

iLeads



Lead Quality
is our highest priority



We'll Show You Success!

Premier quality Exceptional leads



We offer the best quality lead in the industry

Introduction - Quality Since 1996:

iLeads.com employs some of the most stringent quality control measures in the business.

To us, a quality lead begins outside the gateway, (before a lead is even a "lead"), and goes through multiple steps before it is ever seen by our clients.

We're proud that our systems and experience couple to allow an average 95% good rate, (5% or less in "bad" leads seen by the customer).

At iLeads.com, we're committed to raising the quality bar every step of the way!



iLeads

Introduction
Quality Since 1996



Why do clients use iLeads.com?

A Partner - our leads drive sales, and profits.

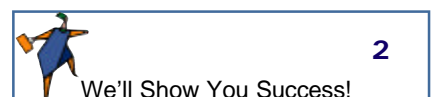
Savings - with iLeads.com on board we'll minimize your marketing risks, and maximize your business rewards.

Consistency - A direct mail campaign is an event. With iLeads.com, you order leads when you need them.

Guaranteed - with iLeads.com, if you receive a bad lead, we replace it, no questions asked.

Stability - We've been generating leads on the internet since 1996.

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iLeads.com employs some of the most stringent quality control measures in the business.

Step 1 - Outside our Gateway: Before an inquiry is allowed inside the front door



Data Validity:

Internet lead generation is the “**KILLER APPLICATION**” that business has been waiting for. We know that a good lead is hard to come by which is why we start our quality control outside our gateway.

We eliminate leads for invalid geography:

- Area code and state
- City and state
- Zip code and city
- Zip code and area code

We eliminate known invalid leads:

- Bad phone (i.e. 555-1212, 000-0000, etc.)
- Obscenities
- Fictitious persons, (i.e. Bugs Bunny, Porky Pig)
- Repeated Consumers already in our database
- Click fraud
- Overseas submissions

We eliminate duplicate leads:

- We search (and eliminate leads) up to 6 months back to ensure that a duplicate consumer does not enter the database.
- We check name as well as address and other identifiable characteristics to ensure that duplication does not occur.

We eliminate leads using statistics to measure performance of any web site.

We use statistical queries to measure both the performance as well as rejections from every site we own, or contract with.

If any consumer inquiry contains any of the above characteristics, it is rejected outside the gateway before it can be imported into our system.

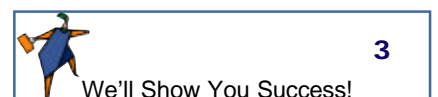
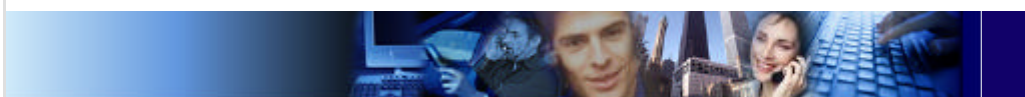
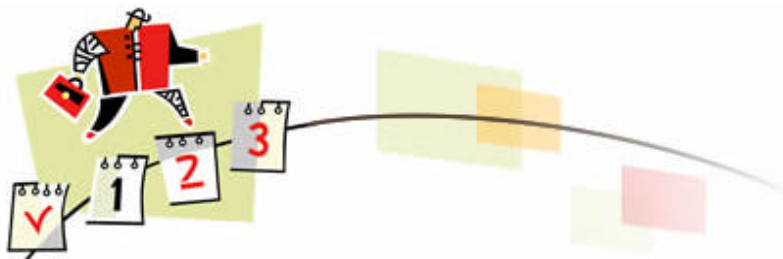
We track and report automatically on:

- Rejections by our gateway for the above reasons (i.e. duplication, potential click fraud, etc.). If there are any fluctuations, the offending site can be banned at the gateway.
- Replacements from clients, by site, in 11 categories. If any fluctuations are noted, the offending site can be banned at the gateway.
- We examine IP addresses for fraudulent submissions. Our system can "auto-ban" any potentially fraudulent transaction automatically, 24/7.

Step 1 No More Bad Phone Numbers



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We verify your leads to maximize your investment and time.

Step 2 - Prior to Acceptance: Before an inquiry is allowed into our system



Verification:

We verify, correct and enhance every piece of consumer data that we process, 24/7. At iLeads.com, our purpose is to ensure that you have the most accurate consumer data available in the business today. Data that is correct, relevant, and actionable by you now.

We verify the consumers input:

- We verify against 31 data points on every inquiry submitted, (automatically, 24/7).
- We ensure that every phone number and address collected is correct, and related to that consumer. Any non-matches are either corrected or discarded.
- We eliminate leads that contain phone numbers that have not been in continuous use.
- We can append additional data points to the leads to better serve our customers.

We want to:

- Balance efficiency with effectiveness by delivering actionable leads instantly.
- Ensure sales aren't missed because of incorrect or inaccurate verification.
- Deliver more personalized, targeted communications with consumers by knowing more about them.
- Eliminate any source that scores low on our verification procedures.

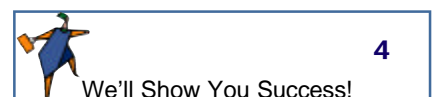
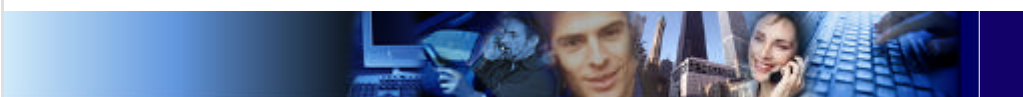
If any consumer inquiry does not verify it is rejected before it can be imported into our system, automatically, 24/7.

We ensure that every phone number and address is correct and related to that consumer. Any non-matches are corrected or discarded.

Step Lead Verification



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With iLeads.com you'll get to your prospects when they are ready to talk.

Step 3 - After Acceptance:

Once an inquiry has been accepted into our systems



Assignment:

We assign and deliver consumer inquiries 24 hours per day, 7 days per week. At iLeads.com we want to ensure that you have the freshest lead available, and the consumer has the shortest delay between their submission, and your response.

We deliver leads for the way that you work:

- We deliver leads in real-time, or in batch format, what ever helps you work more efficiently.
- We deliver leads up to a maximum number of leads per day. A wasted lead is both a wasted opportunity, AND a bad lead. With our delivery caps in place, you work at your pace.
- We make all your leads available instantly on our customer care center: <http://ccc.ileads.com> for viewing or re-downloading.
- We deliver leads in many formats, including FAX, email (HTML and TEXT), XML, http post, CSV, as well as customized formats. Whatever the way you work, we have a delivery vehicle that will fit your needs.

We use "intelligent assignment":

Our system tracks every lead (and every client) in each category we sell. We assign leads to clients to try and maximize their success.

Some of the techniques that we use in the assignment process are:

- Assignment of leads by the criteria that you want. Whatever characteristics you are looking for in a lead, our system automatically delivers your criteria.

- Assignment of leads based on your lead flow. We want to ensure that you have a smooth campaign with us. Our systems are designed to make sure that your lead flow is as even as possible.
- Assignment of leads based on your special needs. Our "hold" system allows you flexibility to put your marketing campaign on hold. No other company in the industry offers you the choices that we do.

We communicate with the consumer for you:

- We send a series of customizable emails to the consumer on your behalf. **With emails covering everything from introduction and qualifications, to re-verification of interest and consumer response comments, our consumer response email(s) happen automatically.** As a part of our assignment quality control procedures our system is:

1. Verifying to the consumer that their specialist(s) (you) have been selected.
2. Re-confirming their interest.
3. Reacting to any additional modifications, or interest the consumer might have.

continued . . .

We assign and deliver consumer inquiries 24 hours per day, 7 days per week.

Step 3 We Deliver Leads In Real-Time



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*We deliver leads to you 24 hours per day,
7 days a week, 365 days per year.*



Step 3 Continued . . .

- We send follow up emails at specific time frames to ensure that the consumer is being contacted promptly and professionally. These communiqués:
 1. Are sent automatically 24 hours, 3 days, and 7 days after the lead has been assigned and delivered.
 2. Allow the consumer to respond directly to us regarding their experience:
 - Have they been contacted?
 - Are they satisfied with the result?
 - Would they like another opinion?
 - Have they changed their mind and do not wish to be contacted.
- We track our client's response to these "Secret Shoppers" to understand how you work on a lead (and offer suggestions to increase effectiveness).

Quality checking our product is not only rejecting "bad" leads; it's also giving you the tools you need to succeed. Our systems are designed to provide you with those tools automatically.

We assign "Secret Shoppers":

- Our "Secret Shopper" program is designed to ensure that both our clients (and consumers) are doing their part to make a sale. These "leads" are not counted against your order, and are assigned randomly to:
 1. Ensure that our clients do their best to provide the highest service to our consumers.
 2. Ensure that our clients make initial contact in a timely fashion.
 3. Ensure that our clients follow up on a consistent basis.
 4. Ensure that our clients are professional at all times.
 5. Ensure that our consumers privacy is maintained.



Our "Secret Shopper" program is designed to ensure that both our clients (and our consumers) are doing their part to make a sale.



Step We Deliver Leads In Real-Time



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We believe in our clients. Our replacement policy let's you limit your risk from your marketing.

Step 4 - After Delivery:

Once a lead has been delivered we're only getting started



Statistical tracking:

Assigning a lead is only the beginning of its "life cycle". Once a lead has been delivered to a client, we begin the process of tracking the lead. Through statistics, and client / consumer response we "re-audit" each of our quality control channels. Whether we can find improvement in our procedures, or help our clients find a better way to success, iLeads.com has 10 years of statistical data to pull from.

Once a lead has been delivered to a client, we begin the process of tracking the lead.

We have the broadest replacement policy in the industry:

Our replacement policy is designed to give you more options, and more success. Since 1996 we've allowed our clients to replace leads to a greater extent and in a wider number of categories than any other company in the industry.

We use statistical analytics to chart client replacements:

We use customer replacement responses to track our over-all quality in real-time. We want to show you that we have nothing to hide! We publish all replacement data regarding all clients (in your lead category) in real-time on our Customer Care Center. Within your Customer Care Center pages you can view:

- Your replacement requests (un-edited) in real-time.
- Replacements by state, nation, and category (reason) for every client that we currently have running in the same state as well as nationally.
- Your "Secret Shopper" feedback / responses, as well as those of others in your state and nationally.

If any consumer inquiry contains any of the above characteristics, it is rejected at the gateway before it can be imported into our system.

Step 4 Lead Life Cycle & Lead Tracking



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We use statistics to monitor quality throughout the lead's life cycle.



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We have statistics covering lead production on the Internet from 1996 on.



Step 4 Continued . . .

We use automated statistical production/replacement protocols:

- We generate leads through our network of over 185 sites, as well as partners, media campaigns, and affiliates. With all of this data, it's imperative that we can identify an issue before it becomes a problem. To help spot any trends, our production department has access to:

1. Every client replacement request (un-edited, and broken into 11 categories).
2. Historical data for every replacement request for every web site that has generated a customer inquiry since 1997.
3. Historical data for every partner, affiliate, or media campaign that have, or continue to, work with.
4. Current and historical data of each of our search engine optimized web sites.
5. Tracking "raw" replacements, (i.e. never assigned inquiries) vs. "bad" leads as seen by the customer.

- With all of this data we have:

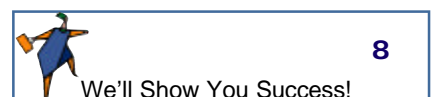
1. Alarms that can automatically cut off inbound lead flow from web sites that exceed tolerance thresholds prior to being allowed into our systems. Some of the checks our systems automatically looks at:
 - Bad phone (i.e. 555-1212, 000-0000, etc.)
 - Obscenities
 - Fictitious persons, (i.e. Bugs Bunny, Porky Pig)
 - Duplications / Consumers already in our database
 - Click fraud
 - Overseas submissions
2. Reporting to ensure that any company that does business with iLeads.com follows the highest quality control procedures in the industry.
3. Spot audits of partners to point out potential problems with their methods, often before they are aware of the situation.



Step 4 Lead Life Cycle & Lead Tracking



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Our replacement policies are the best in the Industry.

Step 5 - Working the Lead: Getting the most out of your order!



Post Assignment Tools:

All marketing programs are not created equally. Does a publisher or a postmaster credit you for a lead that does not meet your criteria? At iLeads.com, we'll replace any lead that doesn't meet your criteria no questions asked. That's a marketing program you can count on.

We assess and correct any abnormal campaigns during the campaign:

We notify our sales executives of the progress that you are making through your order. With this information automatically in their hands, we can spot issues that you may not be aware of within your campaign.

- We can check if there is an overall issue with the product. If there is a pattern that arises, we can:
 1. Change the geographic areas.
 2. Change the sort criteria.
 3. Change the type of your leads.
 4. Change the delivery type / time.

We know that replacements can ensure your success:

Replacements are an important and integral part of your iLeads.com campaign. Too many, or too few replacements can signal potential issues that can be solved before a campaign is complete.

Send out automated replacement alerts. These alerts give you a gentle nudge to both you and your sales executive if you are:

- **Under pacing** - Under replacing compared to others in your lead type, area, and state.
- **Over pacing** - Over replacing compared to others in your lead type, area, and state.

- **Not pacing** - Not replacing any leads at all.

We use audit tools to ensure that your campaign was worked properly:

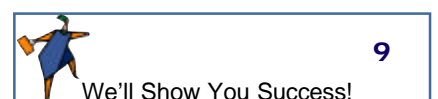
- We audit replaced leads to further validate both party's statistics; yours and ours.
- We use our "Secret Shopper" data to ensure that leads were properly used, and our consumers were treated well.
- We use our consumer satisfaction surveys to ensure that the consumer had both a pleasant experience, and their expectations were met.

Our replacement policy is designed to give you more options, and more success.

Step Post Lead Delivery!



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At iLeads.com we want to make you a customer, not just a consumer.

Step 6 - After the Order: What was done right, what can we do better



Post Assignment Tools:

Once an order is complete we need your feedback. As you can tell by our quality control procedures, iLeads.com is dedicated to your success. That being said, we need your help to see what we did right and what we can do better!

sales executive can request anything from additional replacements to a complete re-start of your order.

We use quarter, middle, and end of order performance reviews:

- We notify our sales executives of the progress that you are making throughout your order. With this information automatically in their hands, we can spot issues that you may not be aware of within your campaign.
- We review our performance statistics for your order, as well as hearing yours.
- We authorize additional replacements. If despite our best efforts the campaign has not met your expectations, your

At iLeads.com, we are completely committed to your success! For any questions regarding our quality procedures, please call your sales executive at 877-245-3237.

We notify our sales executives of the progress that you are making through your order. With this information automatically in their hands, we can spot issues that you may not be aware of within your campaign.

Step iLeads.com & Your Success!



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CALL TOLL-FREE
877-245-3237

