



Feature List

Lead Distribution

- ▶ Wizard based client setup
- ▶ LeadExec features dynamic lead distribution rules that can be setup for any lead field
- ▶ Ability to setup custom posts within the system – HTTP, FTP, XML, SOAP, GET, Ping and Post
- ▶ E-Mail delivery, embedded link, or E-Mail with .CSV attachment
- ▶ Ability to customize the E-Mail message to each client
- ▶ Ability to select days and times for lead delivery
- ▶ Automation rules that include price, priority, round robin, performance, and geo specific distribution
- ▶ Leads can be sent in real time, on time delay, and can be ordered by aged lead packs
- ▶ Customers can order leads off of your website or their lead retrieval system and get leads distributed automatically
- ▶ Customers can pause their current campaign, add new orders, and cancel their order
- ▶ Customers can select lead delivery criteria from your website or lead retrieval system

Lead Management

- ▶ LeadExec offers two lead management systems that work in conjunction with the LeadExec system
- ▶ Basic lead retrieval system that can be configured to any lead type
 - Customers can order leads, pay for leads, return leads, pause campaigns, and e-mail leads
- ▶ Lead management systems offer enhanced lead management for lead buying customers
 - Enhanced lead management and CRM that includes advanced lead distribution, power dialer, click to dial, and advanced user interface



Lead Validation

- ▶ Real time lead validation including phone + name, address verification, IP address verification, e-mail, and append demographic information
- ▶ Flag various leads based on validation rules for phone verification
- ▶ Run duplicate checking for any date range
- ▶ Criteria checking can be limitless based on the type of lead
- ▶ Lead grading and lead scoring with built in grade summary reports
- ▶ Profanity and duplicate checking

Vendor and Affiliate Management

- ▶ Web-based vendor and affiliate administration panel
- ▶ Setup vendors and affiliates instantly and generate posting instructions with the click of a button
- ▶ Administration panel works with your existing website
- ▶ Branded to reflect your company look and feel
- ▶ Vendors can check lead posts, import leads, and post leads in real time
- ▶ Vendors can see lead payouts, acceptance rates, reject rates, and return rates

Reports

- ▶ Enhanced dash board with drill down reports
- ▶ Real time lead revenue, profitability, and vendor profitability
- ▶ Lead send reports and open rates – check e-mailed leads for open rates
- ▶ Order summary reports – see live orders as they come in off of your website
- ▶ Lead returns report – accept and deny returns
- ▶ Database summary – check available aged leads and deliver based on criteria

Security

- ▶ All data is protected by SSL encryption
- ▶ Our servers are housed behind a firewall
- ▶ **Power-** Our facilities' power planning allows us to provide continuous power during a disaster period such as city / statewide power outage. Our facilities provide power systems that feature continuous, redundant and protected AC or DC power, built to N+1 redundancy connected to multiple power providers in the Seattle metropolitan area. 15,000 gallons of diesel fuel will kick in automatically to provide power to the generator



during a disaster period. We also have UPS systems installed to contain any power spikes or drops.

- ▶ **Climate Control** - To ensure the reliability of your equipment operations, our datacenter is equipped with redundant Heating, Ventilating, and Air Conditioning (HVAC) systems that maintain floor temperature at about 67 F (19.5 C). Humidity is also maintained at optimal level to keep static electricity level to its minimum. The building maintains a closed loop condenser water system with redundant cooling tower cells and pumps.

As a measure to prevent fire, pre-action dry pipe sprinkler system with computer and telecommunications rated smoke and heat detection systems are installed in parts of the datacenter. FM 200 fire suppression systems are also installed in some areas of the datacenter.

- ▶ **Security** - Our datacenter offers 24x7 security personnel attending main entrances. All ingress and egress activities require card keys and are recorded via card access systems. CCTV cameras are installed all over the building which provides continuous video recording of all the entrance ways as well as the server floor areas. Additional motion security cameras are also installed to track movements in restricted areas. Should there be unauthorized access, automatic SMS or pager alerts will be sent to our security officer.
- ▶ **Monitoring** - Apart from the physical security, our datacenter is monitored 24x7 to ensure networks and systems availability. Our network monitoring software is capable of monitoring all network and system equipments and automatically alerts our datacenter engineers in the event of system or network failure.

Technology

- ▶ All applications are built using the latest technologies available by the Microsoft .NET framework
- ▶ Web interfaces use AJAX to provide an overall better user experience
- ▶ Our server infrastructure consists of redundant web and data servers, eliminating almost all downtime and system outages
- ▶ Our data centers employ SQL 2005; using such features as failover clustering, advanced scalability, enhanced encryption, and much more