

Small Business Search (SMB) API Reference Guide

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API Reference Guide



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Introducing Small Business Search (SMB) API

Using only a business name and address, the [Fenris Digital Small Business Search \(SMB\) API](#) locates and returns extensive business details. SMB leverages the Fenris best-in-class match rates to return a robust set of data fields in a matter of seconds.

We know that speed is critical when returning a quote. Our experience tells us that a first quote has a less than 60% chance of closing. SMB provides crucial time-saving results for agents and brokers who are trying to gather applicant information and for underwriters who are key in the quote/close policy phase.

Because Fenris Digital is forward-thinking, we designed the SMB API to access our proprietary set of micro-business data. The fast-growing gig economy is creating an explosion of micro-businesses (whom we loosely define as five or fewer employees), accounting for side jobs. We return the most accurate, up-to-date information on those businesses as well.

The Fenris Digital suite of APIs and products enables your agency's growth and profitability by turning external and alternate details on people, households, and property, into valuable business insights. Visit our site, <https://fenrisd.com/products/>, to learn more, or schedule a demo online at <https://fenrisd.com/scheduledemo/>.

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POST services/smb

The Fenris Digital Small Business Search (SMB) API quickly and accurately returns information about a small business. In addition to business listings, the API will also search individual data and returns information when a person's name and residential address is entered.

Endpoint

<https://api.fenrisd.com/services/smb/v1/search>

Request

This section describes the input to this service: headers, request body, and specific request information.

Request - Headers

Field	Type	Description	Example
Content-Type	application/json	The body is in JSON format, using UTF-8 character encoding.	N/A
Authorization	Bearer <<token>>	The header includes a Bearer token for authentication.	Bearer a1b2c3d4...
Submission-Id	string	This is a passthrough field: A client-specified identifier used to tie-back to client data or systems. If you do not supply this value, the request uses an auto-generated field to set the value.	abcd-efgh-ijkl

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Request - body

Field	Type	Description
names	[string]	Required – An array of names to search for this business, such as legal names and DBAs
address	Address	Required – The standardized street address of the primary insured individual; See Request - Address for more information.
otherAddresses	[Address]	An optional array of addresses used for data searches: These addresses are typically mailing addresses or alternate locations for the business.

Request - Address

Field	Type	Description
addressLine1	string	Required – The primary address line for this location, including street address and unit information
addressLine2	string	An Optional address string applied to the address line for processing, if present
city	string	City name – Either zipCode or city must be present
state	string	Required – The two-character USPS® state abbreviation
zipCode	string	The five-digit postal code: Either city or zipCode must be present

Request Sample Body

```
{
  "names": [
    "Fenris Digital"
  ],
  "address": {
    "addressLine1": "4198 cox rd ste 104",
    "city": "glen allen",
    "zipCode": "23060",
    "state": "VA"
  }
}
```

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Response

This section outlines the response returned for a request to **POST services/smb/v1/search**.

Response fields – Body

Field	Type	Description
requestId	string	Returns an Internally generated unique ID used for auditing and support
submissionId	string	Returns a client-supplied identifier that ties back to client data or systems: If not supplied, the API uses the requestID.
status	string	Returns the status of the search: Usually, Success or Not Found
matchDescription	string	Returns a description of the match logic used to find the business. Note that the match description will end with “Individual” if a person at a residential address has been entered
name	string	Returns the primary business name
address	Address	Returns an address block for a requested location: See Response fields – address for more information.
phone	string	Returns the telephone number for the company at this location
revenue	string	Returns the approximate revenue for this location as a range of US dollar values
employees	string	Returns the approximate number of employees for this location as a range of the number of employees
country	string	Returns the country in which this location resides
headquarters	boolean	True if this location is the primary location for this company or if this is the only location for this business
parent	Company	Returns company details: See Response fields – parent for more information.

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Response: Company

Field	Type	Description
linkedin_url	string	The web URL for the company's LinkedIn page
domain	string	The primary high-level domain used by this company, such as "companyname.com"
website	string	The URL for the primary website of this company
alternate_domains	[string]	An array of possible web domains used by this company, including the domain, above
alternate_names	[string]	An array of possible names used by this company, including the primary name, above
numberOfContacts	string	The number of known contacts in all of this company's locations for this company
primaryIndustry	string	A text description of the primary industry for this company
primaryNAICSCcode	string	The primary North American Industry Classification System (NAICS) code for this company
primarySICCode	string	The Standard Industrial Classification (SIC) code for this company
employees	string	The company size category and estimated number of employees across all company locations: <ul style="list-style-type: none">• 1-20• 21-100• 101-500• 501-1000• 1001-5000• 5001+

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Field	Type	Description
revenue	string	The company's estimated revenue for all locations: <ul style="list-style-type: none">• Less than \$1 Million• \$1 - 9.99 Million• \$10 - 49.99 Million• \$50 - 99.99 Million• \$100 - 999.99 Million• \$1+ Billion
year_established	string	The four-digit year of the company's founding
entity_type	string	Describes the type of company: The possible values are <ul style="list-style-type: none">• Cooperative• Government• Incorporated• LLC• LLP• LTD• Partnership• Professional Corporation
normalized_industry	string	A normalized label for the primary industry of the company; See the Appendix for a list of normalized industry labels.
numberOfLocations	string	Number of locations this company has

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Response: Address

Field	Type	Description
addressLine1	string	The standardized street and unit designator portion of an address
city	string	The name of the city for the address, generally based on the USPS® standard.
state	string	The two-character state abbreviation
zipCode	string	The five-digit USPS® postal code
addressType	string	The type of address; The possible values are: <ul style="list-style-type: none">• General delivery• PO Box• Rural route/Highway contract• Street Address• Address type indeterminable• Not Available

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Response body sample

```
{
  "requestId": "164d7400-f376-4cb0-a60f-866c510b8e63",
  "submissionId": "164d7400-f376-4cb0-a60f-866c510b8e63",
  "status": "Success",
  "matchDescription": "Default match",
  "name": "Fenris Digital",
  "address": {
    "addressLine1": "4198 Cox Rd Ste 104",
    "city": "Glen Allen",
    "state": "VA",
    "zipCode": "23060",
    "addressType": "Street Address"
  },
  "phone": "8042820237",
  "revenue": "$1 - 9.99 Million",
  "employees": "1-20",
  "country": "United States",
  "parent": {
    "linkedInUrl": "https://www.linkedin.com/company/fenris-digital",
    "domain": "fenrisd.com",
    "website": "http://www.fenrisd.com",
    "alternateDomains": [
      "fenrisd.com"
    ],
    "alternateNames": [
      "Fenris Digital",
      "Fenris",
      "Fenris LLC",
      "Fenris Digital LLC"
    ],
    "numberOfContacts": 11,
    "primaryIndustry": "insurance",
    "primaryNAICSCode": "",
    "primarySICCode": "",
    "employees": "1-20",
    "revenue": "$1 - 9.99 Million",
    "yearEstablished": "2016",
    "entityType": "LLC",
    "normalizedIndustry": "Insurance",
    "numberOfLocations": 1
  },
  "headQuarters": true
}
```



Authentication

Fenris Digital restricts access to its APIs and manages access tokens through an OAuth2 authorization server. The Client Credentials workflow defined by the OAuth 2 specification is the principal token manager. You will receive a Client-Id and Client Secret used to obtain an access token from the Authorization Server.

Obtaining a token

Make this request to get a token:

Entity	Content
URL	https://auth-fenrisd.auth.us-east-1.amazoncognito.com/oauth2/token
method	POST
header	Content-Type: application/x-www-form-urlencoded Authorization: Basic <<BASIC_STRING>> The BASIC_STRING is the Base-64 encoding of the client_id and client_secret separated by a colon. This is the standard token passed for Basic authentication with username replaced by client_id, and password replaced by client_secret. Many libraries will do this for you: <ul style="list-style-type: none">• Select basic authentication• Set the username to your client_id• Set the password to the client_secret.
body	client_id: <<Obtain from Fenris>> grant_type: client_credentials

Sample response body – authentication request

```
{
  "token_type": "Bearer",
  "expires_in": 3600,
  "access_token": "<<omitted>>",
  "scope": "api"
}
```

Use the value in the `access_token` field as a Bearer token in the Authorization header of the request.

NOTE: Access tokens are good for one hour. You must submit another call to obtain a new token after the previous one expires.

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Appendix – Normalized industry labels

Advertising and Marketing	Energy and Utilities	Insurance	Oil and Gas	Telecommunications
Agriculture	Financials and Banking	Investment Banking	Pharmaceutical	Transportation
Apparel	Food and Beverages	Legal	Real Estate	Travel
Automotive	Government, Public Sector	Manufacturing	Religious Services	Waste Services
Business Services	Healthcare	Media	Residential Real Estate	Wholesalers
Construction and Engineering	Hospitality and Hotels	Media and Internet	Retail and Shopping	
Consumer Services	Hospitals and Clinics	Mining	Software	
Education	Information Technology	Non-Profit	Sports and Recreation	

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