

HOW TO INSTANT PURCHASE LEADS IN LEADCENTER (1/4)



Step 1: On the left side, select "Order Leads".

Heat Map	Lead Type	Lead Age (Days)	Available Leads	Unit Cost/Lead	Order Quantity
<input checked="" type="checkbox"/>	Premium				
<input checked="" type="checkbox"/>	Life Insurance Questionnaire	0-30	370	\$16	<input type="text"/>
<input checked="" type="checkbox"/>	Instant Internet Lead w/ Beneficiary	0-30	77	\$14	<input type="text"/>
<input checked="" type="checkbox"/>	Ethos Fresh Abandon Cart Insurance Lead	0-30	117	\$18	<input type="text"/>
<input checked="" type="checkbox"/>	New Spanish Internet Lead (Beta)	-	161	\$25	<input type="text"/>

Step 2: Select "Product" (Life or Health), Select "Lead Category" (Internet, Direct Mail, or Social Media), Select "State", and Select "County".
**Ethos leads are under Internet.*

Heat Map	Lead Type	Lead Age (Days)	Available Leads	Unit Cost/Lead	Order Quantity
<input checked="" type="checkbox"/>	Premium				
<input checked="" type="checkbox"/>	Life Insurance Questionnaire	0-30	370	\$16	<input type="text"/>
<input checked="" type="checkbox"/>	Instant Internet Lead w/ Beneficiary	0-30	77	\$14	<input type="text"/>
<input checked="" type="checkbox"/>	Ethos Fresh Abandon Cart Insurance Lead	0-30	117	\$18	<input type="text"/>
<input checked="" type="checkbox"/>	New Spanish Internet Lead (Beta)	-	161	\$25	<input type="text"/>
<input checked="" type="checkbox"/>	By Level				
<input checked="" type="checkbox"/>	Diamond Life Lead	0-2	117	\$11	<input type="text"/>
<input checked="" type="checkbox"/>	Titanium Life Lead	3-30	1520	\$9	<input type="text"/>
<input checked="" type="checkbox"/>	Platinum Life Lead	31-60	2241	\$4	<input type="text"/>
<input checked="" type="checkbox"/>	Gold Life Lead	61-90	3968	\$3	<input type="text"/>
<input checked="" type="checkbox"/>	Silver Life Lead	91-180	4525	\$1.5	<input type="text"/>
<input checked="" type="checkbox"/>	Bronze Life Lead	181+	1537	\$0.75	<input type="text"/>

Step 3: All lead types and quantity for each will display under the heat map.

HOW TO INSTANT PURCHASE LEADS IN LEADCENTER (2/4)



The screenshot shows the LeadCenter interface with a list of lead types. A red arrow points to a dropdown arrow next to the 'Life Insurance Questionnaire' lead type.

Lead Type	Lead Age (Days)	Available Leads	Unit Cost/Lead	Order Quantity
Life Insurance Questionnaire	0-30	370	\$16	
Instant Internet Lead w/ Beneficiary	0-30	77	\$14	
Ethos Fresh Abandon Cart Insurance Lead	0-30	117	\$18	
New Spanish Internet Lead (Beta)	-	161	\$25	
Diamond Life Lead	0-2	117	\$11	
Titanium Life Lead	3-30	1520	\$9	
Platinum Life Lead	31-60	2241	\$4	
Gold Life Lead	61-90	3968	\$3	
Silver Life Lead	91-180	4525	\$1.5	
Bronze Life Lead	181+	1537	\$0.75	

Step 4: Beside each lead type, there is a drop down arrow. If you select this arrow, it will provide you with a description of that lead.

The screenshot shows the LeadCenter interface with the 'Ethos Fresh Abandon Cart Insurance Lead' row selected. A red arrow points to the quantity input box and the 'Add to Cart' button.

Lead Type	Lead Age (Days)	Available Leads	Unit Cost/Lead	Order Quantity
Life Insurance Questionnaire	0-30	370	\$16	
Instant Internet Lead w/ Beneficiary	0-30	77	\$14	
Ethos Fresh Abandon Cart Insurance Lead	0-30	116	\$18	1
New Spanish Internet Lead (Beta)	-	161	\$25	
Diamond Life Lead	0-2	117	\$11	
Titanium Life Lead	3-30	1520	\$9	
Platinum Life Lead	31-60	2241	\$4	
Gold Life Lead	61-90	3968	\$3	
Silver Life Lead	91-180	4525	\$1.5	
Bronze Life Lead	181+	1537	\$0.75	

Step 5: To instant purchase, enter quantity in box and click the cart.

The screenshot shows the LeadCenter interface with the top navigation bar. A red arrow points to the cart icon.

Lead Type	Lead Age (Days)	Available Leads	Unit Cost/Lead	Order Quantity
Life Insurance Questionnaire	0-30	370	\$16	
Instant Internet Lead w/ Beneficiary	0-30	77	\$14	
Ethos Fresh Abandon Cart Insurance Lead	0-30	116	\$18	
New Spanish Internet Lead (Beta)	-	161	\$25	
Diamond Life Lead	0-2	117	\$11	
Titanium Life Lead	3-30	1520	\$9	
Platinum Life Lead	31-60	2241	\$4	
Gold Life Lead	61-90	3968	\$3	
Silver Life Lead	91-180	4525	\$1.5	
Bronze Life Lead	181+	1537	\$0.75	

Step 6: When you are ready to check out, select the cart at the top of the screen beside your name.

HOW TO INSTANT PURCHASE LEADS IN LEADCENTER (3/4)



The screenshot shows the LeadCENTER interface with a list of lead types. A 'Shopping Cart' modal is open, showing a list of items. A red arrow points to the 'View Cart' button.

Lead Type	Unit Cost/Lead	Order Quantity
Premium		
Life Insurance Questionnaire	\$16	
Instant Internet Lead w/ Beneficiary	\$14	
Ethos Fresh Abandon Cart Insurance Lead	\$18	116
New Spanish Internet Lead (Beta)	\$25	161
Diamond Life Lead	\$11	117
Titanium Life Lead	\$9	1520
Platinum Life Lead	\$4	2241
Gold Life Lead	\$3	3968
Silver Life Lead	\$1.5	4525
Bronze Life Lead	\$0.75	1537

Step 7: Click "View Cart".

The screenshot shows the 'Shopping Cart' page in LeadCENTER. A red arrow points to the 'Checkout' button. Below the cart items, there is a link to 'Add a coupon or voucher code'.

Lead Type	Unit Cost/Lead	Order Quantity	Price
Ethos Fresh Abandon Cart Insurance Lead Virginia	\$18.00	1	\$18.00
Subtotal			\$18.00
Service Fee			\$0.54
Total			\$18.54

Step 8: Click "Checkout". **If you have a voucher or coupon, click "Add a coupon or voucher code".*

The screenshot shows the 'Add a Coupon or Voucher' dialog box. It contains fields for 'Enter Coupon Code', 'Enter valid coupon code', 'Select Voucher', and 'Enter 16 digit voucher code'. There are 'Cancel' and 'Apply Discounts' buttons.

Step 9: If you have voucher and/or coupon code, you will enter it.

HOW TO INSTANT PURCHASE LEADS IN LEADCENTER (4/4)



The screenshot shows the checkout page in LeadCENTER. On the left, there's a sidebar with 'Order Leads', 'Realtime Campaigns', 'Manage Leads', 'Vouchers', and 'FAQ'. The main area is titled 'Checkout' and contains a table of items:

Lead Type	Unit Cost/Lead	Order Quantity	Coupon Discount	Price
Diamond Medicare Lead (Shared) Texas	\$10.00	2	(\$6.00)	\$14.00
Diamond T65 Lead Texas	\$20.00	2	(\$12.00)	\$28.00
Diamond Life Lead Texas	\$11.00	3	0	\$33.00
Subtotal				\$93.00
Coupon Discount				(\$18.00)
Voucher Discount				(\$32.25)
Service Fee				\$0.08
Total				\$2.83

On the right, the 'Payment Method' section shows a 'Test Card' (Debit card ending in ****1111) and a checked option for 'Use LeadCENTER Cash' with a \$40 amount. A red arrow points to the 'Purchase' button at the top right.

Step 10: If you enter a voucher and/or coupon code, you will now see it in your cart. When you are ready to process your purchase, you are able to use the credit card on file or funds from your LeadCENTER cash. If you want to use funds from your LeadCENTER cash, you will select how much. When you are ready to proceed, click "Purchase".

The screenshot shows the same checkout page as in Step 10, but with a 'LeadCENTER Terms of Use' modal window open in the center. The modal contains the text: 'PLEASE CAREFULLY READ AND UNDERSTAND THESE TERMS. THEY CONTAIN AN ARBITRATION AGREEMENT, JURY AND CLASS ACTION WAIVERS, LIMITATIONS OF LIABILITY AND OTHER PROVISIONS THAT AFFECT YOUR LEGAL RIGHTS.' Below this is the 'Acceptance of the Terms' section. At the bottom of the modal, there are 'Cancel' and 'I Agree' buttons. A red arrow points to the 'I Agree' button.

Step 11: Review Terms of Use and then click "I Agree".

The screenshot shows the 'Manage Leads' page in LeadCENTER. At the top, a green checkmark icon and a message state: 'Your order has been placed. An order delivered email will be sent once the order is successfully processed.' Below this is a table of the purchased leads, identical to the one in Step 10. On the right, there's an 'Order #415774' summary showing 'Total Leads Purchased: 7', 'Original Price: \$93.00', 'Coupon Discount: (\$18.00)', 'Voucher Discount: (\$32.25)', and 'Total: \$2.83'. The 'Payment Method' is listed as 'VISA 4111 11**** 1111' for \$2.83 and 'LeadCENTER Cash' for \$40.00. A red arrow points to the 'Manage Leads' button in the left sidebar.

Step 12: Your order has been placed. Once processed, you can access your leads under "Manage Leads".