



ClickPoint Software LeadExec Lead Vendor Edition

LeadExec is the lead distribution and management system for any company that sells leads.

Distribute thousands of leads with the ability to run multiple campaigns, lead types, and manage many affiliates and lead sources.

With LeadExec Lead Vendor Edition running on auto pilot your leads are distributed to your lead buying clients in a matter of seconds. We offer 9 lead delivery options including:

- Post** – HTML, FTP, XML Post, Get, SOAP
- Ping and Post**
- Lifecycle CRM** – CRM for any industry
- Basic Lead Retrieval** – free customized lead retrieval system
- E-mail** – as a plain text, embedded link, or with a CSV attachment

Example 1.1 LeadExec interface



Manage leads from affiliates, websites, banners, DirectTrack, and third party vendors.

LeadExec is extremely flexible allowing you to get leads into the system from any lead campaign. Our web based vendor management system makes it easy for your affiliates and vendors to track statistics and real time acceptance rates.

Example 1.2 web based vendor administration

The screenshot shows the 'Vendor Administration' web interface. It features a 'Summary' section with key metrics: Total Received (159), Total Accepted (101), Total Returned (44), Total Pending (0), Total Rejected (14), and Total Accepted Price (\$2,018.00). Below this is a detailed table of leads with columns for BID, Customer, AID, Lead Type, Received, Name, Price, Status, and Response.

BID	Customer	AID	Lead Type	Received	Name	Price	Status	Response
89190	OnlineLeadAdvisors	25	Unsecured Short Debt	Wed Apr 30 08:32:02	Tracy Stone	\$22.00	Valid	No Errors
79229	OnlineLeadAdvisors	25	Unsecured Short Debt	Tue Apr 19 09:20:33	Christa Bess	\$22.00	Valid	No Errors
40830	OnlineLeadAdvisors	25	Unsecured Short Debt	Mon Apr 7 11:11:39	Asher, SofiaLee	\$22.00	Valid	No Errors
82410	OnlineLeadAdvisors	25	Unsecured Short Debt	Mon Apr 21 16:42:32	Altman, D.	\$22.00	Returned	Bad Phone
79827	OnlineLeadAdvisors	25	Unsecured Short Debt	Fri Apr 2 20:11:19	Anna, Kylene	\$22.00	Valid	No Errors
77964	OnlineLeadAdvisors	25	Unsecured Short Debt	Tue Apr 1 11:19:41	Alvander, D.	\$22.00	Valid	No Errors
77448	OnlineLeadAdvisors	25	Unsecured Short Debt	Tue Apr 1 08:49:33	Andrew, C.	\$22.00	Valid	No Errors
78263	OnlineLeadAdvisors	25	Unsecured Short Debt	Sat Apr 12 21:05:13	Andrew, Han	\$22.00	Valid	No Errors
40269	OnlineLeadAdvisors	25	Unsecured Short Debt	Sun Apr 6 06:18:59	Bassi, Leah	\$22.00	Valid	No Errors
81808	OnlineLeadAdvisors	25	Unsecured Short Debt	Thu Apr 24 20:11:53	Beanna, C	\$22.00	Valid	No Errors
87901	OnlineLeadAdvisors	25	Unsecured Short Debt	Mon Apr 28 14:53:33	Bermudes, C.	\$22.00	Valid	No Errors
18644	OnlineLeadAdvisors	25	Unsecured Short Debt	Wed Apr 2 20:07:07	Billy, Brian	\$22.00	Expired	Never Shipped
38933	OnlineLeadAdvisors	25	Unsecured Short Debt	Thu Apr 2 08:01:32	Brindley, Alan	\$22.00	Valid	No Errors
44492	OnlineLeadAdvisors	25	Unsecured Short Debt	Tue Apr 2 05:22:28	Brian, Kourt	\$22.00	Valid	No Errors
79779	OnlineLeadAdvisors	25	Unsecured Short Debt	Tue Apr 15 11:24:01	Bundy, Susan	\$22.00	Valid	No Errors
38641	OnlineLeadAdvisors	25	Unsecured Short Debt	Wed Apr 2 23:01:56	camacho, J.	\$22.00	Valid	No Errors
13115	OnlineLeadAdvisors	25	Unsecured Short Debt	Sat Apr 19 07:26:31	Carl, Melissa	\$22.00	Returned	Never Applied
80787	OnlineLeadAdvisors	25	Unsecured Short Debt	Fri Apr 18 04:14:08	Cawth, Trisha	\$22.00	Valid	No Errors
38223	OnlineLeadAdvisors	25	Unsecured Short Debt	Fri Apr 2 12:04:58	Chandler, Beth	\$22.00	Valid	No Errors
83742	OnlineLeadAdvisors	25	Unsecured Short Debt	Wed Apr 23 22:17:53	Clark, QIGORF	\$22.00	Valid	No Errors

Did you know that most lead companies make 80% of their profit from small lead orders?

Our automated lead ordering system makes it easy for your lead buying clients to place lead orders. Our automated lead distribution system will accept orders and send leads based on many automation rules. With LeadExec you can interface directly with Authorize.net so that your credit cards are processed and your lead orders are automatically renewed.



Automation that distributes leads in real time based on pre-set rules.

If you're a lead company that has lots of leads we can help you get them where you need them. With zip code, country code, and area code rules you can automate lead delivery to any destination in the world. You can also use automation rules that deliver leads exclusively or semi-exclusively. You can automate lead delivery based on price, priority, round robin, and location.

Increase your orders and customer satisfaction with real time lead validation.

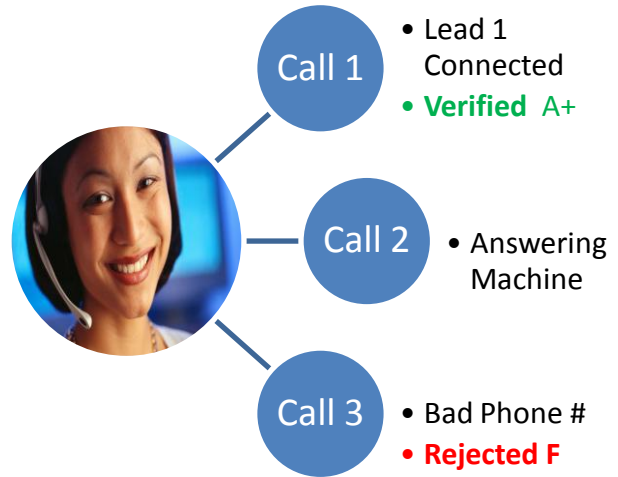
With built in lead validation it's easy to turn on any one of our validation rules. For as little as .07 cents a lead you can verify if phone numbers are valid. We have the ability to match phone numbers to names as well as address. We can scrub the DNC list, verify IP address, append demographic information, and verify valid e-mail addresses. We can even ring phone numbers to verify the number is active.

Example 1.3 Lead Scoring

UID	E	P	PA	Vendor	Received	First Name	Last Name	State	Home Pho	Work Phone	Best Time to Contact
175571	✓	✓	✓	ADT Exclusive	5/27/2008 19 PM	fred	jefferson	Illinois	(815) 545		Evening At Home
175399	✓	✓	✓	ADT	5/25/2008 44 AM	ness	gray	Virginia	(757) 926		Evening At Home
175337	✓	✓	✓	ADT	5/25/2008 33 AM	dawn	griffith	New York	(718) 827 (347) 893-03		Evening At Home
175320	✓	✓	✓	Debt Apply	5/25/2008 19 AM	Joan	Sylvester	Arizona	(520) 459		
175189	✓	✓	✓	ADT	5/24/2008 16 PM	vincent	williams	Florida	(407) 575 (407) 575-59		Afternoon At Home
175029	✓	✓	✓	ADT	5/24/2008 24 AM	Aaron	shaw	Alaska	(907) 832 (907) 832-58		Evening At Home
175025	✓	✓	✓	ADT	5/24/2008 33 AM	A	Marcum	Michigan	(616) 822		Afternoon At Home
174964	✓	✓	✓	Debt Apply	5/23/2008 45 PM	Piyasi	Chupena	California	(909) 717		
174832	✓	✓	✓	ADT Exclusive	5/23/2008 30 PM	Rochelle	BellRobinson	California	(530) 216 (530) 216-84		Afternoon At Home
174797	✓	✓	✓	ADT Exclusive	5/23/2008 42 PM	Abbie	Sanders	California	(959) 875		Morning At Home
174795	✓	✓	✓	ADT Exclusive	5/23/2008 37 PM	RUSSELL	BUTLER	Pennsylvania	(814) 238		Evening At Home

With integrated telephony services like power dialing and click to call you can easily call verify your leads.

Knowing which leads are quality leads before they reach your clients is the key to growing your business.



With a built in lead scoring system you always know which leads are good and which sources are providing the best leads.

Internet Lead Provider	A+	101 Good	10 Bad
Telemarketed Lead Provider	C-	77 Good	34 Bad

Did you know by verifying your data you can eliminate bad leads and increase your small and large lead orders?

If you could increase your lead orders by 20% without increasing volume you would increase your profit margin without any additional expense. Passing bad leads back to the source ensures you don't pay for leads that aren't valid. LeadExec has consistently shown that nearly 30% of leads generated online are bogus. Without a system in place you pass them on to your lead buying customers.



With DirectTrack integration you have the ability to use the most widely used affiliate software on the market.

DirectTrack currently powers more affiliate programs and affiliate networks than any other technology in the world. An intuitive, turn-key ASP platform, DirectTrack can easily be private labeled and tailored to meet your online marketing strategy.

Real time reports built in for enhanced billing, reporting and invoicing.

With real time reports you can save reports to any format. Send out invoices in Excel, Word, or PDF.

We provide two unique lead retrieval systems built to enhance your client's overall lead buying experience.

These two systems tie directly into LeadExec allowing you to send leads instantly to these systems. Your clients can sort leads, return leads, add funds to their account, order aged leads, and much more.

Example 1.6 Enhanced lead management and CRM system



Example 1.7 Basic Lead Retrieval System



With so many tools it's easy to see why so many companies trust ClickPoint Software to distribute their leads.

Listen to CEO Gabriel Buck talk about LeadExec and the opportunities facing lead generation companies in the current economic environment.



The Home for Lead Industry News & Opinion

<http://blog.leadcritic.com/category/clickpoint-software>

For more information please visit our website www.ClickPointSoftware.com

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