

1

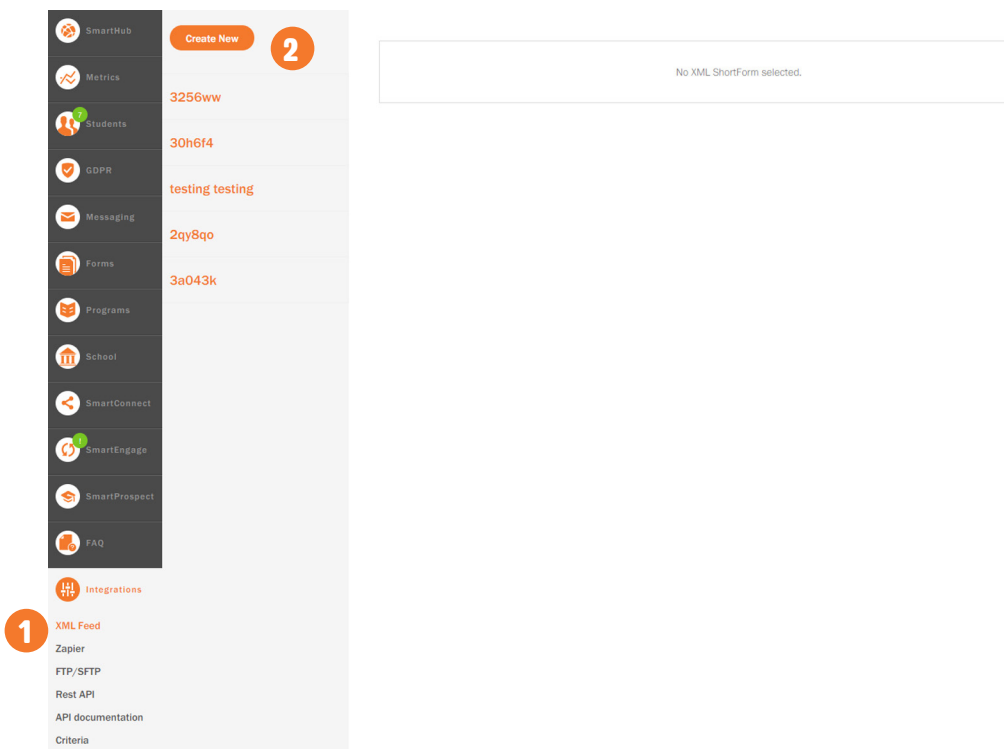
Log in to Smart Hub with your account at the following address:

<https://smarthub.keystoneacademic.com/>

Please contact your account manager at Keystone if you have not received login information.

2

GO TO XML FEED

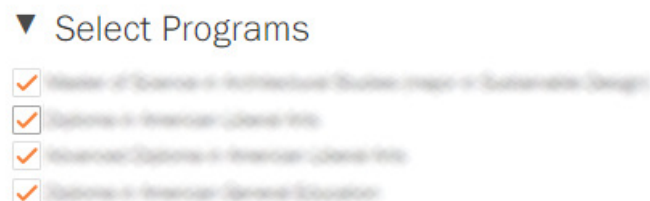


1 Select “XML Feed” under settings.

2 Click “Create new”.

3

SELECT PROGRAMS



Make sure all of the programs that you want to integrate are selected.



4

FILTER ON SENT-STATUS

▼ Filter on Sent-status

1 ☒ Fetch new leads

☐ Fetch previously sent leads

☐ Fetch all leads

2 ☐ Update status for fetched items?

1 This option will make sure that only leads which are not already received will be displayed in the XML feed. Please note that this does nothing if it's not used in combination with *"update status for fetched items?"*.

2 This allows the leads to be marked as received when your system has received them and therefore allows *"fetch new leads"* to work as intended.

[!] Please be mindful with this option as it will flag the leads even if you are opening the XML in a webpage and thus result in leads being unintentionally marked as received. It is recommended to only activate this checkbox when you know everything else is working.

If you do not activate this option you will receive the same leads every time and therefore you will no longer receive leads when the cap has been reached (*"number of leads to fetch"*).

4

SAVE AND USE XML URL

2 Show URLs Save 1

1 Click the Save button to make the current settings accessible for later.

2 Click the "Show URL" and paste this XML URL in your system to import the leads. Consult with your IT or CRM provider on how this is accomplished in your system. Please see the link below for a template of how an XML from us could look like:

<https://rebrand.ly/3780-xmltemp>

Please see the following two pages for an overview of our variables.

Lead Variable List

XML NAME	ZAPIER NAME	WHAT IT MEANS FOR YOU	FORMAT	VALUE EXAMPLE
providerID	ID	Our internal ID for you	Integer	1234
providerName		The name of your school on our website	String	Dummy School
productID	Program ID	Our internal ID for your programs	Integer	60663
productName	Program Name	Name of the program	String	MSc Business
productActive		If your program is active or not	Integer	1
productExtra	Program Extra	Identifier for program (post-value)	String	MSC_BUS
registered	Registered	Date lead was registered	Date	2014-08-31 19:29:19
startPeriod	Start Period		String	13 to 24 months
startPeriodID	Start Period ID		Integer	1
startPeriodMin	Start Period Min	Calculated based on "start period"	Date	2014-09-31
startPeriodMax	Start Period Max	Calculated based on "start period"	Date	2015-09-31
funding	Funding	Student's funding type	String	Self funding
fundingID	Funding ID	Student's funding type as ID	Integer	1
comment	Comment	Free String comment from user	String	Where is this school located?
desired_campus	Desired Campus		String	Barcelona
xml_posted		If the lead has been posted or not	Boolean	yes
firstname	Firstname	Student's first name	String	John
lastname	Lastname	Student's last name	String	Doe
gender	Gender	Student's gender	String	Male
genderID	Gender ID	Student's gender as Int	Integer	1
dateOfBirth	Date of Birth	Date of birth of student	Date	1977-07-12
dateOfBirthYear	Date of Birth Year Only	Year of birth of student	Integer	1977
nationalityCountryCode	National Country iso	Country code of students nationality	ISO String	NO
nationalityCountry	Nationality Country Name	Country of student	String	Norway
contactMethod	Preferred Contact Method	Preferred contact method	String	Email
email	Contact Email	Email address	String	Student22@gmail.com
phone	Contact Phone	Phone Integer (including country code)	String	+1 1717755953
skypeID	Skype ID	The ID of their skype account	String	
streetAddress	Contact Address	Student's street address	String	1100 Gervais St
city	Contact City	Student's current living city	String	Columbia
zip	Contact Zip	Students Zip/postal code.	Integer	29201

Lead Variable List

state	Contact State	Student's current living state	String	South Carolina
stateAbbr	Contact State Code	Student's current living state short	String	SC
countryCode	Contact Country iso	Code of current country	ISO String	US
country	Contact Country Name	Current Country	String	USA
workExperience	Work Experience	Length of previous work experience	String	13 years
workExperienceInt	Work Experience Int	Work experience as number only	Integer	13
managerExperience	Manager Experience	Length of previous manager experience	String	1 year
managerExperienceInt	Manager Experience Int	Manager experience as number only.	Integer	1
lastPlaceOfStudyCountryCode	Last Place Of Study iso		ISO String	US
lastPlaceOfStudyCountry	Last Place Of Study Name		String	USA
highestDegreeID	Highest Degree ID		Integer	1
highestDegree	Highest Degree	Highest education	String	Master
credits	Credits		String	

Values

FUNDING

VARIABLE:	funding	fundingID
VALUES:	Self funding	0
	Business or Government funding	1

HIGHEST EDUCATION

VARIABLE:	highestDegree	highestDegreeID
VALUES:	High School	2
	Bachelor	1
	Master	3

GENDER

VARIABLE:	gender	genderID
VALUES:	Female	0
	Male	1

DESIRED START

VARIABLE:	startPeriod	startPeriodID
VALUES:	0 to 6 Months	0
	7 to 12 Months	1
	13 to 24 Months	2