



INTEGRITY

| LeadCENTER Overview |

## Overview

LeadCENTER empowers Agents by giving them access to quality, real-time leads they can purchase to connect with consumers and provide them with life insurance products that meet their needs.

The LeadCENTER platform streamlines acquiring and managing new leads. Its success comes through leveraging some of the greatest assets of the Integrity platform – scale and expertise.

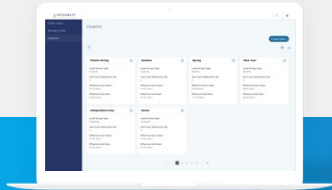
LeadCENTER is one of the simplest, fastest ways to acquire high quality new leads





Providing agents and agencies with high quality leads and a trusted lead source allows us to better centralize lead quality standards and overall member experiences through minimizing conflicting marketing messages.

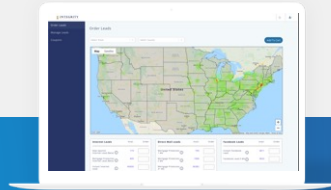
#### Integrated CRM



#### Benefits

- Track all lead information using our built-in lite-CRM.
- Spend less time on paperwork and more time on your following up on leads and clients' needs.

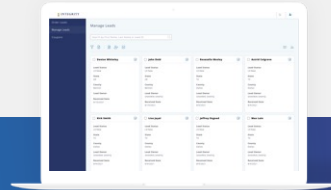
#### Heat Maps



#### Benefits

- Access our "Cherry Pick" Lead Database and drill down on leads within a specific geographical area using interactive heat maps from a variety of sources.

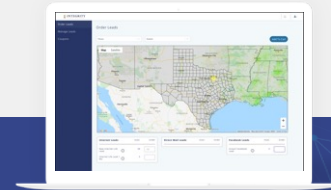
#### Lead Options



#### Benefits

- With a variety of lead types for multiple products, agents can reach a large range of prospects at any stage in the clients' lifecycle.
- Sourced from various channels including direct mail, social media, and digital leads agents can find the best prospect for their business needs.

#### Lead Performance

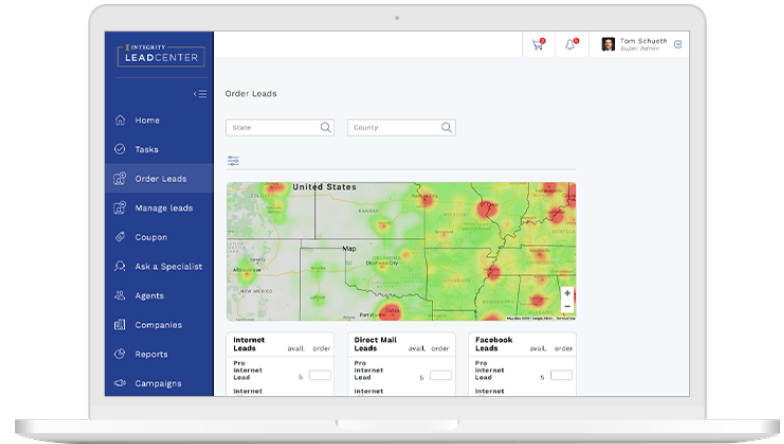


#### Benefits

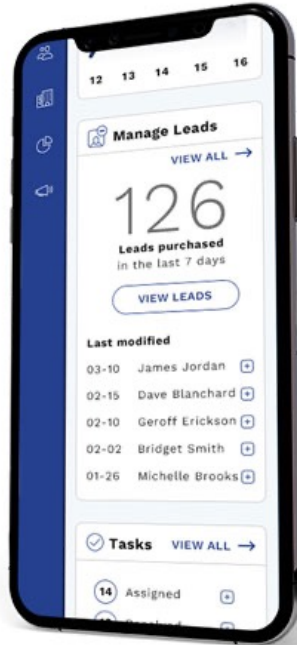
- Disposition lead types by source to track performance and improve lead quality.

# Search by Location

Access the Integrity LeadCENTER “Cherry Pick” Lead Database and drill down into leads within a specific geographical area using interactive heat-maps from a variety of lead sources.



# Lead Options



With a variety of lead types for multiple products (Life, final expense, etc.), agents can reach a large range of prospects at any stage in the clients lifecycle. Sourced from a variety of channels including direct mail, social media, digital, agents can find the best prospect for your business needs.

# Lead Types



## Direct Mail Leads

Leads generated through the product specific direct mailers sent to consumers home, where the consumer sent back a business reply card.



## Internet Leads

Leads generated through the internet advertising from a variety of top performing lead sources/insurance sites and from insurance specific landing pages, typically through Google advertising



## Social Media

Leads generated through insurance specific social media advertising, specifically Facebook and YouTube.

# Direct Mail Lead Types

## **Aged Final Expense Mailers**

Scanned images of mailers created in the last several years from consumers requesting information on insurance. These leads have never been sold before.

***Cost per Lead: \$1.50***

## **Aged Mortgage Protection Mailers**

Scanned images of mailers created in the last several years from consumers requesting information on insurance. These leads have never been sold before.

***Cost per Lead: \$2.50***

# Internet Lead Types

## Instant Internet Life Lead

Fresh life insurance internet leads that are updated in LeadCENTER in real time (less than 2 days old). Leads are generated on a variety of insurance specific sites and are TCPA compliant.

***Cost per Lead: \$11***

## New Internet Lead

Consumers that requested a quote for term or whole life insurance online (3 days - 30 days old). Leads are generated on a variety of insurance specific sites and are TCPA compliant. All sales are final as lead costs are heavily discounted.

***Cost per Lead: \$9***



# Internet Lead Types (cont.)

## Internet Life Lead (1 mo)

Leads ranging from 1 to 3 months old consisting of consumers that have requested a quote for term or whole life online. Leads are generated on a variety of insurance specific sites and are TCPA compliant. All sales are final as lead costs are heavily discounted.

***Cost per Lead: \$4***

## Internet Life Lead (3 mo)

Leads ranging from 3 to 6 months old consisting of consumers that have requested a quote for term or whole life online. Leads are generated on a variety of insurance specific sites and are TCPA compliant. All sales are final as lead costs are heavily discounted.

***Cost per Lead: \$3***

## Internet Lead Types (cont.)

### **New Spanish Internet Lead (Beta)**

Exclusive Spanish speaking leads of consumers searching for life or final expense insurance. Leads are generated on a variety of insurance specific sites and are TCPA compliant.

***Cost per Lead: \$25***

# Social Media Lead Types

## **Instant Facebook Lead**

Life Final Expense Leads generated on Facebook. Leads are added as they are created, real-time.

***Cost per Lead: \$25***

## **YouTube Final Expense Leads**

Final Expense leads generated from YouTube Advertising / consumers watching videos on YouTube. Leads are added as they are created, real-time

***Cost per Lead: \$17***

## Social Media Lead Types (cont.)

### **YouTube Final Expense Leads 1 Month**

Final Expense leads generated from YouTube Advertising / consumers watching videos on YouTube. Leads are between 30 and 90 days old.

***Cost per Lead: \$9***

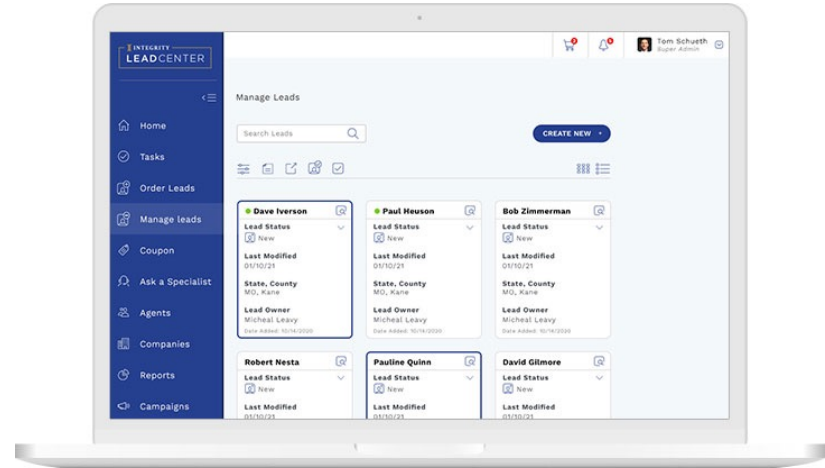
### **YouTube Final Expense Leads 1 Month**

Final Expense leads generated from YouTube Advertising / consumers watching videos on YouTube. Leads are 90+ days old.

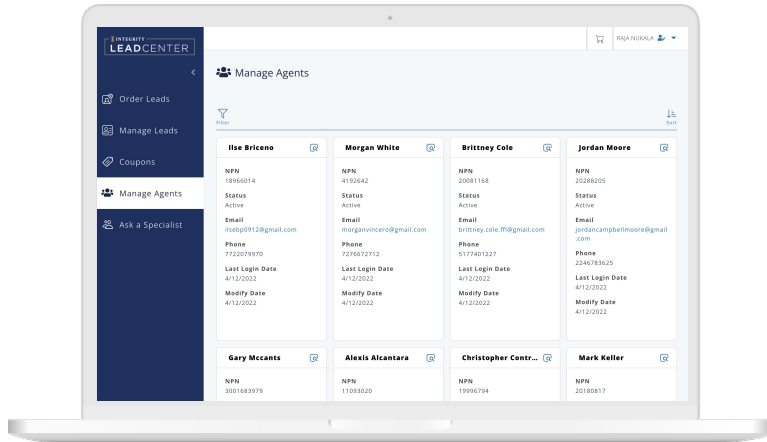
***Cost per Lead: \$5***

# Contact Management

Track all your lead information using the LeadCENTER CRM. Spend less time on paperwork and more time on your following up on your leads and clients' needs



# Manage Agents



Management of agent access and hierarchy. Ability to see agent payment methods, and distribute leads to agent or deactivate agents from purchasing future leads

# Compliance

Integrity LeadCENTER leads are 100% Verified and TCPA compliant, relying on TrustedForm and Jornaya and/ or a Direct Mail certified reply card.



# Platform Access

LeadCENTER is ready now. The Integrity LeadCENTER team is ready to help you and your agents get onboarded. Below are things you can do now to get ready to access Integrity LeadCENTER and to make the onboarding process as smooth as possible.



Complete the template to be provided upon request, which will include a list of all of the NPN's of agents you'd like to have access to Integrity LeadCENTER



Provide Agent Hierarchy for upline reporting and lead distribution purposes



Creation of Integrity Partner specific URL for Agents to access Integrity LeadCENTER



Distribution of onboarding and “getting started” materials



## **We are here to support you.**

For questions or additional training requests please contact the dedicated MedicareCenter support team at [leadcenter@integritymarketing.com](mailto:leadcenter@integritymarketing.com).