

## Case Study: Paramount Media

# ClickPoint Software Lead Vendor Edition

paramountmedia

Paramount Media is a lead aggregator and lead sales company that specializes in debt, mortgage, and business opportunity verticals. Paramount Media services several hundred clients in the US and abroad. In 2006 Paramount media found itself with increased demand for its high quality leads. Paramount Media focuses on delivering high quality leads by creating exclusive marketing programs for its clients. Paramount Media decided early on that the company would focus on quality over quantity. Their lead programs typically outperform much larger companies in the same verticals.

## Situation

In 2006 owner Trent Hackney wanted to separate himself from the competition by providing a better customer experience for his loyal customers. Trent came to ClickPoint Software to help create a customer portal for purchasing leads, returning leads, printing leads, managing leads, and to provide a place where his customers would feel like they were getting more value from their lead programs. Trent recognized the need to give the customer as much control over the lead buying process as possible. In order to grow his business it was critical that customers could manage their accounts without a lot of hand holding. It was also critical that orders could be placed from the main website and leads would be delivered without manual involvement. In order to grow the Paramount Media family of companies Trent knew he had to have a lead delivery system with automation, scalability, and flexibility for new verticals he would enter.

*"Before ClickPoint Software I personally searched for any company that could offer just part of what I was looking for. There were some companies that had maybe 20% of the total solution that I knew I needed. ClickPoint was the only one that offered nearly everything we needed and at a cost that allowed us to get started right away."*

**Trent Hackney**  
CEO Paramount Media

## Solution Overview

[www.ParamountMedia.com](http://www.ParamountMedia.com)

### Organizational Profile

Paramount Media prides itself on providing high quality marketing and lead programs with a better customer experience than the competition. They focus their efforts in the debt, mortgage, and business opportunity verticals. For information on this service e-mail:

[Info@paramountmedia.com](mailto:Info@paramountmedia.com)

### Customer Size

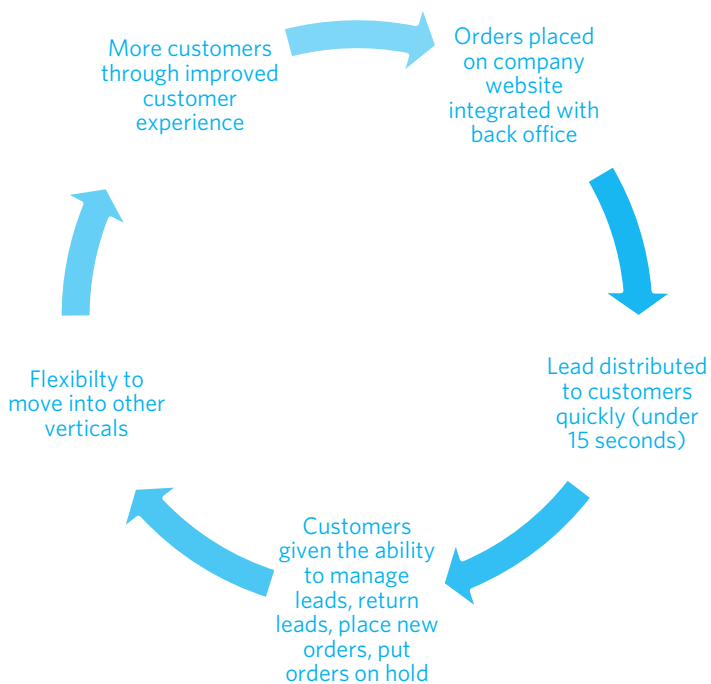
Paramount Media is a mid-size lead aggregator that focuses in many lead verticals. They now support several hundred customers in several lead verticals.

### Business Challenge

The obstacles that were presented were centered on finding a solution that would help Paramount Media automate the lead ordering process. The solution would involve many parts coming together to offer customers a seamless solution for purchasing leads, pausing lead campaigns, printing leads, returning leads, and managing their leads. Scalability for new verticals and company growth was also crucial to the success of Paramount Media. Paramount Media also had the need to deliver leads quickly using a redirect method. Most other platforms were sluggish and leads were not redirect to other thank you pages in an acceptable time frame.

## Solution Requirements

In 2006 Paramount Media started working with ClickPoint Software to create a solution that would improve automated orders, the customer experience, and would allow Paramount Media to move into many new verticals. The lead distribution system had to provide a lot of the tools needed but also be customizable to meet the needs of Paramount Media customers. ClickPoint Software immediately started to work on solutions that would help Paramount Media meet their goals.



### Order Page API

Integration with websites so that orders could be placed online and integrated with the back office lead distribution system. Credit Card payment needed to be integrated and run instantly on the site. There needed to be visibility into which clients had paid and which had not or were declined.

### Lead Database

A lead database that was able to deliver leads based on quantity, price, and other distribution settings. The leads would need to be delivered to the customer portal as well as via e-mail. E-mail with an embedded link was preferred.

### Redirects

Leads needed to be redirected to a thank you page for business opportunity buyers. Clients would not order leads unless the lead is redirected to the business opportunity after initial interest and lead application is filled out. The redirect needed to occur under 15 seconds.

### Flexibility in other verticals

Paramount needed a system that would allow them to move into other verticals as the economy shifted from one industry to another.

### Customer Portal

The customer portal needed to improve the customer lead buying experience. There needed to be lead management, lead returns, printing, and the ability to order leads or place an order on hold.

## Solution

ClickPoint Software worked with Paramount Media to meet their needs. LeadExec Lead Vendor Edition solved the problem of flexibility with the dynamic lead type designer. The dynamic lead type designer allows customers to create any lead type on the fly. Some customers use only 2-3 lead types while others have 20 or more running at the same time. The ClickPoint Software API made it easy to integrate forms found on Paramount sites with LeadExec Lead Vendor Edition. We were able to get redirected lead times to under 5 seconds on average. The customer portal has helped Paramount retain customers and focus on sales rather than support.

### Average Lead Delivery Times (10 Seconds on Average)



### Software and Services

ClickPoint LeadExec Lead Vendor Edition, web based lead retrieval system, and Microsoft SQL server 2005

### Country / Region

United States, North and South America, Europe, Africa, Middle East and Asia.

*"The ultimate lead management and distribution system for companies that sell leads"*

## Benefits

The ClickPoint API made it easy to integrate order pages. Customers could easily order leads on a Paramount Media site and the order would go right into LeadExec.

High powered SQL database working in sync with LeadExec Lead Vendor Edition and unlimited distribution options made it easy for Paramount to automate lead orders and distribution of leads. With automation in place Paramount Media was able to focus more on sales and less on technical issues.

With the LeadExec client scanning system we were able to reduce redirect times from 30 seconds to less than 10 seconds. In almost all cases only a couple of seconds.

Dynamic Lead Type Designer made it easy to add new lead types and enter new verticals. Paramount has since entered 4 new lead verticals.

The customer portal was customized for Paramount Media. Their customers were able to manage leads and feel like they had their own portal tied into Paramount Media the brand they trust. Paramount was able to increase sales and customer retention.

### For more information:

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