Embedding the Online Credit Application

Your Online Credit Application may be accessed by consumers by sending them directly to your embedded microsite, or by providing them an embedded link so that they can be directed to the application online. Follow the instructions below to either embed your customized Online Credit Application as a microsite, or to provide HTML links to link to your Online Credit Application.

**Adding the Online Credit Application to Your Website**

- If you have subscribed to Digital Retail Standard or Premium, you have the option to use a microsite format to provide your online credit application to customers or embedding it. The microsite has additional features and functionality, such as a business application option and video linking.
- You will follow the same embedding instructions in “Embedding your Online Credit Application” to associate the online credit application microsite to your web site.
- Turning the microsite feature on within RouteOne.
  - Navigate to the Digital Retail section, within the ‘Premium Services’ page.
  - Within the Online Credit Application Configuration section, click the ‘Edit Configuration’ button.
  - In the Global Settings, select the ‘Layout’ tab on the left side of the screen. Click the image of the standalone microsite, and select one of the save options to apply.
  - Once the microsite feature is turned ‘On’, you may then embed the online credit application on your website by following the instructions listed below.
- Embedding the online credit application on your website
  - These steps will walk you through to add an “iFrame” code within your site so when customers visit your website, they will see the Digital Retail form in the location that you placed this iFrame. If you are not a web developer and are unfamiliar with HTML, we recommend finding someone who can assist you.
  - Copy the framework of the iFrame code below and replace the URL-GOES-HERE with your Digital Retail Services Online Credit Application URL to generate your HTML code.

```
<iframe src="URL-GOES-HERE" style="height:1200px;width:100%;" frameborder="0"></iframe>
```

* Finding your Digital Retail Services Online Credit Application URL

- Your DSA may find your URL by clicking on the ‘Premium Services’ option within the ‘Admin’ tab.
- Open the ‘Digital Retail’ section.
- Within the ‘Online Credit Application Configuration’ section, a URL will be displayed for your online credit application. Copy your online credit application URL.
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- You can also access this URL in your configuration settings by clicking ‘Edit Configuration’, and navigating to the top-right corner of the section to click the ‘Show Active Web Site Details’ button to access to all the product URLs that you are subscribed to.
- Your complete iFrame code should look similar to the example code below:

  ```html
  <iframe src="https://www.routeone.net/XRD/xrdStart.do?dealerId=ABCDE&locale=en_US" style="height:1200px;width:100%;" frameborder="0"></iframe>
  
  - Paste your iFrame code into the HTML section of the desired webpage that you wish to add the microsite to.
  - Test to verify that your microsite is showing correctly before and after publishing in production on your website. If the results are incorrect, please check with your web developer.

Creating Links to your Digital Retail Product

- Follow the instructions below if you wish to use the Digital Retail Credit Application in other ways other than embedded within your website, such as a standalone credit application within your dealership, or to send customers to your online credit application.
  - If you wish to use the Digital Retail Credit Application as a standalone credit application within your dealership, consider Bookmarking your Digital Retail Credit Application URL on a tablet device to allow customers to apply for credit themselves directly in your dealership.
  - If you wish to send the link to a customer, or embed a link to your credit application on your website, you may either send the HTML code to the customer below within the email, or place the HTML code within your website so the link will appear as an ‘Apply For Credit’ button.

  ```html
  <a href="https://www.routeone.net/XRD/xrdStart.do?dealerId=ABCDE&locale=en_US">Apply For Credit</a>
  
  You must use the straight quotation marks in attributes on your HTML elements.

  To make the link open in a new tab, add `target="_blank"` between `,` and `>`