	**Type** string **Properties** Group, Nillable **Description** The eight-digit Standard Industrial Classification (SIC) code is used to categorize business establishments by industry. The full list of values can be found at the Optimizer Resources page maintained by Dun & Bradstreet. Maximum size is 8 characters.
`PrimarySic8Desc`	**Type** string **Properties** Group, Nillable **Description** A brief description of an organization's line of business, based on the corresponding SIC code. Maximum size is 80 characters.
`PrimarySicDesc`	**Type** string **Properties** Nillable **Description** A brief description of an organization's line of business, based on its SIC code.

Field Name	Details
`PriorYearEmployees`	**Type** int **Properties** Group, Nillable **Description** The total number of employees for the prior year.
`PriorYearRevenue`	**Type** double **Properties** Nillable **Description** The annual revenue for the prior year.
`PublicIndicator`	**Type** picklist **Properties** Nillable, Restricted picklist **Description** Indicates whether ownership of the company is public or private.
`Revenue`	**Type** double **Properties** Nillable **Description** The annual revenue of a company in US dollars.
`SalesTurnoverGrowthRate`	**Type** double **Properties** Nillable **Description** The increase in annual revenue from the previous value for an equivalent period expressed as a decimal percentage.
`SalesVolume`	**Type** double **Properties** Nillable

Field Name	Details
	Description The total annual sales revenue in the headquarters' local currency. Dun & Bradstreet tracks revenue data for publicly traded companies, Global Ultimates, Domestic Ultimates, and some headquarters.
`SalesVolumeReliability`	**Type** picklist **Properties** Nillable, Restricted picklist **Description** The reliability of the `SalesVolume` figure.
`SecondNaics`	**Type** string **Properties** Nillable **Description** A NAICS code used to further classify an organization by industry.
`SecondNaicsDesc`	**Type** string **Properties** Nillable **Description** A brief description of an organization's line of business, based on the corresponding NAICS code.
`SecondSic`	**Type** string **Properties** Nillable **Description** A SIC code used to further classify an organization by industry.
`SecondSic8`	**Type** string **Properties** Group, Nillable

Field Name	Details
	Description An additional SIC code used to further classify an organization by industry. Maximum size is 8 characters.
`SecondSic8Desc`	**Type** string **Properties** Group, Nillable **Description** A brief description of an organization's line of business, based on the corresponding SIC code. Maximum size is 80 characters.
`SecondSicDesc`	**Type** string **Properties** Nillable **Description** A brief description of an organization's line of business, based on the corresponding SIC code.
`SixthNaics`	**Type** string **Properties** Nillable **Description** A NAICS code used to further classify an organization by industry.
`SixthNaicsDesc`	**Type** string **Properties** Nillable **Description** A brief description of an organization's line of business, based on the corresponding SIC code.
`SixthSic`	**Type** string **Properties** Nillable **Description** A SIC code used to further classify an organization by industry.

Field Name	Details
`SixthSic8`	**Type** string **Properties** Group, Nillable **Description** An additional SIC code used to further classify an organization by industry. Maximum size is 8 characters.
`SixthSic8Desc`	**Type** string **Properties** Group, Nillable **Description** A brief description of an organization's line of business, based on the corresponding SIC code. Maximum size is 80 characters.
`SixthSicDesc`	**Type** string **Properties** Nillable **Description** A brief description of an organization's line of business, based on the corresponding SIC code.
`SmallBusiness`	**Type** picklist **Properties** Nillable, Restricted picklist **Description** Indicates whether the company is designated a small business as defined by the Small Business Administration of the US government.
`State`	**Type** string **Properties** Nillable **Description** The state where a company is physically located.
`StockExchange`	**Type** string

Field Name	Details
	Properties Nillable **Description** The corresponding exchange for a company's stock symbol, for example, NASDAQ or NYSE.
`StockSymbol`	**Type** string **Properties** Nillable **Description** The abbreviation that's used to identify publicly traded shares of a particular stock.
`Street`	**Type** string **Properties** Nillable **Description** The street address where a company is physically located.
`Subsidiary`	**Type** picklist **Properties** Nillable, Restricted picklist **Description** Indicates whether a company is more than 50 percent owned by another organization.
`ThirdNaics`	**Type** string **Properties** Nillable **Description** A NAICS code used to further classify an organization by industry.
`ThirdNaicsDesc`	**Type** string **Properties** Nillable

Field Name	Details
	Description A brief description of an organization's line of business, based on the corresponding NAICS code.
`ThirdSic`	**Type** string **Properties** Nillable **Description** A SIC code used to further classify an organization by industry.
`ThirdSic8`	**Type** string **Properties** Group, Nillable **Description** An additional SIC code used to further classify an organization by industry. Maximum size is 8 characters.
`ThirdSic8Desc`	**Type** string **Properties** Group, Nillable **Description** A brief description of an organization's line of business, based on the corresponding SIC code. Maximum size is 80 characters.
`ThirdSicDesc`	**Type** string **Properties** Nillable **Description** A brief description of an organization's line of business, based on the corresponding SIC code.
`TradeStyle1`	**Type** string **Properties** Nillable

Field Name	Details
	Description A name, different from its legal name, that an organization may use for conducting business. Similar to “Doing business as” or “DBA”.
`TradeStyle2`	**Type** string **Properties** Nillable **Description** A tradestyle used by the organization.
`TradeStyle3`	**Type** string **Properties** Nillable **Description** A tradestyle used by the organization.
`TradeStyle4`	**Type** string **Properties** Nillable **Description** A tradestyle used by the organization.
`TradeStyle5`	**Type** string **Properties** Nillable **Description** A tradestyle used by the organization.
`URL`	**Type** url **Properties** Nillable **Description** An organization’s primary website address.

Field Name	Details
`UsTaxId`	**Type** string **Properties** Nillable **Description** The identification number for the company used by the Internal Revenue Service (IRS) in the administration of tax laws. Also referred to as Federal Taxpayer Identification Number.
`WomenOwned`	**Type** picklist **Properties** Nillable, Restricted picklist **Description** Indicates whether a company is more than 50 percent owned or controlled by a woman.
`YearStarted`	**Type** string **Properties** Nillable **Description** The year when the company was established or the year when current ownership or management assumed control of the company.
`Zip`	**Type** string **Properties** Nillable **Description** A five or nine-digit code that's used to help sort mail.

Usage

Use this object to return D&B Company information. These fields are read-only.

Important: DatacloudDandBCompany can't be used in Apex test methods, because an external web service call is required to access it. These calls are not allowed in Apex test methods.

DatacloudSocialHandle

Returns normalized URLs with userids for different social media used by Data.com contacts. The DatacloudSocialHandle object is a child object of the DatacloudContact object.This object is available in API version 30.0 or later.

Supported Calls

`describeSObjects(),query()`

Fields

Field Name	Details
`DatacloudContactId`	**Type** string **Properties** Filter, Nillable, Sort **Description** The unique numeric identifier for a Data.com contact record.
`ProviderName`	**Type** string **Properties** Filter, Nillable, Sort **Description** The name of the social media provider.
`SocialId`	**Type** string **Properties** Filter, Nillable, Sort **Description** The normalized userid for the user on this social media.
`Url`	**Type** url **Properties** Filter, Nillable, Sort **Description** A normalized URL and userid for the website of the social media provider.

Usage

Returns social handles with Data.com contacts from the DatacloudContact object. Social handle fields are read only fields and can't be used to filter results.

CHAPTER 4 Data.com Match API

In this chapter ...

Use the Data.com Match API to match your contact and company records with the latest Data.com records using the Data.com match engine. You can match by D-U-N-S number and other key fields. The API identifies fields from your record that differs from the matching Data.com record.

Note: All examples for the Data.com Match API have been formatted for readability.

Resources

The Data.com Match API is a REST API with two resources: DatacloudContact and DatacloudCompany. Use these resources to return contact and company information, respectively, from Data.comand identify and flag differences between fields in the request and fields from the matching Data.com record. Use POST requests with this API.

There is a 24–hour rolling quota on the number of API calls you can make. Your organization gets 1,000 daily calls for every licence purchased. Call quotas are implemented at the Salesforce organization level.

Example: An organization with 10 Data.com Clean licenses would have a daily limit of 10,000 Match API calls (1,000 x 10 = 10,000).

Table 1: DatacloudContact Resources

Usage	The Data.com Match API DatacloudContact resource does two basic things. • Matches requested contacts with contacts in the Data.com database. • Identifies and flags differences between fields in the request and fields in the Data.com database.

URLs	• Short URL:
	`services/data/vXX.X/match/`
	• Long URL:
	`services/data/vXX.X/match/DatacloudMatchEngine/DatacloudContact/`

Available Since Release	30.0
Formats	• JSON • XML
HTTP Methods	POST
Minimum Required Fields	• No required fields • For the best results, include a standard email address in the request
Maximum Request Size	30
Key Request Fields	• `Email` • `First Name` • `Last Name` • `Phone` • `Title`

Table 2: DatacloudCompany Resources

Usage	The Data.com Match API DatacloudCompany resource does two things. • Matches the requested company information with companies in the Data.com database. • Identifies and flags differences between requested fields and fields in the Data.com database.

URLs	• Short URL:
	`services/data/vXX.X/match/`
	• Long URL:
	`services/data/vXX.X/match/DatacloudMatchEngine/DatacloudCompany/`

Available Since Release	30.0
Formats	• JSON • XML
HTTP Methods	POST
Minimum Required Fields	• No required fields • For best results, include company name, website, and city in the request Tip: For companies with multiple locations, add the city where the company is located to narrow your search.
Key Request Fields	• `Name` • `Street` • `Phone` • `Website`

Requests and Responses

There are two basic parts to a request.

- Entities— Entities contain attributes, and each attribute contains elements. The elements are the fields that are requested.
- Fields—Fields contain the values that are returned with the request.

The following table shows the difference between XML and JSON request formats.

XML Request Example for DatacouldContact

```
  <fields>City</fields>
  <fields>CompanyId</fields>
  <fields>CompanyName</fields>
  <fields>ContactId</fields>
  <fields>Country</fields>
  <fields>Email</fields>
  <fields>FirstName</fields>
  <fields>IsInactive</fields>
  <fields>LastName</fields>
  <fields>Phone</fields>
  <fields>State</fields>
  <fields>Street</fields>
  <fields>Title</fields>
  <fields>Zip</fields>
</DatacloudMatchInput>
```

JSON Request Example for DatacloudContact

```
    ],
    "fields": [
        "City",
        "CompanyId",
        "CompanyName",
        "ContactId",
        "Country",
        "Email",
        "FirstName",
        "IsInactive",
        "LastName",
        "Phone",
        "State",
        "Street",
        "Title",
        "Zip"
    ]
}
```

The Data.com Match API resources return a response body formatted in JSON or XML. Response bodies contain information about the fields that were included in the request.

There are three parts to a response.

- errorCode—The error code is typically a numeric value that indicates a specific type of error. Additional error information is contained in the "errorMessage" element.
- entities—Entities contain attributes, and each attribute contains elements. The elements contain information from Data.com about the requested fields.
- matchDiffs—The "matchDiffs" elements contain the names of fields in which the information in the request is different from the information in the matched Data.com record.

IN THIS SECTION:

Understanding the URL

Access the Match API resources by using the URL for your company's instance combined with the version and the URL for the resource.

For example if your instance is:

```
https://na1.salesforce.com/
```

And the version information is:

```
/services/data/v36.0
```

And the resource is:

```
/match/DataCloudMatchEngine/DataCloudContact/
```

The Data.com Match API has two resources.

- DatacloudContact
- DatacloudCompany

Put together, the full URL for DatacloudContact is:

```
https://na1.salesforce.com/services/data/v36.0/match/DataCloudMatchEngine/DataCloudContact/
```

Put together, the full URL for DatacloudCompay is:

```
https://na1.salesforce.com/services/data/v36.0/match/DataCloudMatchEngine/DataCloudCompany/
```

Contact Requests

Use the URL and the POST command to send a match request.

```
https://na1.salesforce.com/services/data/v36.0/match/DataCloudMatchEngine/DataCloudContact/
```

JSON

```
{
    "entities": [
        {
            "attributes": {
                "type": "DataCloudContact"
            },
            "Email": "jdowney@cisco.com",
            "FirstName": "John",
            "LastName": "Downey",
            "Title": "Network Engineer"
        },
        {
            "attributes": {
                "type": "DataCloudContact"
            },
            "Email": "creegan@cisco.com",
            "FirstName": "Catie",
            "LastName": "Creegan"
        }
    ],
    "fields": [
        "City",
        "CompanyId",
        "CompanyName",
        "ContactId",
        "Country",
        "Department",
        "Email",
```

```
        "FirstName",
        "IsInactive",
        "LastName",
        "Level",
        "Phone",
        "SocialHandles",
        "State",
        "Street",
        "Title",
        "Zip"
    ]
}
```

XML

```
<DatacloudMatchInput xmlns:xsi="http://www.w3.org/2001/XMLSchema-instance">
<entities xsi:type="DatacloudContact">
        <email>jdowney@cisco.com</email>
        <firstName>John</firstName>
        <Title>Network Engineer</Title>
</entities>
<entities xsi:type="DatacloudContact">
        <email>creegan@cisco.com</email>
        <firstName>Catie</firstName>
 <Zip>95120</Zip>
 <Phone>650.235.8335</Phone>
</entities>
  <fields>City</fields>
  <fields>CompanyId</fields>
  <fields>CompanyName</fields>
  <fields>ContactId</fields>
  <fields>Country</fields>
  <fields>Department</fields>
  <fields>Email</fields>
  <fields>FirstName</fields>
  <fields>IsInactive</fields>
  <fields>LastName</fields>
  <fields>Level</fields>
  <fields>Phone</fields>
  <fields>SocialHandles</fields>
  <fields>State</fields>
  <fields>Street</fields>
  <fields>Title</fields>
  <fields>Zip</fields>
</DatacloudMatchInput>
```

The attributes for Data.com are the field names in records.

```
. . .
<entities xsi:type="DatacloudContact">
        <email>jdowney@cisco.com</email>
        <firstName>John</firstName>
        <Title>Network Engineer</Title>
</entities>
```

```
. . .
```

The attributes or field names included in the match request are compared against records in the Data.com database.

The fields elements are a list of fields you want returned in a request.

```
. . .
  <fields>City</fields>
  <fields>CompanyId</fields>
  <fields>CompanyName</fields>

. . .
```

Use any field listed under the “Properties” section below.

IN THIS SECTION:

Contact Field Properties

Guidelines for Data.com Match API Requests

Contact Field Properties

Properties

Represents the contact fields you can match against Data.com records.

Note: The more fields you include in the request element, the more accurate the match will be.

Field	Type	Description	Since Version
`City`	String	The name of the city where the company is located.	30.0
`CompanyId`	Long integer (64–bit integer)	The unique numerical identifier for the company at which the contact works.	30.0
`CompanyName`	String	The name of the company at which the contact works.	30.0
`ContactId`	String	The unique numerical identifier for a contact.	30.0
`Country`	String	A string that represents the standard abbreviation for the country where the contact works.	30.0
`Department`	String	The name of the department to which the contact is assigned. Note: You can’t query on this field. It is a return value only. Queries on this field are ignored and there is no “matchDiffs” returned.	30.0
`Email`	String	An email address for this contact.	30.0

Field	Type	Description	Since Version
`FirstName`	String	The first name of a contact.	30.0
`IsInactive`	String	A `true` or `false` response. True means that the record is no longer active. False means that the contact is still valid and active.	30.0
`LastName`	String	The last name of a contact.	30.0
`Level`	String	A human resource label designating a person's level in the company. Note: You can't query on this field. It is a return value only. Queries on this field are ignored and there is no "matchDiffs" returned.	30.0
`Phone`	String	A numerical string that contains the direct-dial phone number for the contact.	30.0
`SocialHandles`	String	The SocialHandles field is a multi-field attribute associated with a contact. You can't query on this field. It is a response only field. • type — DatacloudSocialHandle (a child attribute associated with a ContactId.) • Url — http://facebok.com/social.media.userid (a normalized URL and userid for the website of the social media provider.) • Provider Name — FACEBOOK (the name of social media provider._ • SocialId — social.media.userid (the normalized userid for the user on this social media.)	30.0
`State`	String	The two-letter standard abbreviation for a state.	30.0
`Street`	String	A postal address for the company where this contacts works.	30.0
`Title`	String	The job title for a contact.	30.0
`Zip`	String	A numeric postal code designation for the address.	30.0

Guidelines for Data.com Match API Requests

- Include a list of fields in your request.
- Include more fields in the request to narrow or restrict the match.
- To improve match results, include as many of the key fields as possible in your request

- Include fewer fields in the request to broaden the match.
- For the best chance at matching your Salesforce records with Data.com data, be sure your records are accurate and complete.
- A successful response body returns the same fields included in the request.

Contact Responses

JSON


```
[
    {
        "errorCode": 0,
        "errorMessage": null,
        "matchRecords": [
            {
                "entity": {
                    "attributes": {
                        "type": "DatacloudContact"
                    },
                    "Street": "170 W Tasman Dr",
                    "Phone": "+1.408.526.4000",
                    "CompanyId": "211524",
                    "CompanyName": "Cisco Systems, Inc.",
                    "LastName": "Downey",
                    "Country": "United States",
                    "Title": "Broadband Network Engineer",
                    "City": "San Jose",
                    "State": "CA",
                    "Email": "jdowney@cisco.com",
                    "FirstName": "John",
                    "SocialHandles": {
                        "totalSize": 2,
                        "done": true,
                        "records": [
                            {
                                "attributes": {
                                    "type": "DatacloudSocialHandle"
                                },
                                "Url": "http://facebook.com/john.j.downey",
                                "ProviderName": "FACEBOOK",
                                "SocialId": "john.j.downey"
                            },
                            {
                                "attributes": {
                                    "type": "DatacloudSocialHandle"
                                },
                               "Url": "http://linkedin.com/pub/john-downey/3/b17/85b",

                                "ProviderName": "LINKEDIN",
                                "SocialId": "pub/john-downey/3/b17/85b"
                            }
                        ]
                    },
                    "ContactId": 1147236,
```

```
                "IsInactive": false,
                "Zip": "95134-1700"
            },
            "matchDiffs": [
                "Title"
            ]
        }
    ]
},
{
    "errorCode": 0,
    "errorMessage": null,
    "matchRecords": [
        {
            "entity": {
                "attributes": {
                    "type": "DatacloudContact"
                },
                "Street": "170 W Tasman Dr",
                "Phone": "+1.408.902.3102",
                "CompanyId": "211524",
                "CompanyName": "Cisco Systems, Inc.",
                "LastName": "Creegan",
                "Country": "United States",
                "Title": "Critical Accounts",
                "City": "San Jose",
                "State": "CA",
                "Email": "creegan@cisco.com",
                "FirstName": "Katie",
                "SocialHandles": {
                    "totalSize": 2,
                    "done": true,
                    "records": [
                        {
                            "attributes": {
                                "type": "DatacloudSocialHandle"
                            },
                            "Url": "http://facebook.com/katie.creegan.9",
                            "ProviderName": "FACEBOOK",
                            "SocialId": "katie.creegan.9"
                        },
                        {
                            "attributes": {
                                "type": "DatacloudSocialHandle"
                            },
                            "Url": "http://linkedin.com/in/katiecreegan",
                            "ProviderName": "LINKEDIN",
                            "SocialId": "in/katiecreegan"
                        }
                    ]
                },
                "ContactId": 1188008,
                "IsInactive": false,
                "Zip": "95134-1700"
```

```
                },
                "matchDiffs": [
                    "FirstName"
                ]
            }
        ]
    }
]
```

XML

```
<?xml version="1.0" encoding="UTF-8" ?>
  <errorCode>0</errorCode>
  <errorMessage />
  <matchRecords>
   <entity>
    <attributes>
     <type>DatacloudContact</type>
    </attributes>
    <Street>170 W Tasman Dr</Street>
    <Phone>+1.408.526.4000</Phone>
    <CompanyId>211524</CompanyId>
    <CompanyName>Cisco Systems, Inc.</CompanyName>
    <LastName>Downey</LastName>
    <Country>United States</Country>
    <Title>Broadband Network Engineer</Title>
    <City>San Jose</City>
    <State>CA</State>
    <Email>jdowney@cisco.com</Email>
    <FirstName>John</FirstName>
    <SocialHandles>
     <totalSize>2</totalSize>
     <done>true</done>
     <records>
      <attributes>
       <type>DatacloudSocialHandle</type>
      </attributes>
      <Url>http://facebook.com/john.j.downey</Url>
      <ProviderName>FACEBOOK</ProviderName>
      <SocialId>john.j.downey</SocialId>
     </records>
     <records>
      <attributes>
       <type>DatacloudSocialHandle</type>
      </attributes>
      <Url>http://linkedin.com/pub/john-downey/3/b17/85b</Url>
      <ProviderName>LINKEDIN</ProviderName>
      <SocialId>pub/john-downey/3/b17/85b</SocialId>
     </records>
    </SocialHandles>
    <ContactId>1147236</ContactId>
    <IsInactive>false</IsInactive>
    <Zip>95134-1700</Zip>
   </entity>
   <matchDiffs>Title</matchDiffs>
```

```
</matchRecords>
<errorCode>0</errorCode>
<errorMessage />
<matchRecords>
 <entity>
  <attributes>
   <type>DatacloudContact</type>
  </attributes>
  <Street>170 W Tasman Dr</Street>
  <Phone>+1.408.902.3102</Phone>
  <CompanyId>211524</CompanyId>
  <CompanyName>Cisco Systems, Inc.</CompanyName>
  <LastName>Creegan</LastName>
  <Country>United States</Country>
  <Title>Critical Accounts</Title>
  <City>San Jose</City>
  <State>CA</State>
  <Email>creegan@cisco.com</Email>
  <FirstName>Katie</FirstName>
  <SocialHandles>
   <totalSize>2</totalSize>
   <done>true</done>
   <records>
    <attributes>
     <type>DatacloudSocialHandle</type>
    </attributes>
    <Url>http://facebook.com/katie.creegan.9</Url>
    <ProviderName>FACEBOOK</ProviderName>
    <SocialId>katie.creegan.9</SocialId>
   </records>
   <records>
    <attributes>
     <type>DatacloudSocialHandle</type>
    </attributes>
    <Url>http://linkedin.com/in/katiecreegan</Url>
    <ProviderName>LINKEDIN</ProviderName>
    <SocialId>in/katiecreegan</SocialId>
   </records>
  </SocialHandles>
  <ContactId>1188008</ContactId>
  <IsInactive>false</IsInactive>
  <Zip>95134-1700</Zip>
 </entity>
 <matchDiffs>FirstName</matchDiffs>
</matchRecords>
```

Company Requests

Use the URL and the POST command to send a match request.

```
https://na1.salesforce.com//services/data/v36.0/match/DatacloudMatchEngine/DatacloudCompany/
```

JSON

```
{
    "entities": [
        {
            "attributes": {
                "type": "DatacloudCompany"
            },
            "Name": "Google, Inc.",
            "Website": "www.google.com",
            "Phone": "+1.650.253.0000",
            "City": "Mountain View"
        }
    ],
    "fields": [
        "AnnualRevenue",
        "City",
        "CompanyId",
        "Country",
        "Description",
        "DunsNumber",
        "Fax",
        "Industry",
        "IsInactive",
        "NaicsCode",
        "NaicsDesc",
        "Name",
        "NumberOfEmployees",
        "Ownership",
        "Phone",
        "Sic",
        "SicDesc",
        "State",
        "Street",
        "TickerSymbol",
        "TradeStyle",
        "Website",
        "YearStarted",
        "Zip",
        "Site"
    ]
}
```

XML

```
<DatacloudMatchInput xmlns:xsi="http://www.w3.org/2001/XMLSchema-instance">
<entities xsi:type="DatacloudCompany">
    <type>DatacloudCompany</type>
    <Name>Google, Inc.</Name>
    <Website>www.google.com</Website>
    <Phone>+1.650.253.0000</Phone>
    <City>Mountain View</City>
</entities>
    <fields>AnnualRevenue</fields>
    <fields>City</fields>
```

```
    <fields>CompanyId</fields>
    <fields>Country</fields>
    <fields>Description</fields>
    <fields>DunsNumber</fields>
    <fields>Fax</fields>
    <fields>Industry</fields>
    <fields>IsInactive</fields>
    <fields>NaicsCode</fields>
    <fields>NaicsDesc</fields>
    <fields>Name</fields>
    <fields>NumberOfEmployees</fields>
    <fields>Ownership</fields>
    <fields>Phone</fields>
    <fields>Sic</fields>
    <fields>SicDesc</fields>
    <fields>State</fields>
    <fields>Street</fields>
    <fields>TickerSymbol</fields>
    <fields>TradeStyle</fields>
    <fields>Website</fields>
    <fields>YearStarted</fields>
    <fields>Zip</fields>
    <fields>Site</fields>
</DatacloudMatchInput>
```

The attributes for Data.com are the names of fields in records. The attributes or field names included in the match request are compared against records in the Data.com database. The fields elements are a list of fields returned in a successful request. Use any field listed under the “Properties” section.

IN THIS SECTION:

Company Field Properties

Company Field Properties

A list of the fields available for contact requests and responses.

Properties

Include fields in the request entities to indicate which company fields to match against the Data.com database.

Field	Type	Description	Since Version
AnnualRevenue	String	The amount of money that the company makes in one year.	30.0
City	String	The name of the city where the company is located.	30.0
CompanyId	Long integer (64–bit integer)	The unique numerical identifier for the company.	30.0
Country	String	A string that represents the standard abbreviation for the country where the company is located.	30.0

Field	Type	Description	Since Version
Description	Sting	A brief summary about the company.	30.0
DunsNumber	String	A randomly generated nine-digit number that's assigned by Dun & Bradstreet (D&B) to identify unique business establishments.	30.0
Fax	String	The telephone number that's used for sending and receiving faxes.	30.0
Industry	String	A description for the area of focus in which the company does business.	30.0
IsInactive	String	A true or false response. True means that the record is no longer active. False indicates that the contact is still valid and active.	30.0
NaicsCode	String	North American Industry Classification System (NAICS) codes were created to provide details about a business's service orientation. The code descriptions are focused on what a business does.	30.0
NaicsDesc	String	A description of the NAICS classification.	30.0
Name	String	The company's name.	30.0
NumberOfEmployees	String	The number of employees who are working for the company.	30.0
Ownership	String	The type of ownership of the company: • Public • Private • Government • Other	30.0
Phone	String	A numerical string that contains a corporate telephone number for the company.	30.0
Sic	Integer	Standard Industrial Codes (SIC) is a numbering convention that indicates what type of service a business provides.	30.0
SicDesc	String	A description of the SIC classification.	30.0
Site	String	The type of location of the company, such as "Headquarters."	30.0
State	String	The two-letter standard abbreviation for a state.	30.0
Street	String	A postal address for the company.	30.0
TickerSymbol	String	The symbol that uniquely identifies companies that are traded on public stock exchanges.	30.0

Field	Type	Description	Since Version
TradeStyle	String	A legal name under which a company conducts business.	30.0
Website	String	The standard URL for the company's home page.	30.0
YearStarted	Sting	The year when the company was founded.	30.0
Zip	String	A numeric postal code designation for the address	30.0

Company Responses

JSON


```
[ {
  "errorCode" : 0,
  "errorMessage" : null,
  "matchRecords" : [ {
    "entity" : {
      "attributes" : {
        "type" : "DatacloudCompany"
      },
      "SicDesc" : "Information Retrieval Services",
      "DunsNumber" : "060902413",
      "Street" : "1600 Amphitheatre Pkwy",
      "Phone" : "+1.650.253.0000",
      "TickerSymbol" : "GOOG",
      "CompanyId" : 215043,
      "AnnualRevenue" : 2.9321E10,
      "NumberOfEmployees" : 31353,
      "Zip" : "94043-1351",
      "NaicsCode" : "517919",
      "Description" : "If you don't Google, you probably aren't finding what you want
online. Google operates the leading Internet search engine, offering targeted search
results from billions of Web pages. Results are based on a proprietary algorithm --
Google's technology for ranking Web pages is called PageRank. The company generates
nearly all of its revenue through ad sales. Advertisers can deliver relevant ads targeted
 to search queries or Web content. The Google Network is a network of third-party
customers that use Google's ad programs to deliver relevant ads to their own sites.
Google subsidiaries include YouTube and DoubleClick. Founders Sergey Brin and Larry Page
 each have nearly 30% voting control of the firm.",
      "Site" : "Headquarters",
      "Website" : "www.google.com",
      "Fax" : "",
      "YearStarted" : "1998",
      "Country" : "United States",
      "City" : "Mountain View",
      "Name" : "Google Inc.",
      "State" : "CA",
      "TradeStyle" : "Google.com",
      "NaicsDesc" : "All Other Telecommunications",
      "IsInactive" : false,
```

```
      "Ownership" : "Public",
      "Sic" : "7375",
      "Industry" : "Technology"
    },
    "matchDiffs" : [ "Name" ]
  } ]
} ]
```

XML

```
<?xml version="1.0" encoding="UTF-8"?>
<Match xmlns:xsi="http://www.w3.org/2001/XMLSchema-instance">
    <MatchResult>
        <errorCode>0</errorCode>
        <errorMessage xsi:nil="true"/>
        <matchRecords>
            <entity type="DatacloudCompany">
                <Id xsi:nil="true"/>
                <SicDesc>Telephone Communication, Except Radio</SicDesc>
                <DunsNumber>060902413</DunsNumber>
                <Street>1600 Amphitheatre Pkwy</Street>
                <Phone>+1.650.253.0000</Phone>
                <TickerSymbol>GOOG</TickerSymbol>
                <CompanyId>5634951</CompanyId>
                <AnnualRevenue>5.9825E10</AnnualRevenue>
                <NumberOfEmployees>47756</NumberOfEmployees>
                <Zip>94043-1351</Zip>
                <NaicsCode>519130</NaicsCode>
                <Description>If you don&apos;t know what the term Google means,
there&apos;s a leading Internet search engine you can use to find out. Taking its name
 from &quot;googol&quot; -- the mathematical term for the value represented by a one
followed by 100 zeros -- Google offers targeted search results from billions of Web
pages. Results are based on a proprietary algorithm; its technology for ranking Web
pages is called PageRank. The firm generates revenue through ad sales. Advertisers
deliver relevant ads targeted to search queries or Web content. The Google Network is
a network of third-party customers that use Google&apos;s ad programs to deliver relevant
 ads to their own sites. Founders Sergey Brin and Larry Page each have nearly 30% voting
 control.</Description>
                <Site>Headquarters</Site>
                <Website>www.google.com</Website>
                <Fax></Fax>
                <YearStarted>1998</YearStarted>
                <Country>United States</Country>
                <City>Mountain View</City>
                <Name>Google Inc.</Name>
                <State>CA</State>
                <TradeStyle>Google.com</TradeStyle>
                <NaicsDesc>Internet Publishing and Broadcasting and Web Search
Portals</NaicsDesc>
                <IsInactive>false</IsInactive>
                <Ownership>Public</Ownership>
                <Sic>4813</Sic>
                <Industry>Telecommunications</Industry>
            </entity>
            <matchDiffs>Name</matchDiffs>
```

```
        </matchRecords>
    </MatchResult>
</Match>
```

Viewing Contact and Company Fields

For Match API GET requests, a list of fields is returned for companies or contacts. The batch size limit is also returned. There is no Data.com data returned in the GET request.

CHAPTER 5 Data.com Purchase API

In this chapter ...

Purchase Data.com company and contact records with the Data.com Purchase API.

The Data.com Purchase API, part of the Chatter REST API, is used to purchase Data.com contact and company records, retrieve record details, and get purchase details about specific orders.

Resources for Data.com Purchase API

Purchase Data.com records and retrieve record and purchase details.

The Data.com Purchase API resources are divided into four logical categories.

Purchase requests

Purchase multiple contact or company records in a single API request.

`/services/data/v36.0/connect/datacloud/orders/`

Attention: Multiple record purchase requests must contain only companies or contacts. You can't have both types of records in the same request.

Record information

Retrieve details about a specific company record.

`/services/data/v36.0/connect/datacloud/companies/companyId`

Retrieve details about a specific contact record.

`/services/data/v36.0/connect/datacloud/contacts/contactId`

Order information

Retrieve limited information about an order.

`/services/data/v36.0/connect/datacloud/orders/orderId`

Retrieve information about an order, including details about the purchased companies.

`/services/data/v36.0/connect/datacloud/orders/orderId/companies/`

Retrieve information about an order, including details about the purchased contacts.

`/services/data/v36.0/connect/datacloud/orders/orderId/contacts/`

Usage information

View purchase usage information for a specific user.

`/services/data/v36.0/connect/datacloud/usage/userId`

Requests and Responses

Purchase Data.com records, retrieve purchase information, get usage information about a user, and view record details for contacts and companies.

Use a single POST request to purchase Data.com company or contact records. Use GET requests to retrieve purchase information, usage information for a user, and record details.

IN THIS SECTION:

Contact Record Information

GET contact record information for a specific contact.

Purchase Usage Information

Retrieve purchase usage information for a user in your organization.

Order Information

Retrieve information about a specific order.

Company Order Information

Retrieve detailed order information, including company record details for each purchased record.

Contact Order Information

Retrieve detailed order information, including contact record details for each purchased record.

Purchase Records

Purchase multiple contacts or companies with a POST request.

Purchases must be for either contacts or companies. You can't have contacts and companies in the same purchase request.

Minimum required fields

You must have at least one `contactId` or one `companyId` in the list.

Method

POST

JSON

URL

`/services/data/v32.0/connect/datacloud/orders/`

Request body

There are two parts to a request: the user type and the IDs.

- `userType`
  - Available values: `Monthly` and `ListPool`
  - If no value is specified, `Monthly` is automatically used.
  - For information, see How Do Licenses Work for Data.com Prospector?
- `contactIds` or `companyIds`
  - Specify the IDs for the contacts or company informaton you're buying. You can only buy one type at a time.
  - Contact and company IDs are not validated. If you purchase contacts or companies using invalid IDs, it counts against your purchase usage limits.

This example shows a list pool user buying five contacts.

```
{"userType":"ListPool",
"contactIds":["4271914","33011763","16184150","49994772","45003056"]}
```

IN THIS SECTION:

Purchase Records Response

Information about a purchase for contacts or companies.

Purchase Records Response

Information about a purchase for contacts or companies.

- `entityUrl`—A URL to a list of purchased records for a specific order.
- `id`—The `orderId` that identifies a specific order.
- `purchaseCount`—The number of records that were purchased for this order.
- `purchaseDate`—The date when records were purchased.
- `url`—A URL for the order information for a specific order.

Contact response:

Note: This example has been formatted for readability.

```
{
  "entityUrl" : "/services/data/v32.0/connect/datacloud/
                 orders/09FD00000000PvCMAU/contacts",
  "id" : "09FD00000000PvCMAU",
  "purchaseCount" : 5,
  "purchaseDate" : "2014-08-09T22:08:25.000Z",
  "url" : "/services/data/v32.0/connect/datacloud/
           orders/09FD00000000PvCMAU"
}
```

Company response:

Note: This example has been formatted for readability.

```
{
  "entityUrl" : "/services/data/v32.0/connect/datacloud/
                 orders/09FD00000000PvBMAU/companies",
  "id" : "09FD00000000PvBMAU",
  "purchaseCount" : 4,
  "purchaseDate" : "2014-08-09T21:47:49.000Z",
  "url" : "/services/data/v32.0/connect/datacloud/
           orders/09FD00000000PvBMAU"
}
```

Company Record Information

GET company information for a specific company.

Minimum required fields

The `companyId` is required.

Methods

GET

JSON

```
/services/data/v32.0/connect/datacloud/companies/companyId
```

IN THIS SECTION:

Company Response

Details about the fields that are returned in a company record.

If the record hasn't been purchased, some of the fields are hidden with asterisks. If you have purchased the record, all fields are visible.

Property Name	Type	Description
`activeContacts`	Integer	The number of active contacts that the company has.
`address`	ConnectApi.Address	A postal address for the company.
`annualRevenue`	Double	The amount of money that the company makes in one year.
`companyId`	String	The unique numerical identifier for the company.
`description`	String	A brief summary about the company.
`dunsNumber`	String	A randomly generated nine-digit number that's assigned by Dun & Bradstreet (D&B) to identify unique business establishments.
`industry`	String	A description for the area of focus in which the company does business.
`isInactive`	Boolean	Whether the company information is no longer accurate (`true`) or the company information is up-to-date (`false`).
`isOwned`	Boolean	Whether the company has been purchased by you or your organization (`true`) or not (`false`).
`naicsCode`	String	North American Industry Classification System (NAICS) codes were created to provide details about a business's service orientation. The code descriptions are focused on what a business does.
`naicsDescription`	String	A description of the NAICS classification.
`name`	String	The company's name.
`numberOfEmployees`	Integer	The number of employees who are working for the company.
`ownership`	String	The type of ownership of the company: • Public • Private • Government • Other
`phoneNumbers`	ConnectApi.PhoneNumber	A numerical string that contains a corporate telephone number for the company.
`sic`	String	A description of the SIC classification.
`sicDescription`	String	A description of the SIC classification.

Property Name	Type	Description
site	String	The type of location of the company, such as "Headquarters."
tickerSymbol	String	The symbol that uniquely identifies companies that are traded on public stock exchanges.
tradeStyle	String	A legal name under which a company conducts business.
updatedDate	Date	The date when the information was last updated for this company.
website	String	The standard URL for the company's home page.
yearStarted	String	The year when the company was founded.


```
{
  "activeContacts" : 0,
    "address" : {
      "city" : "Wakefield",
      "country" : "United States",
      "formattedAddress" : null,
      "state" : "MA",
      "street" : "******",
      "zip" : "01880-6200"
      },
    "annualRevenue" : 0.0,
    "companyId" : "850",
    "description" : "",
    "dunsNumber" : "******",
    "industry" : "Not For Profit",
    "isInactive" : false,
    "isOwned" : false,
    "naicsCode" : "******",
    "naicsDescription" : "******",
    "name" : "Mobile Enterprise Alliance",
    "numberOfEmployees" : 0,
    "ownership" : "******",
    "phoneNumbers" : [ {
    "label" : null,
    "phoneNumber" : "+*.***.***.****",
    "phoneType" : "Work"
  },  {
       "label" : null,
       "phoneNumber" : "",
       "phoneType" : "Fax"
  } ],
    "sic" : "******",
    "sicDescription" : "******",
    "site" : "Single Location",
    "tickerSymbol" : "",
    "tradeStyle" : "",
    "updatedDate" : "2014-02-19T19:29:36.000Z",
    "website" : "www.mobileenterprise.org",
```

```
    "yearStarted" : "******"
}
```

Contact Record Information

GET contact record information for a specific contact.

Minimum required fields

The `contactId` is required.

Methods

GET

JSON

Request

```
/services/data/v32.0/connect/datacloud/contacts/contactId
```

IN THIS SECTION:

Contact Response

Details about the response.

Contact Response

Details about the response.

If the record hasn't been purchased, some of the fields are hidden with asterisks. If you have purchased the record, all fields are visible.

Property Name	Type	Description
`address`	ConnectApi.Address	A postal address for the company where this contacts works. The address has sub-components.
`companyId`	String	The unique numerical identifier for the company at which the contact works.
`companyName`	String	The name of the company at which the contact works.
`contactId`	String	The unique numerical identifier for a contact.
`department`	String	The name of the department to which the contact is assigned.
`email`	String	An email address for this contact.
`firstName`	String	The first name of a contact.
`isInactive`	Boolean	A `true` or `false` response. True means that the record is no longer active. False means that the contact is still valid and active.
`isOwned`	Boolean	Specifies whether your organization owns this contact.

Property Name	Type	Description
`lastName`	String	The last name of a contact.
`level`	String	A human resource label designating a person's level in the company.
`phoneNumbers`	ConnectApi.PhoneNumber	The phone number has sub-components.
`title`	String	The job title for a contact.
`updatedDate`	Date	The date when the information for this contacts was updated.

```
{
  "address" : {
      "city" : "Alpena",
      "country" : "United States",
      "formattedAddress" : null,
      "state" : "MI",
      "street" : "******",
      "zip" : "49707-4105"
      },
  "companyId" : "242329755",
  "companyName" : "Alpena-Montgomery-Alcona Educational School District",
  "contactId" : "59900135",
  "department" : "Other",
  "email" : "******@alpenaschools.com",
  "firstName" : "Sarah",
  "isInactive" : false,
  "isOwned" : false,
  "lastName" : "Altman",
  "level" : "Staff",
  "phoneNumbers" : [ {
     "label" : null,
     "phoneNumber" : "+*.***.***.****",
     "phoneType" : "Work"
       } ],
  "title" : "******",
  "updatedDate" : "2013-10-09T15:28:48.000Z"
}
```

Purchase Usage Information

Retrieve purchase usage information for a user in your organization.

Minimum required fields

An `userId` is required. The`userId` is an alphanumeric string that's assigned to a user by your organization.

Methods

GET

JSON

Request

```
/services/data/v32.0/connect/datacloud/usage/userId
```

IN THIS SECTION:

Response for Purchase Usage Information
User information that's related to Data.com record purchases.

Response for Purchase Usage Information

User information that's related to Data.com record purchases.

- List Pool Credits Available—Available credits in a List pool that are available. Credits in a List Pool are available to all List users in the List pool. List Pool credits don't expire until a year after the day when they're purchased.
- List Pool Credits Used—Credits that are used by all List Users in the List Pool.
- Monthly Credits Available—Credits that are available for this user.
- Monthly Credits Available—Credits that are used by this user for the current month.

```
{
  "listpoolCreditsAvailable" : 1000,
  "listpoolCreditsUsed" : 325,
  "monthlyCreditsAvailable" : 491,
  "monthlyCreditsUsed" : 491
}
```

Order Information

Retrieve information about a specific order.

Minimum required fields

An `orderId` is required. The orderId is an alphanumeric string that's assigned to an order so that it can be tracked.

Methods

GET

JSON

```
/services/data/v32.0/connect/datacloud/orders/orderId
```

IN THIS SECTION:

Order Information Response
Information about a specific purchase.

Order Information Response

Information about a specific purchase.

- `entityUrl`—A URL to a list of purchased records for a specific order.
- `id`—The `orderId` that identifies a specific order.

- `purchaseCount`—The number of records that were purchased for this order.
- `purchaseDate`—The date when records were purchased.
- `url`—A URL for the order information for a specific order. Returns the same information that's in this example.

Note: This example has been formatted for readability.

```
{
  "entityUrl" : "/services/data/v32.0/connect/datacloud/
                 orders/09FD00000000PvGMAU/companies",
  "id" : "09FD00000000PvGMAU",
  "purchaseCount" : 5,
  "purchaseDate" : "2014-08-09T23:01:19.000Z",
  "url" : "/services/data/v32.0/connect/datacloud/
           orders/09FD00000000PvGMAU"
}
```

Company Order Information

Retrieve detailed order information, including company record details for each purchased record.

Minimum required fields

An `orderId` is required. The `orderId` is an alphanumeric string that's assigned to an order so that it can be tracked.

Methods

GET

JSON

```
/services/data/v32.0/connect/datacloud/orders/orderId/companies/?pageSize=10&page=2
```

Request parameters

Parameter	Description
page	The URL for the current *page* is set to this page. If no page is set, the current page is page 1. This parameter is optional.
pageSize	The number of companies to show on each page. This parameter is optional.

IN THIS SECTION:

Response for Company Order Information
Information about a company order.

Response for Company Order Information

Information about a company order.

Companies

Field details for each company in the response.

Property Name	Type	Description
`activeContacts`	Integer	The number of active contacts that the company has.
`address`	ConnectApi.Address	A postal address for the company.
`annualRevenue`	Double	The amount of money that the company makes in one year.
`companyId`	String	The unique numerical identifier for the company.
`description`	String	A brief summary about the company.
`dunsNumber`	String	A randomly generated nine-digit number that's assigned by Dun & Bradstreet (D&B) to identify unique business establishments.
`industry`	String	A description for the area of focus in which the company does business.
`isInactive`	Boolean	Whether the company information is no longer accurate (`true`) or the company information is up-to-date (`false`).
`isOwned`	Boolean	Whether the company has been purchased by you or your organization (`true`) or not (`false`).
`naicsCode`	String	North American Industry Classification System (NAICS) codes were created to provide details about a business's service orientation. The code descriptions are focused on what a business does.
`naicsDescription`	String	A description of the NAICS classification.
`name`	String	The company's name.
`numberOfEmployees`	Integer	The number of employees who are working for the company.
`ownership`	String	The type of ownership of the company: • Public • Private • Government • Other
`phoneNumbers`	ConnectApi.PhoneNumber	A numerical string that contains a corporate telephone number for the company.
`sic`	String	A description of the SIC classification.
`sicDescription`	String	A description of the SIC classification.
`site`	String	The type of location of the company, such as "Headquarters."
`tickerSymbol`	String	The symbol that uniquely identifies companies that are traded on public stock exchanges.
`tradeStyle`	String	A legal name under which a company conducts business.
`updatedDate`	Date	The date when the information was last updated for this company.
`website`	String	The standard URL for the company's home page.

Property Name	Type	Description
`yearStarted`	String	The year when the company was founded.

`currentPageUrl`
The URL to the current page of the response results.

`nextPageURL`
The URL to the next page of the response results. This value is *`null`* if there isn't a next page.

`previousPageURL`
The URL to the previous page of the response results. This value is *`null`* if there isn't a previous page.

`total`
The number of companies that are returned in the response.

Note: This example has been formatted for readability.

```
{
  "companies" : [ {
    "activeContacts" : 0,
    "address" : {
      "city" : "Wakefield",
      "country" : "United States",
      "formattedAddress" : null,
      "state" : "MA",
      "street" : "401 Edgewater Pl Ste 600",
      "zip" : "01880-6200"
    },
    "annualRevenue" : 200000.0,
    "companyId" : "850",
    "description" : "",
    "dunsNumber" : "192852478",
    "industry" : "Not For Profit",
    "isInactive" : false,
    "isOwned" : true,
    "naicsCode" : "813910",
    "naicsDescription" : "Business Associations",
    "name" : "Mobile Enterprise Alliance",
    "numberOfEmployees" : 2,
    "ownership" : "Private",
    "phoneNumbers" : [ {
      "label" : null,
      "phoneNumber" : "+1.781.876.8988",
      "phoneType" : "Work"
    }, {
      "label" : null,
      "phoneNumber" : "",
      "phoneType" : "Fax"
    } ],
    "sic" : "8611",
    "sicDescription" : "Business Associations",
    "site" : "Single Location",
```

```
    "tickerSymbol" : "",
    "tradeStyle" : "",
    "updatedDate" : "2014-02-19T19:29:36.000Z",
    "website" : "www.mobileenterprise.org",
    "yearStarted" : "2004"
  } ],
  "currentPageUrl" : "/services/data/v32.0/connect/datacloud/
                      orders/09F990000004CEIEA2/companies",
  "nextPageUrl" : null,
  "previousPageUrl" : null,
  "total" : 1
}
```

Contact Order Information

Retrieve detailed order information, including contact record details for each purchased record.

Minimum required fields

An `orderId` is required. The `orderId` is an alphanumeric string that's assigned to an order so that it can be tracked.

Methods

GET

JSON

```
/services/data/v32.0/connect/datacloud/orders/orderId/contacts/?page=2&pageSize=25
```

Request parameters

Parameter	Description
page	The URL for the current *page* is set to this page. If no page is set, the current page is page 1.
pageSize	The number of contacts to show on each page.

IN THIS SECTION:

Contact Order Information

Information about a company order.

Contact Order Information

Information about a company order.

Contacts

Field details for each contact in the response.

Property Name	Type	Description
address	ConnectApi.Address	A postal address for the company where this contacts works. The address has sub-components.

Property Name	Type	Description
`companyId`	String	The unique numerical identifier for the company at which the contact works.
`companyName`	String	The name of the company at which the contact works.
`contactId`	String	The unique numerical identifier for a contact.
`department`	String	The name of the department to which the contact is assigned.
`email`	String	An email address for this contact.
`firstName`	String	The first name of a contact.
`isInactive`	Boolean	A `true` or `false` response. True means that the record is no longer active. False means that the contact is still valid and active.
`isOwned`	Boolean	Specifies whether your organization owns this contact.
`lastName`	String	The last name of a contact.
`level`	String	A human resource label designating a person's level in the company.
`phoneNumbers`	ConnectApi.PhoneNumber	The phone number has sub-components.
`title`	String	The job title for a contact.
`updatedDate`	Date	The date when the information for this contacts was updated.

`currentPageUrl`
The URL to the current page of the response results.

`nextPageURL`
The URL to the next page of the response results. This value is *`null`* if there isn't a next page.

`previousPageURL`
The URL to the previous page of the response results. This value is *`null`* if there isn't a previous page.

`total`
The number of contacts that are returned in the response.

Note: This example has been formatted for readability.

```
{
  "contacts" : [ {
    "address" : {
        "city" : "Lowell",
        "country" : "United States",
        "formattedAddress" : null,
```

```
        "state" : "MI",
        "street" : "11700 Vergennes St",
        "zip" : "49331-9006"
        },
    "companyId" : "270336",
    "companyName" : "Lowell Area School District",
    "contactId" : "59900136",
    "department" : "Other",
    "email" : "cdustin@lowellschools.com",
    "firstName" : "Cichocki",
    "isInactive" : true,
    "isOwned" : true,
    "lastName" : "Dustin",
    "level" : "Director",
    "phoneNumbers" : [ {
        "label" : null,
        "phoneNumber" : "+1.616.987.2900",
        "phoneType" : "Work"
         } ],
    "title" : "Freshman Center Director",
    "updatedDate" : "2013-05-07T20:43:28.000Z"
  } ],
  "currentPageUrl" : "/services/data/v32.0/connect/datacloud/
                      orders/09F990000004CEDEA2/contacts",
  "nextPageUrl" : null,
  "previousPageUrl" : null,
  "total" : 1
}
```

CHAPTER 6 Data.com DUNSRight Match API

In this chapter ...

Use the Data.com DUNSRight Match API to match your account records with Data.com company records using the DUNSRight match engine. You can match by D-U-N-S number and other key fields. The API identifies fields from your record that differs from the matching record.

Note: All examples for the Data.com DUNSRight Match API have been formatted for readability.

Resources

The Data.com DUNSRight Match API is a REST API with one resource: DatacloudCompany. Use this resource to return company information from Data.comand identify and flag differences between fields in the request and fields from the matching Data.com record. Use POST and GET requests with this API.

There is a 24–hour rolling quota on the number of API calls you can make. Your organization gets 1,000 daily calls for every licence purchased. Call quotas are implemented at the Salesforce organization level.

Example: An organization with 10 Data.com Clean licenses would have a daily limit of 10,000 Match API calls (1,000 x 10 = 10,000).

Table 3: DatacloudCompany Resources

Usage	The Data.com DUNSRight Match API DatacloudCompany resource does two things. • Matches the requested company information with companies in the Data.com database using the DUNSRight match engine. • Identifies and flags differences between requested fields and fields in the Data.com database.
URLs	• Short URL: `/services/data/vXX.X/match/` • Long URL: `/services/data/vXX.X/match/DunsRightMatchEngine/DatacloudCompany/DunsRightMatchRule` All parameters in the `matchOptions` section must be included in the request body when you use the short URL.
Available Since Release	30.0
Formats	• JSON • XML
HTTP Methods	POST
Minimum Required Fields	• No required fields • For best results, include company name, website, and city in the request • Use the `matchOptions` parameter in the request to set all of your match options. • When using the short URL, all parameters in the `matchOptions` section must be included in the POST request body • When using the long URL, only specify the `fields` you want in the response. Default values are used for other parameters in the `matchOptions` section. These include `"maxMatchResults": "6"` and `"minMatchConfidence": "8"`. Tip: For companies with multiple locations, add the city where the company is located to narrow your search.
Key Request Fields	• `Name` • `Street` • `Phone`

	• `Website`

Entities

The `entities` section of the request includes:

- attributes, including the object you want to match against, and
- names and values for fields that you want to match.

Note: You must include the name and value for at least one field that you want included in the response. There are no required fields; but you should specify more fields to improve the accuracy of the matched records.

Here are the matchable fields.

Field	Type	Description
`City`	String	The name of the city where the company is located.
`Country`	String	A string that represents the standard abbreviation for the country where the company is located.
`DunsNumber`	String	A randomly generated nine-digit number that's assigned by Dun & Bradstreet (D&B) to identify unique business establishments..
`Name`	String	The company's name.
`Phone`	String	A numerical string that contains a corporate telephone number for the company.
`State`	String	The two-letter standard abbreviation for a state.
`Street`	String	A postal address for the company.
`Zip`	String	A numeric postal code designation for the address.

Match Options

The parameters that you're required to include in the `matchOptions` section differ depending on the URL you use.

- When using the short URL, specify all parameters in the `matchOptions` section.
- When using the long URL, you only need to specify the fields you want in the response. Default values are used for other parameters in the `matchOptions` section. These include `"maxMatchResults": "6"` and `"minMatchConfidence": "8"`.

Here are the fields that can be included in the response.

Requestable Fields	Type	Description
`AnnualRevenue`	String	The amount of money that the company makes in one year.
`City`	String	The name of the city where the company is located.

Requestable Fields	Type	Description
`CompanyId`	Long integer (64-bit integer)	The unique numerical identifier for the company.
`Country`	String	A string that represents the standard abbreviation for the country where the company is located.
`Description`	String	A brief summary about the company.
`DunsNumber`	String	A randomly generated nine-digit number that's assigned by Dun & Bradstreet (D&B) to identify unique business establishments..
`Fax`	String	The telephone number that's used for sending and receiving faxes.
`Industry`	String	A description for the area of focus in which the company does business.
`IsInactive`	String	A true or false response. True means that the record is no longer active. False indicates that the contact is still valid and active.
`NaicsCode`	String	North American Industry Classification System (NAICS) codes were created to provide details about a business's service orientation. The code descriptions are focused on what a business does.
`NaicsDesc`	String	A description of the NAICS classification.
`Name`	String	The company's name.
`NumberOfEmployees`	String	The number of employees who are working for the company.
`Ownership`	String	The type of ownership of the company: • Public • Private • Government • Other
`Phone`	String	A numerical string that contains a corporate telephone number for the company.
`Sic`	Integer	Standard Industrial Codes (SIC) is a numbering convention that indicates what type of service a business provides.
`SicDesc`	String	A description of the SIC classification.
`Site`	String	The type of location of the company, such as "Headquarters."
`State`	String	The two-letter standard abbreviation for a state.

Requestable Fields	Type	Description
`Street`	String	A postal address for the company.
`TickerSymbol`	String	The symbol that uniquely identifies companies that are traded on public stock exchanges.
`TradeStyle`	String	A legal name under which a company conducts business.
`Website`	String	The standard URL for the company's home page.
`YearStarted`	String	The year when the company was founded.
`Zip`	String	A numeric postal code designation for the address.

Here are additional parameters that you can specify in the `matchOptions` section of the request.

`matchEngine`
The name of the match engine that's used by this API.

`maxMatchResults`
The number of results to be returned in a response. The maximum value is 10.

`minMatchConfidence`
The degree of confidence that the response matches the information that's provided in the request. The default confidence level is 8. The confidence level can be set to between 5 and 10.

`rule`
The name of the matching rules that are used by this API.

`sObjectType`
The standard object that's queried by this API.

IN THIS SECTION:

Resource Properties

Use API resource property requests to retrieve important resources and parameters, including a list of matchable fields and match engine URLs. These can used when making match requests with the Data.com DUNSRight Match API.

Supported match engines

GET request: `/services/data/v32.0/match/`

Response:

```
{
"DcSocialProfileMatchEngine" : "/services/data/v32.0/match/
                                DcSocialProfileMatchEngine",
"DunsRightMatchEngine" : "/services/data/v32.0/match/DunsRightMatchEngine",
```

```
"DatacloudMatchEngine" : "/services/data/v32.0/match/DatacloudMatchEngine"
}
```

Object

GET request: `/services/data/v32.0/match/DunsRightMatchEngine`

Response:

```
{
 "DatacloudCompany" : "/services/data/v32.0/match/DunsRightMatchEngine/
                       DatacloudCompany"
 }
```

Match options

GET request: `/services/data/v32.0/match/DunsRightMatchEngine/DatacloudCompany`

Response:

```
{
"matchableFields" : [
   "City",
   "Country",
   "DunsNumber",
   "Name", "Phone",
   "State",
   "Street",
   "Zip"
],
"maxInputEntities" : 10, "requestableFields" : [
          "AnnualRevenue",
          "City",
          "CompanyId",
          "Country",
          "Description",
          "DunsNumber",
          "Fax",
          "Industry",
          "IsInactive",
          "NaicsCode",
          "NaicsDesc",
          "Name",
          "NumberOfEmployees",
          "Ownership",
          "Phone",
          "Sic",
          "SicDesc",
          "Site",
          "State",
          "Street",
          "TickerSymbol",
          "TradeStyle",
          "Website",
          "YearStarted",
          "Zip"
],
```

```
"rules" : { "DunsRightMatchRule" : "/services/data/v32.0/match/DunsRightMatchEngine/
                                    DatacloudCompany/DunsRightMatchRule" }
 }
```

DUNSRight Match rules

```
{
    "developerName": "DunsRightMatchRule",
    "matchEngine": "DunsRightMatchEngine",
    "matchableFields": [
        "City",
        "Country",
        "DunsNumber",
        "Name",
        "Phone",
        "State",
        "Street",
        "Zip"
    ],
    "ruleDeployed": true,
    "ruleName": "DunsRightMatchRule",
    "sObjectType": "DatacloudCompany"
}
```

Requests

A request using the Data.com DUNSRight API has a unique structure. In addition, the content you're required to include in the request differs depending on whether you use a short or long URL.

Example: **Request Using Short URL**

Short URL: `/services/data/vXX.X/match/`

Request body:

```
{
  "entities": [
    {
      "attributes": {
      "type": "DatacloudCompany"
    },
    "City": "Mountain View",
    "Country": "United States",
    "Name": "Google I Inc",
    "Phone": "+1.650.253.0000",
    "State": "CA",
    "Street": "1600 Amphitheatre Pkwy",
    "Zip" :"94043-1351"
    },
    {
 "attributes": {
 "type": "DatacloudCompany"
    },
    "City": "VANCOUVER",
```

```
    "Country": "Canada",
    "Name": "Salesforce.com Canada Corporation",
    "State": "VANCOUVER",
    "Street": "375 Water St Suite 710",
    "Zip": "V6B 5C6"
    }
  ],
  "matchOptions": {
    "fields": "AnnualRevenue, City, CompanyId, Country, Description, DunsNumber, Fax,
 Industry, IsInactive, NaicsCode, NaicsDesc, Name, NumberOfEmployees, Ownership, Phone,
 Sic, SicDesc, Site, State, Street, TickerSymbol, TradeStyle, Website, YearStarted,
Zip",
    "matchEngine": "DunsRightMatchEngine",
    "maxMatchResults": "2",
    "minMatchConfidence": "8",
    "rule": "DunsRightMatchRule",
    "sObjectType": "DatacloudCompany"
  }
}
```

Example: **Request Using Long URL**

Long URL:

```
/services/data/vXX.X/match/DunsRightMatchEngine/DatacloudCompany/DunsRightMatchRule
```

Request body:

```
{
  "entities": [
    {
      "attributes": {
      "type": "DatacloudCompany"
    },
    "City": "Mountain View",
    "Country": "United States",
    "Name": "Google I Inc",
    "Phone": "+1.650.253.0000",
    "State": "CA",
    "Street": "1600 Amphitheatre Pkwy",
    "Zip" :"94043-1351"
    },
    {
 "attributes": {
 "type": "DatacloudCompany"
    },
    "City": "VANCOUVER",
    "Country": "Canada",
    "Name": "Salesforce.com Canada Corporation",
    "State": "VANCOUVER",
    "Street": "375 Water St Suite 710",
    "Zip": "V6B 5C6"
    }
  ],
  "matchOptions": {
    "fields": "AnnualRevenue, City, CompanyId, Country, Description, DunsNumber, Fax,
```

```
 Industry, IsInactive, NaicsCode, NaicsDesc, Name, NumberOfEmployees, Ownership, Phone,
 Sic, SicDesc, Site, State, Street, TickerSymbol, TradeStyle, Website, YearStarted,
Zip",
  }
}
```

Responses

A response includes Data.com records that match the criteria in your request and identifies differences in matched fields.

The response includes:

Parameter	Description
`errors`	Error messages related to your request, the matching process, or matched records.
`matchEngine`	Name of the match engine used to match data. This is specified in the request.
`matchRecords`	This section includes `additionalInformation`, `fieldDiffs`, `matchConfidence`, `record`.
`additionalInformation`	Other information about the matched record. For example, a `matchGrade` represents the quality of the data for the D&B fields in the matched record.
`fieldDiffs`	Names of fields where the value for the matched record is different from the value in the request.
`matchConfidence`	A ranking of how similar the matched record's data is to the data in your request. Must be equal to or greater than the value of the `minMatchConfidence` specified in your request.
`record`	Field names and values for the matched Data.com record. Includes only fields specified in your request. Matched record data is unique for each `matchEngine`.
`rule`	Name of the rule used to match records.
`size`	Total number of records that matched a set of criteria identified in the request.
`success`	True means the request succeeded; false means the request failed.

Example: Response body

```
[
   {
      "entityType":"DatacloudCompany",
      "errors":null,
      "matchEngine":"DunsRightMatchEngine",
```

```
      "matchRecords":[
         {
            "additionalInformation":[
               {
                  "name":"matchGrade",
                  "value":"BAAAAZAAFZZ"
               }
            ],
            "fieldDiffs":[
               {
                  "difference":"Different",
                  "name":"Name"
               }
            ],
            "matchConfidence":9.0,
            "record":{
               "attributes":{
                  "type":"DatacloudCompany"
               },
               "Site":"Headquarters",
               "Zip":"94043-1351",
               "Ownership":"Public",
               "Description":"If you don't know what the term Google means, there's a
 leading Internet search engine you can use to find out. Taking its name from \"googol\"
 -- the mathematical term for the value represented by a one followed by 100 zeros --
 Google offers targeted search results from billions of Web pages. Results are based
on a proprietary algorithm; its technology for ranking Web pages is called PageRank.
The firm generates revenue through ad sales. Advertisers deliver relevant ads targeted
 to search queries or Web content. The Google Network is a network of third-party
customers that use Google's ad programs to deliver relevant ads to their own sites.
In October 2015, Google formally became part -- and by far the biggest part -- of the
 Alphabet Inc. holding company.",
               "Website":"www.google.com",
               "NumberOfEmployees":47756,
               "NaicsCode":"517110",
               "Name":"Google Inc.",
               "Industry":"Telecommunications",
               "IsInactive":false,
               "Phone":"+1.650.253.0000",
               "TickerSymbol":"GOOG",
               "Street":"1600 Amphitheatre Pkwy",
               "CompanyId":5634951,
               "NaicsDesc":"Wired Telecommunications Carriers",
               "City":"Mountain View",
               "DunsNumber":"060902413",
               "Sic":"4813",
               "State":"CA",
               "YearStarted":"1998",
               "TradeStyle":"Google",
               "Country":"United States",
               "SicDesc":"Telephone Communication, Except Radio",
               "Fax":"",
               "AnnualRevenue":6.6001E10
            }
```

```
        },
        {
           "additionalInformation":[
              {
                 "name":"matchGrade",
                 "value":"BAAAAZAAFZZ"
              }
           ],
           "fieldDiffs":[
              {
                 "difference":"Different",
                 "name":"Name"
              }
           ],
           "matchConfidence":9.0,
           "record":{
              "attributes":{
                 "type":"DatacloudCompany"
              },
              "Site":"Headquarters",
              "Zip":"94043-1351",
              "Ownership":"Private",
              "Description":"",
              "Website":"www.google.com",
              "NumberOfEmployees":118,
              "NaicsCode":"517110",
              "Name":"Google International LLC",
              "Industry":"Telecommunications",
              "IsInactive":false,
              "Phone":"+1.650.253.0000",
              "TickerSymbol":"",
              "Street":"1600 Amphitheatre Pkwy",
              "CompanyId":6549949,
              "NaicsDesc":"Wired Telecommunications Carriers",
              "City":"Mountain View",
              "DunsNumber":"622604416",
              "Sic":"4813",
              "State":"CA",
              "YearStarted":"2002",
              "TradeStyle":"",
              "Country":"United States",
              "SicDesc":"Telephone Communication, Except Radio",
              "Fax":"+1.650.618.1499",
              "AnnualRevenue":3.54004841E8
           }
        }
     ],
     "rule":"DunsRightMatchRule",
     "size":2,
     "success":true
  },
  {
     "entityType":"DatacloudCompany",
     "errors":null,
```

```
      "matchEngine":"DunsRightMatchEngine",
      "matchRecords":[
         {
            "additionalInformation":[
               {
                  "name":"matchGrade",
                  "value":"AAAAAZZAAAZ"
               }
            ],
            "fieldDiffs":[
               {
                  "difference":"Different",
                  "name":"State"
               }
            ],
            "matchConfidence":10.0,
            "record":{
               "attributes":{
                  "type":"DatacloudCompany"
               },
               "Site":"Single Location",
               "Zip":"V6B 5C6",
               "Ownership":"Private",
               "Description":"",
               "Website":"",
               "NumberOfEmployees":1,
               "NaicsCode":"541511",
               "Name":"Salesforce.com Canada Corporation",
               "Industry":"Consulting",
               "IsInactive":false,
               "Phone":"",
               "TickerSymbol":"",
               "Street":"375 Water St Suite 710",
               "CompanyId":224767318,
               "NaicsDesc":"Custom Computer Programming Services",
               "City":"VANCOUVER",
               "DunsNumber":"203229737",
               "Sic":"7371",
               "State":"BC",
               "YearStarted":"1999",
               "TradeStyle":"Salesforce.com",
               "Country":"Canada",
               "SicDesc":"Custom Computer Programming Services",
               "Fax":"",
               "AnnualRevenue":98470.0
            }
         }
      ],
      "rule":"DunsRightMatchRule",
      "size":1,
      "success":true
   }
]
```

CHAPTER 7 Data.com Social Profile Match API

In this chapter ...

Match Data.com contacts with social handles such as LinkedIn and Twitter.

Important: As of Summer '16, Data.com Social Key and the Data.com Social Profile Match API are no longer available. At that time, social profile handles, such as those from LinkedIn®, aren't added to records that are cleaned with Data.com. And, you can't use the Data.com Social Profile Match API to search for social profile handles.

You need a Data.com Full Clean license to use the Data.com Social Profile Match API.

EDITIONS

Available in: Salesforce Classic

Available in: **Enterprise**, and **Performance** Editions.

Available for an additional cost in: **Professional** Edition

Important: The Data.com Social Profile Match API doesn't work with Developer Edition.

The Data.com Social Profile Match API uses a unified match API call pattern. Match options can now be specified in the POST body instead of the URL.

Resources

The unified match API call pattern provides options for specifying the resource. The request body includes specific information depending on the option that you choose.

The unified match API call pattern allows you to use a short or long URL to access the Data.com Social Profile Match API resource.

URL

```
/match/DcSocialProfileMatchEngine/DcSocialProfile/DcSocialProfileMatchRule/
```

Available since release

Version 32.0

Formats

JSON

HTTP methods

POST, GET

Minimum required fields

You must include at least one field on which to match. However, the more fields that are used to match a record, the better the quality of the data. List the fields that you want to match in the "attributes" of the request body.

Usage

The Data.com Social Profile Match resource matches key fields from the request with Data.com records and identifies differences.

- Matches your information with contacts in the Data.com database by using key contact fields, including social handles.
- Identifies and flags differences between matchable fields and fields in the Data.com database.

You can use a short or long URL to access the Social Profile Match API resource. All `"matchOptions"` can be sent in the request as part of the request body.

Short URL

`/services/data/v36.0/match/`

All `"matchOptions"` must be included in the POST request body when you use the short URL.

Note: This example has been formatted for readability.

```
{
 "entities":[
  {
   "attributes":{
     "type":"DcSocialProfile"
   },
   "CompanyName":"Salesforce",
   "ContactId":"123456",
   "Email":"terry.martin@salesforce.com",
   "FirstName":"Terry",
   "LastName":"Martin",
   "SocialHandles":{
      "records" : [ {
         "attributes" : { "type" : "DcSocialProfileHandle" },
            "Handle" : "www.linkedin.com/pub/terry-martin/
                        1/767/a88/","ProviderName" : "Linkedin" }
                  ] }
    }
```

```
     ],
 "matchOptions":{
    "fields":"City,CompanyName,ContactId,Country,
                  FirstName,Id,LastName,SocialHandles,State",
    "rule":"DcSocialProfileMatchRule",
    "matchEngine":"DcSocialProfileMatchEngine",
    "sObjectType":"DcSocialProfile"
   }
}
```

Long URL

`/services/data/v36.0/match/DcSocialProfileMatchEngine/DcSocialProfile/DcSocialProfileMatchRule`

When you use the long URL, you need to specify only the `"fields"` under `"matchOptions"`.

Note: This example has been formatted for readability.

```
{
"entities":[
"attributes":{
 "type":"DcSocialProfile"
 },
   "CompanyName":"Salesforce",
   "ContactId":"123456",
   "Email":"terry.martin@salesforce.com",
   "FirstName":"Terry",
   "LastName":"Martin",
   "SocialHandles":{
      "records" : [ { "attributes" :
                    { "type" : "DcSocialProfileHandle" },
       "Handle" : "www.linkedin.com/pub/terry-martin/1/767/a88/",
                  "ProviderName" : "Linkedin" ] }
       }
 ],
       "matchOptions":{
  "fields":"City,CompanyName,ContactId,Country,FirstName,Id,
         LastName,SocialHandles,State"}
}
```

View Resource Properties

View Social Profile Match API resources.

You can view available resources and parameters for the Data.com Social Profile Match API.

Supported match engines

GET request: `/services/data/v32.0/match/`

Response:

Note: This example has been formatted for readability.

```
{
"DcSocialProfileMatchEngine" : "/services/data/v32.0/match/
                                DcSocialProfileMatchEngine",
```

```
"DunsRightMatchEngine" : "/services/data/v32.0/match/DunsRightMatchEngine",
"DatacloudMatchEngine" : "/services/data/v32.0/match/DatacloudMatchEngine"
}
```

Object

GET request: `/services/data/v32.0/match/DcSocialProfileMatchEngine`

Response:

```
{
 "DcSocialProfile" : "/services/data/v32.0/match/DcSocialProfileMatchEngine/
                      DcSocialProfile"
 }
```

Match options

GET request: `/services/data/v32.0/match/DcSocialProfileMatchEngine/DcSocialProfile`

Response:

Note: This example has been formatted for readability.

```
{
    "matchableFields": [
        "CompanyName",
        "ContactId",
        "Email",
        "ExternalId",
        "FirstName",
        "LastName",
        "SocialHandles"
    ],
    "maxInputEntities": 30,
    "requestableFields": [
        "City",
        "CompanyName",
        "ContactId",
        "Country",
        "ExternalId",
        "FirstName",
        "Id",
        "LastName",
        "SocialHandles",
        "State"
    ],
    "rules": {
        "DcSocialProfileMatchRule": "/services/data/v32.0/match/
                                     DcSocialProfileMatchEngine/
                                     DcSocialProfile/DcSocialProfileMatchRule"
    }
}
```

Social Profile Match rules

`/services/data/v32.0/match/DcSocialProfileMatchEngine/DcSocialProfile/DcSocialProfileMatchRule`

Response:

```
{
    "developerName": "DcSocialProfileMatchRule",
    "matchEngine": "DcSocialProfileMatchEngine",
    "matchableFields": [
        "CompanyName",
        "ContactId",
        "Email",
        "ExternalId",
        "FirstName",
        "LastName",
        "SocialHandles"
    ],
    "ruleDeployed": true,
    "ruleName": "DcSocialProfileMatchRule",
    "sObjectType": "DcSocialProfile"
}
```

Requests

The request format of Data.com Social Profile Match API requires a specific structure.

The request body has two key parts.

- Entities
- Match options

Note: This example has been formatted for readability.

```
{
     "entities":[
      {
       "attributes":{
          "type":"DcSocialProfile"
    },
    "CompanyName":"Salesforce",
          "ContactId":"123456",
    "Email":"susan.munroe@uconn.edu",
          "FirstName":"Susan",
          "LastName":"Munroe",
          "SocialHandles":
               {  "records" : [ { "attributes" : { "type" :
                  "DcSocialProfileHandle" },"Handle" :
                  "http://linkedin.com/pub/susan-munroe/20/380/594",
                  "ProviderName" : "Linkedin" } ] }
     }
  ],
  "matchOptions":{
     "fields":"City,CompanyName,ContactId,Country,
                    FirstName,Id,LastName,SocialHandles,State",
     "rule":"DcSocialProfileMatchRule",
     "matchEngine":"DcSocialProfileMatchEngine",
     "sObjectType":"DcSocialProfile"
```

```
    }
}
```

Entities

`"type"`:

Indicates the object that the fields are matched against. The fields that are listed under attributes are matchable.

You must include at least one matchable field. The more matchable fields in your request, the greater the accuracy of the match.

Field	Type	Description
`CompanyName`	String	The name of the company at which the contact works.
`ContactId`	String	The unique numerical identifier for a contact.
`Email`	String	An email address for this contact.
`ExternalId`	String	A numerical-identifier used to track a record.
`FirstName`	String	The first name of a contact.
`LastName`	String	The last name of a contact.
`SocialHandles`	String	The SocialHandles field is a multifield attribute that's associated with a contact.

Use 1 or more of the following unique identifying attributes to find an exact match for a contact.

- `ContactId`
- `Email`
- `ExternalId`
- `SocialHandles`

Use the following combination of contact attributes to identify a unique contact.

- `CompanyName`
- `FirstName`
- `LastName`

Match Options

Set all match options in the request body when using the short URL, or set only the fields match options when using the long URL.

Field	Type	Description
`fields`	String	A list of the fields that are returned in the response body.
`rule`	String	The matching rules that are used for this request.
`matchEngine`	String	The match engine that's used for this request.
`sObjectType`	String	The object that the query runs against.

"fields"

Include fields, listed in the table, that you want returned in the response.

Requestable Fields	Type	Description
City	String	The name of the city where the company is located.
CompanyName	String	The name of the company at which the contact works.
ContactId	String	The unique numerical identifier for a contact.
Country	String	A string that represents the standard abbreviation for the country where the contact works.
FirstName	String	The first name of a contact.
Id	String	A unique identification number that's used to track the social handle in the database.
LastName	String	The last name of a contact.
SocialHandles	String	A normalized URL and user ID for the website of the social media provider.
State	String	The two-letter standard abbreviation for a state.

"rule"

The name of the matching rules that are used by this API.

"matchEngine"

The name of the match engine that's used by this API.

"sObjectType"

The standard object that's queried by this API.

Responses

Returns information about the requested fields and identifies differences in key fields.

The response returns the information from the request and other key details.

The following list contains details about the sections of a response.

- "errors"—indicates that there are errors. Includes error messages when any are returned.
- "matchEngine"—the name of the match engine that's called by the request.
- "matchRecords"—records, matched from the request, that are flagged as different. A "difference": "DIFFERENT", indicates that the field in Data.com differs from the field that you included with matchableFields in your request.
- "record"—Data.com fields that are returned from the fields that are listed in the request.
- "rule"—the name of the match rules that are used by the request.
- "size"—how many records were returned in this response.

- "status"—true when the request succeeded and false when it failed.

Note: This example has been formatted for readability.

```
[
    {
        "errors": null,
        "matchEngine": "DcSocialProfileMatchEngine",
        "matchRecords": [
            {
                "fieldDiffs": [
                    {
                        "difference": "DIFFERENT",
                        "name": "FirstName"
                    },
                    {
                        "difference": "DIFFERENT",
                        "name": "ContactId"
                    },
                    {
                        "difference": "DIFFERENT",
                        "name": "SocialHandles"
                    },
                    {
                        "difference": "DIFFERENT",
                        "name": "CompanyName"
                    },
                    {
                        "difference": "DIFFERENT",
                        "name": "LastName"
                    }
                ],
                "record": {
                    "attributes": {
                        "type": "DcSocialProfile",
                        "url": "/services/data/v32.0/sobjects/DcSocialProfile/
                                7187cfab3834abf3cfb02b32178e46c9"
                    },
                    "State": "CA",
                    "FirstName": null,
                    "SocialHandles": {
                        "totalSize": 1,
                        "done": true,
                        "records": [
                            {
                                "attributes": {
                                    "type": "DcSocialProfileHandle"
                                }, "Handle": "http://linkedin.com/
                                              pub/terry-martin/1/767/a88",
                                              "ProviderName": "LinkedIn"
                            }
                        ]
                    },
                    "ContactId": "33011763",
```

```
                    "Id": "7187cfab3834abf3cfb02b32178e46c9",
                    "CompanyName": "Salesforce.com, Inc.",
                    "Country": "United States",
                    "LastName": null,
                    "City": "San Mateo"
                }
            }
        ],
        "rule": "DcSocialProfileMatchRule",
        "size": 1,
        "success": true
    }
]
```

CHAPTER 8 Add Accounts, Contacts, and Leads for Your Sales Team

In this chapter ...

Use the Data.com APIs to search for new prospects using various criteria. Then, when you find the prospects you're looking for, easily purchase and add all their information to Salesforce as new accounts, contacts, and leads. Your sales reps get a complete picture of prospects, so they have what they need to peruse quality prospects, convert leads, and close deals.

Search for New Prospects with the Data.com Search API

You'll search two Data.com objects that contain company and person records.

`DatacloudContact`
Records for people listed in the Data.com database.

Records can be added to Salesforce as contacts and leads.

`DatacloudCompany`
Records for companies listed in the Data.com database.

Records can be added to Salesforce as accounts.

Use a SOQL query to search either object.

Example: This is an example of a SOQL query used to find Data.com contacts. Include the `ContactId` in the SELECT statement because you'll need the `ContactId` to purchase the contact.

```
SELECT ContactId,LastName,State,IsInactive
FROM DatacloudContact
WHERE CompanyName like 'Dell' AND FirstName like 'George'
ORDER BY State ASC NULLS FIRST
```

The results contain the fields you specified in the SELECT statement. Values for some fields are hidden until you purchase the record.

Number	ContactId	LastName	State	IsInactive
1	3620587	M******	TX	FALSE
2	34985136	L******	TX	FALSE
3	8986798	F******	TX	FALSE
4	41523726	H******	TX	FALSE
5	33036529	S******	TX	FALSE
6	47537944	B******	TX	FALSE
7	9305690	S******	TX	FALSE
8	22968546	S******	TX	FALSE
9	42934962	A******	TX	FALSE
10	37105936	H******	TX	FALSE
11	34374640	R******	TX	FALSE

Number	ContactId	LastName	State	IsInactive
12	40841247	C******	TX	FALSE
13	10079485	A******	TX	FALSE
14	10282906	F******	TX	FALSE
15	43360947	S******	TX	FALSE
16	47236006	B******	TX	FALSE

SEE ALSO:

Data.com Search API

Add Accounts, Contacts, and Leads for Your Sales Team

Buy New Records with the Data.com Purchase API

Purchase multiple contacts or companies with a POST request using the `contactId` or `companyId`. Purchases must be for either contacts or companies; you can't have contacts and companies in the same purchase request.

Example: This is an example of a request to buy contacts.

```
{"userType":"Monthly",
"contactIds":["4271914","33011763","16184150","49994772","45003056"]}
```

Here is the response, a confirmation of the purchase.

```
{
  "entityUrl" : "/services/data/v32.0/connect/datacloud/
                 orders/09FD00000000PvCMAU/contacts",
  "id" : "09FD00000000PvCMAU",
  "purchaseCount" : 5,
  "purchaseDate" : "2014-08-09T22:08:25.000Z",
  "url" : "/services/data/v32.0/connect/datacloud/
           orders/09FD00000000PvCMAU"
}
```

You can also use the Data.com Purchase API to retrieve detailed information on purchases. Just grab the order id, and include it in a GET call.

Example: This is an example of a GET call to retrieve detail information on the purchase order with id = 09FD00000000PvCMAU.

```
/services/data/v32.0/connect/datacloud/orders/09FD00000000PvCMAU
```

Here is the response, which is similar to the original response when the order was made.

```
{
  "entityUrl" : "/services/data/v32.0/connect/datacloud/
                 orders/09FD00000000PvCMAU/contacts",
  "id" : "09FD00000000PvCMAU",
  "purchaseCount" : 5,
  "purchaseDate" : "2014-08-09T22:08:25.000Z",
  "url" : "/services/data/v32.0/connect/datacloud/
           orders/09FD00000000PvCMAU"
}
```

SEE ALSO:

Data.com Purchase API

Add Accounts, Contacts, and Leads for Your Sales Team

CHAPTER 9 How to Administer the Data.com API

In this chapter ...

The Data.com APIs have some features that you administer from the Data.com Administratoin section of the user interface (UI).

Creating a Data.com Sandbox

You should create a sandbox to facilitate Data.com API development.

1. From Data Management, click **Sandboxes**.
2. Click **New Sandbox**.
3. Enter a name and description for your sandbox.
4. Click **Create** to create the type of sandbox you want.

Example:

- Developer—Developer sandboxes are special configuration sandboxes intended for coding and testing by a single developer. Multiple users can log into a single Developer sandbox, but their primary purpose is to provide an environment in which changes under active development can be isolated until they're ready to be shared. Just like Developer Pro sandboxes, Developer sandboxes copy all application and configuration information to the sandbox. Developer sandboxes are limited to 200 MB of test or sample data, which is enough for many development and testing tasks. You can refresh a Developer sandbox once per day.
- Developer Pro—Developer Pro sandboxes copy all of your production organization's reports, dashboards, price books, products, apps, and customizations under Setup, but exclude all of your organization's standard and custom object records, documents, and attachments. Creating a Developer Pro sandbox can decrease the time it takes to create or refresh a sandbox from several hours to just a few minutes, but it can only include up to 1 GB of data. You can refresh a Developer Pro sandbox once per day.
- Partial Data—Partial Data sandboxes include all of your organization's metadata and add a selected amount of your production organization's data that you define using a sandbox template. A Partial Data sandbox is a Developer sandbox plus the data you define in a sandbox template. It includes the reports, dashboards, price books, products, apps, and customizations under Setup (including all of your metadata). Additionally, as defined by your sandbox template, Partial Data sandboxes can include your organization's standard and custom object records, documents, and attachments up to 5 GB of data and a maximum of 10,000 records per selected object. A Partial Data sandbox is smaller than a Full sandbox and has a shorter refresh interval. You can refresh a Partial Data sandbox every 5 days.
- Full—Full sandboxes copy your entire production organization and all its data, including standard and custom object records, documents, and attachments. You can refresh a Full sandbox every 29 days.

Important: You access different data depending on the type of sandbox you create.

- Developer and Developer Pro sandboxes use test data.
- Partial Data and Full sandboxes can access production data if Data.com production licenses are copied to the sandbox.

Administering a Data.com Sandbox

You can reset the developer credits used in your Data.com Developer Sandbox and Data.com Developer Pro Sandbox environments. Credits are used to purchase Data.com records.

1. From Setup, click **Data.com Administration > Users**.
2. To reset a user's credits, click **Reset Credits** in the Developer Usage column for that user.

How Are API Limits Defined for Data.com?

Data.com call limits are calculated based on the number and type of Data.com licenses you purchased. The listed information is read only. Use this information to track Data.com API call usage.

Call quotas are enforced at the Salesforce organization level.

Limit	Definition
Total Match Calls	Total number of API calls available in a 24 hour rolling call limit period
Remaining Number of Match Calls	The number of API calls still available for use by this API for the 24 hour rolling call limit period
Total Search Calls	Total number of API calls available in a 24 hour rolling call limit period
Remaining Number of Search Calls	The number of API calls still available for use by this API for the 24 hour rolling call limit period.

EDITIONS

Available in: Salesforce Classic

Available with a Data.com Prospector license in: **Contact Manager** (no Lead object), **Group**, **Professional**, **Enterprise**, **Performance**, and **Unlimited** Editions

Available with a Data.com Clean license in: **Professional**, **Enterprise**, **Performance**, and **Unlimited** Editions

Here is how to calculate your quota: `1000 x (number of licenses)=(API call quota).`

The call quota for the Match API is based on the number of Data.com Clean licenses you have. The call quota for the Search API is base on the number of Data.com Prospecting licenses you have.

Enable or Disable Data.com API Functionality

Data.com API functionality is enabled by default.

1. From Setup, enter *Data.com Administration* in the Quick Find box, then select **API Preferences**.
2. Select or deselect the **Allow Data.com API Access** checkbox.
3. Save the page.

CHAPTER 10 Data Keys and Values

This section lists different industry standards used by Data.com.

NAICS and SIC information

Generally available public standards such as Standard Industrial Classificatoins (SIC) and North American Industry Classification System (NAICS) are not maintained in this document. Some of the popular websites that describe and are used to maintain and access SIC and NAICS information are listed below.

- SIC codes listed by the United States Department of Commerce: http://www.sec.gov/info/edgar/siccodes.htm
- NAICS codes listed by the United States Security and Exchange Commission: http://www.census.gov/eos/www/naics/
- Wikipedia "North American Industry Classification System": http://en.wikipedia.org/wiki/North_American_Industry_Classification_System

CHAPTER 11 Error Codes and Messages

The following tables list response codes, error codes, and messages for Data.com APIs.

HTTP Response Code	Description
200	"OK" success code, for GET or HEAD request.
401	The session ID or OAuth token used has expired or is invalid. Check the response body for a `message` and `errorCode`.
404	The requested resource couldn't be found. Check the URI for errors, and verify that there are no sharing issues.
415	The entity in the request is in a format that's not supported by the specified method.
500	An error has occurred within the API. The request couldn't be completed.

CHAPTER 12 Links and Resources

Here's some useful links and resources for the Data.com API Developer Guide.

AccountCleanInfo Object

Stores the metadata Data.com Clean uses to determine an account record's clean status. Helps you automate the cleaning or related processing of account records. AccountCleanInfo includes a number of bit vector fields.

ContactCleanInfo Object

Stores the metadata Data.com Clean uses to determine a contact record's clean status. Helps you automate the cleaning or related processing of contact records. ContactCleanInfo includes a number of bit vector fields.

LeadCleanInfo Object

Stores the metadata Data.com Clean uses to determine a lead record's clean status. Helps you automate the cleaning or related processing of lead records. LeadCleanInfo includes a number of bit vector fields.

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