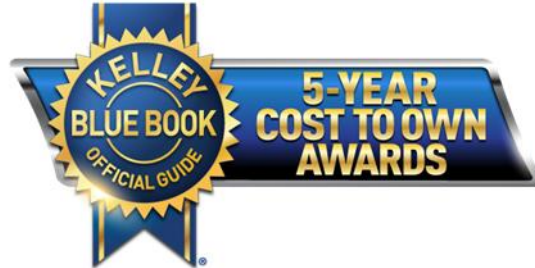




Kelley Blue Book
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Syndicated Awards & Accolades
Technical Implementation Guide



2015 Toyota Prius

Winner - Hybrid/Alternative Energy Car

[Award Info](#)

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Overview

Syndicated Awards & Accolades is a web-based application from Kelley Blue Book that provides an easy way to display Kelley Blue Book awards on your website. It's configurable using URL parameter values and can display the following Kelley Blue Book awards:

- 5-Year Cost to Own Award
- Best Auto Tech Award
- Best Buy Award
- Best Resale Value Award
- Brand Image Award

This guide describes the various methods and options available for implementing Kelley Blue Book's Syndicated Awards & Accolades. It also includes code samples, FAQs and troubleshooting tips for developers.

Getting Started

Your API Key

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

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

You'll need this key to in order to use Syndicated Awards & Accolades.

Help Page

For many developers, the fastest way to learn how to implement Syndicated Awards & Accolades is to visit the widget's help page at: <http://aa.syndication.kbb.com>. Here you can explore the various options and behaviors of the widget and view code samples based on your preferred settings.

The iframe

Frame Size

Syndicated Awards & Accolades is designed to be implemented within an iframe with no scrollbars. Dimension requirements for its content are as follows:

- Minimum dimensions: 200 x 160 pixels.
- Maximum dimensions: 300 x 225 pixels.

The content will automatically scale based on the iframe's dimensions. It will also align top and center if the iframe is larger than 300 x 225 pixels.

Components

The following is a breakdown of the basic iframe components needed for a Syndicated Awards & Accolades implementation:

1. Set the iframe dimensions.

```
<iframe width="300" height="225"
```

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

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

3. Set the content source to the URL for Syndicated Awards & Accolades.

```
src="//aa.syndication.kbb.com/awar  
dsandaccolades/default
```

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

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

5. Pass in the VIN using the **VIN** URL parameter.

```
&VIN=1HGCR6F70FA010817"></iframe>
```

Note: Additional methods for identifying vehicles and other optional parameters and settings are defined throughout the remainder of this document.

Vehicle Identification Options

There are four methods for identifying the vehicle for which you would like to display awards. They are as follows:

Method 1 – by VIN Lookup

The following example shows how to display Syndicated Awards & Accolades using a Vehicle Identification Number (VIN) lookup to identify the vehicle:

```
<iframe width="300" height="225"
frameBorder="0" scrolling="no"
style="border:0px none #FFFFFF;"
src="//aa.syndication.kbb.com/awardsanda
ccolades/default?APIKey=SAMPLE34-8B86-
D033-B42D-FFC0RCC96409&
VIN=1HGCR6F70FA010817"></iframe>
```

Pass in the VIN using the **VIN** parameter.

To use this method, the vehicle must be listed with Autotrader or kbb.com or included in an inventory data feed provided directly to Kelley Blue Book.

Method 2 – by Text

The following example shows how to display Syndicated Awards & Accolades using text values for Year, Make and Model to identify the vehicle:

```
<iframe width="300" height="225"
frameBorder="0" scrolling="no"
style="border:0px none #FFFFFF;"
src="//aa.syndication.kbb.com/awardsanda
ccolades/default?APIKey=SAMPLE34-8B86-
D033-B42D-FFC0RCC96409&
Year=2015&Make=Honda&Model=Accord">
</iframe>
```

To use this method, you'll need to pass in the four-digit model **Year** as well as text values for **Make** and **Model**.

Please note that you must use Make and Model names that conform to Kelley Blue Book standards. For example, "Chevrolet" is a valid Make name, while "Chevy" is not.

To determine what Year, Make and Model combinations are valid with respect to KBB.com awards please see our testing tool at <http://aa.syndication.kbb.com>

Method 3 – by VIN Decode

The following example shows how to display Syndicated Awards & Accolades using VIN when the vehicle is not listed with Autotrader or kbb.com and no direct inventory data feed has been provided to KBB.

```
<iframe width="300" height="225"
frameBorder="0" scrolling="no"
style="border:0px none #FFFFFF;"
src="//aa.syndication.kbb.com/awardsanda
ccolades/default?APIKey=SAMPLE34-8B86-
D033-B42D-FFC0RCC96409&
VINDecode=1HGCR6F70FA010817">
</iframe>
```

Pass in the VIN using **VINDecode** as the URL parameter. This tells the Syndicated Awards & Accolades widget to decode the VIN in order to identify the vehicle.

Note: Not all decoded VINs will resolve to a single vehicle model. If this occurs, no awards may be displayed for the vehicle even if such exist. If possible, use Option 1 instead so that the vehicle can be identified based on listing data.

Method 4 – by Vehicle Id

The following example shows how to display Syndicated Awards & Accolades using the vehicle's KBB vehicle ID:

```
<iframe width="300" height="225"
frameBorder="0" scrolling="no"
style="border:0px none #FFFFFF;"
src="//aa.syndication.kbb.com/awardsandaccolades/default?APIKey=SAMPLE34-8B86-D033-B42D-FFC0RCC96409&VehicleId=401731"></iframe>
```

To use this method, you'll need to pass in the vehicle's KBB ID using the **VehicleId** parameter.

This option would typically be used by a KBB data customer who can easily determine a vehicle's KBB IDs using KBB data syndication tools.

URL Parameters

The following is a complete list of parameters that can be used with Syndicated Awards & Accolades along with sample values and explanations of how and when to use them.

Parameters	Req/Opt	Sample	Description
APIKey	Required	SAMPLE34-8B86-D033-B42D-FFCORCC96409	The unique identification number assigned to you by Kelley Blue Book.
VIN	Required (Option 1)	1HGCR6F70FA010817	The vehicle identification number, (VIN). Use this parameter for cars listed with Autotrader or KBB.com.
Year	Required (Option 2)	2015	Vehicle model year
Make	Required (Option 2)	Toyota	Vehicle make
Model	Optional (Option 2)	Highlander	Vehicle model. When this parameter is used, any applicable vehicle specific awards will be displayed. If omitted, awards for all vehicles matching the Year & Make will be displayed.
VINDecode	Required (Option 3)	1HGCR6F70FA010817	The vehicle identification number, (VIN). This parameter is used to tell the widget to decode the VIN in order to identify the vehicle. Use this parameter for cars that are not listed with Autotrader or KBB.com. <i>Note: Not all decoded VINs will resolve to a single vehicle model. If this occurs, no awards may be displayed for the vehicle even if such exist. If possible, use Option 1 instead so that the vehicle can be identified based on listing data.</i>
VehicleId	Required (Option 4)	401731	Also known as the KBB ID, this is a unique ID number assigned to the vehicle by KBB. This option would typically be used by a KBB data customer who can easily determine a vehicle's KBB IDs using KBB data syndication tools.

Parameters	Req/Opt	Sample	Description												
AwardCode	Optional	BRVA	<p>To display only specific awards use the AwardCode parameter along with one of the following award code values:</p> <table border="1"> <thead> <tr> <th>Award Code</th> <th>Award Name</th> </tr> </thead> <tbody> <tr> <td>BATA</td> <td>Best Auto Tech Award</td> </tr> <tr> <td>BBA</td> <td>Best Buy</td> </tr> <tr> <td>BIA</td> <td>Brand Image</td> </tr> <tr> <td>BRVA</td> <td>Best Resale Value</td> </tr> <tr> <td>CTOA</td> <td>5-Year Cost to Own</td> </tr> </tbody> </table> <p>If the AwardCode parameter or value is omitted, then all applicable awards will be displayed.</p>	Award Code	Award Name	BATA	Best Auto Tech Award	BBA	Best Buy	BIA	Brand Image	BRVA	Best Resale Value	CTOA	5-Year Cost to Own
Award Code	Award Name														
BATA	Best Auto Tech Award														
BBA	Best Buy														
BIA	Brand Image														
BRVA	Best Resale Value														
CTOA	5-Year Cost to Own														
AwardInterval	Optional	10	<p>The number of seconds to display an award before displaying the next award (if any).</p> <p>Valid values: 3 through 30. Default value: 5.</p>												

Other Features

The following section describes additional features available for use with Syndicated Awards & Accolades.

KBB-Autohide

Setting the iframe class to "**kbb-autohide**" will cause the iframe's CSS display property to change to "none" when there are no awards applicable to the specified vehicle or if an error is returned.

Most users will likely prefer to implement this option over displaying the error messages that normally appear in the iframe under these conditions.

The kbb-autohide class works in conjunction with a JavaScript file hosted on KBB.com. To use kbb-autohide you must incorporate the following JavaScript include statement in the <Head> section of your webpage:

```
<script  
src="http://aa.syndication.kbb.com/Awa  
rdsAndAccolades/Default/ClientScript/"  
> </script>
```

Troubleshooting Syndicated Awards & Accolades

If the Syndicated Awards & Accolade widget does not display an award image when you think it should it may be that a required parameter is missing or an invalid value was use.

To investigate the problem you can press F12 (in most web browsers) to bring up the developer tools and then click the Console tab to view a more detailed message if available.

Here are some common error messages you may encounter and suggestions for resolving the problem:

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

Check to make sure that the API Key you're using is the one assigned to you specifically for the Syndicated Awards & Accolades and that it is formatted correctly.

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

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

If using method 2, (by Text) for identifying the vehicle, make sure the Year, Make and Model values you're passing in are listed in the corresponding drop-down menus in the awards test tool at <http://aa.syndication.kbb.com>.

Frequently Asked Questions (FAQ)

What is the best way to integrate Syndicated Awards & Accolades into my Website?

Syndicated Awards & Accolades is designed to be implemented within an iframe on your website. For the best results, we recommend an iframe width of 300 pixels and height of 200 pixels.

Why isn't the Syndicated Awards & Accolades widget showing any award(s)?

This may happen for a number of reasons. It could be that a required parameter value like the VIN, Year or Make is missing or invalid or perhaps the specified vehicle make or model doesn't have any of the specified awards associated with it.

If you're not certain that you've implemented Syndicated Awards & Accolades correctly, verify your settings using the test tool at <http://aa.syndication.kbb.com> and see if the sample iframe code differs from what you're using on your website.

For further assistance, contact your KBB Syndication Manager.