EQUIS FINANCIAL LEADS

Lead Type	Description	Cost Per Lead
Life Leads		
A	A brand new lead (Direct Mail & Completed Interactive Voice Response (IVR))	Direct Mail: $74 IVR: $49
A1	An “A” lead that was not purchased within 60 days becomes an “A1” lead OR A purchased “A” lead that has not made a sale after 30 days becomes an “A1” lead	$7
B	An “A1” lead that was not purchased within 60 days becomes a “B” lead OR A purchased “A1” lead that has not made a sale after 30 days becomes a “B” lead	$4
C	A “B” lead that was not purchased within 60 days becomes a “C” lead OR A purchased “B” lead that has not made a sale after 30 days becomes a “C” lead	$2
D	A “C” lead that was not purchased within 60 days becomes a “D” lead OR A purchased “C” lead that has not made a sale after 30 days becomes a “D” lead	50¢
Additional Life Leads		
FE	A final expense lead	$12
DMBene	Digital Marketing Beneficiary lead	$14
DMIQ	Digital Marketing Internet Questionnaire lead	$16
IPL	An Incomplete IVR Phone Lead	$3
Z	Door Knocker lead (No phone number included)	10¢

INTEGRITY LEAD CENTER (ILC) LEADS

Lead Type	Description	Cost Per Lead
Direct Mail Life Leads		
Fresh Call-In Silver Mortgage Protection	Leads are exclusive direct mail leads, 1 to 5 days old, generated from consumers responding to a mortgage protection ad via the toll-free phone number. These consumers have refinanced or received a first time or new mortgage with in the last 10 years. Some portion of the lead information may be missing (not all fields have been verified).	$8
Fresh Final Expense "A"	Direct mail leads (1 to 5 days old) targeting consumers 50 to 80 years old with a final expense offer, exclusive to the agent. Leads include the scanned image of the business reply card.	$60
Fresh T65 Direct Mail	Direct mail leads which are 1 to 5 days old targeting seniors that are 5 to 8 months from their 65th birthdays that are approaching Medicare Initial Coverage Election Period and will be enrolling in Medicare for the first time.	$36
Diamond Mortgage Protection Mailer	A mail-generated mortgage protection lead which ranges from 31 to 60 days old. Life insurance was not sold off of this lead. The original lead card is attached for printing purposes with each lead record.	$11
Platinum Mortgage Protection Mailer	A mail-generated mortgage protection lead which ranges from 91 to 120 days old. Life insurance was not sold off of this lead. The original lead card is attached for printing purposes with each lead record.	$9
Silver Mortgage Protection Mailer	A mail-generated mortgage protection lead which ranges from 1 to 2 years old. Life insurance was not sold off of this lead. The original lead card is attached for printing purposes with each lead record.	$3
Bronze Mortgage Protection Mailer	A mail-generated mortgage protection lead which ranges from 2 to 3 years old. Life insurance was not sold off of this lead. The original lead card is attached for printing purposes with each lead record.	$2
Diamond Mortgage Protection IVR Lead: Complete	An IVR-generated mortgage protection lead 31 to 60 days old. The consumer did complete all of the prompts during their initial call. Life insurance was not sold off of this lead.	$6
Titanium Mortgage Protection IVR Lead: Complete	An IVR-generated mortgage protection lead 61 to 90 days old. The consumer did complete all of the prompts during their initial call. Life insurance was not sold off of this lead.	$5
Platinum Mortgage Protection IVR Lead: Complete	An IVR-generated mortgage protection lead 91 to 120 days old. The consumer did complete all of the prompts during their initial call. Life insurance was not sold off of this lead.	$4
Gold Mortgage Protection IVR Lead: Complete	An IVR-generated mortgage protection lead 121 to 365 days old. The consumer did complete all of the prompts during their initial call. Life insurance was not sold off of this lead.	$3
Titanium Mortgage Protection IVR Lead: Incomplete	An IVR-generated mortgage protection lead 61 to 90 days old. The consumer did not complete all of the prompts during their initial call, however, you will have the basic information necessary to contact the consumer. Life insurance was not sold off of this lead.	$2
Diamond Final Expense Mailer	A mail-generated final expense lead which ranges from 31 to 60 days old. Life insurance was not sold off of this lead. The original lead card is attached for printing purposes with each lead record.	$8
Titanium Final Expense Mailer	A mail-generated final expense lead which ranges from 61 to 90 days old. Life insurance was not sold off of this lead. The original lead card is attached for printing purposes with each lead record.	$7
Platinum Final Expense Mailer	A mail-generated final expense lead which ranges from 91 to 120 days old. Life insurance was not sold off of this lead. The original lead card is attached for printing purposes with each lead record.	$6
Silver Final Expense Mailer	A mail-generated final expense lead which ranges from 1 to 2 years old. Life insurance was not sold off of this lead. The original lead card is attached for printing purposes with each lead record.	$4
Bronze Final Expense Mailer	A mail-generated final expense lead which ranges from 2 to 3 years old. Life insurance was not sold off of this lead. The original lead card is attached for printing purposes with each lead record.	$3

INTEGRITY LEAD CENTER (ILC) LEADS

Lead Type	Description	Cost Per Lead
Internet Life Leads		
Instant Internet 15-step+ Life Questionnaire	Internet life leads that are 0 to 30 days old and include consumers response to a 15-step+ questionnaire. Data collected includes coverage amount, health information, current life insurance policy information, credit and more. Consumers are required to provide all necessary information.	$16
Instant Internet Lead with Beneficiary	Internet life leads that are 0 to 30 days old and include beneficiary information as well as face amount. Leads are updated into the CRM in real time. Consumers are required to include beneficiary name and relationship to the person filling out the form.	$14
Ethos Fresh Abandon Cart Insurance	High-intent leads from consumers who filled out an application for instant life insurance but abandoned during the application process (0 to 30 days old). These leads are ideal for selling an instant term life insurance policy.	$18
Ethos Aged Abandon Cart Insurance	Consumers who filled out an application for instant life insurance but abandoned during the application process (31 to 60 days old). These leads are ideal for selling an instant term life insurance policy.	$8
Diamond Life	Consumers that have requested an online quote for term or whole life insurance in the last 48 hours. Leads are TCPA-compliant and generated from a variety of insurance-specific sites.	$11
Titanium Life	Consumers that have requested an online quote for term or whole life insurance and are between 3 to 30 days old. Leads are TCPA-compliant and generated from a variety of insurance-specific sites.	$9
Platinum Life	Consumers that have requested an online quote for term or whole life insurance and are between 31 to 60 days old. Leads are TCPA-compliant and generated from a variety of insurance-specific sites.	$4
Gold Life	Consumers that have requested an online quote for term or whole life insurance and are between 61 to 90 days old. Leads are TCPA-compliant and generated from a variety of insurance-specific sites.	$3
Silver Life	Consumers that have requested an online quote for term or whole life insurance and are between 91 to 180 days old. Leads are TCPA-compliant and generated from a variety of insurance-specific sites.	$1.50
Bronze Life	Consumers that have requested an online quote for term or whole life insurance and are between 181 to 365 days old. Leads are TCPA-compliant and generated from a variety of insurance-specific sites.	$0.75
Social Media Life Leads		
Diamond Social Media Mortgage Protection	Leads generated through Social Media platforms that are looking for mortgage protection insurance and are between 0 to 7 days old. NOTE: Leads may not include the consumer's physical address.	$27
Titanium Social Media Mortgage Protection	Leads generated through Social Media platforms that are looking for mortgage protection insurance and are between 8 to 30 days old. NOTE: Leads may not include the consumer's physical address.	$15
Platinum Social Media Mortgage Protection	Leads generated through Social Media platforms that are looking for mortgage protection insurance and are between 31 to 60 days old. NOTE: Leads may not include the consumer's physical address.	$10
Diamond Social Media IUL Lead	Leads generated through Social Media platforms that are looking for Indexed Universal Life Insurance (IUL) and are between 0 to 7 days old. NOTE: Leads may not include the consumer's physical address.	$30
Titanium Social Media IUL Lead	Leads generated through Social Media platforms that are looking for Indexed Universal Life Insurance (IUL) and are between 8 to 30 days old. NOTE: Leads may not include the consumer's physical address.	$15
Real-Time Campaign Leads		
Data Campaign: Life Insurance	Life and final expense internet leads sent to the agent in real-time when the consumer submits their information online on an insurance-related partner website.	$9
Data Campaign: Facebook Final Expense	Leads generated over online channels and sent in real-time to the agent when the consumer submits their information online, specifically for information regarding final expense coverage.	$20
Call Campaign: Life Insurance Live Transfer	Life and final expense calls from consumers submitting their information are transferred to the agent after being pre-qualified via our call center partners. To receive the live transfer, you must be marked as available on your ILC account. If you are not available, the call will not be transferred to you, but you will receive it as a lead in your ILC account.	$55