



# **LeadExec Vendor Edition**

Lead Distribution Software



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## Lead Distribution Software

*“Real time identification of red flags has helped us address issues and save money.”*

*Implementation was a concern but online chat, a professional and responsive support staff, enabled seamless deployment.*

*The implementation team delivered on time and on budget.”*

Rob McAleer  
VP Leads Programs  
LeadBot, LLC

*“LeadExec and Clickpoint Software in general have helped us quickly to reach our goals as a company and leader in the lead generation space”*

Adrian Huth  
CEO  
How Much Could You Save

*“I would recommend this product for any company looking for a fast, effective way to handle all the needs any lead company has. This service is much more cost effective than trying to build out your own lead management and distribution system.”*

Kevin Benner  
Owner  
EZ Rate Quote

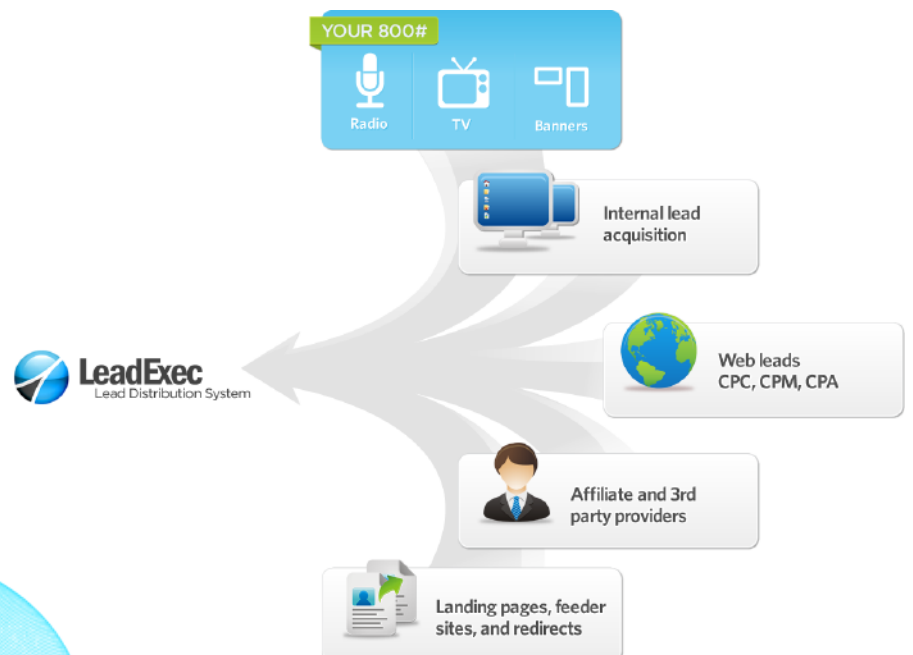
LeadExec is the lead distribution and management system for any company that sells leads. Distribute thousands of leads with the ability to run multiple campaigns, lead types, and manage many affiliates and lead sources.

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
- SalesExec – Lead Management for any industry
- Basic Lead Retrieval – free customized lead retrieval system

## LeadExec Highlights:

- > Analytics integration to provide multi-channel performance reporting
- > Data and list management
- > Automated lead distribution based on your custom business logic
- > Lead cleansing tools like phone validation, lead scoring, lead grading, dupe checking, profanity filtering, outside criteria, outside order, and integrated CDYNE reverse 411 look up for up for accuracy of information.
- > 9 Lead delivery methods including HTTP Post, FTP, Get, Ping and Post, SOAP, XML, and three e-mail delivery types
- > Dynamic lead type builder – run as many lead types as you like and change them on the fly
- > Advanced real-time reporting and report designer
- > Form and landing page library with built in code to monitor performance



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.

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.

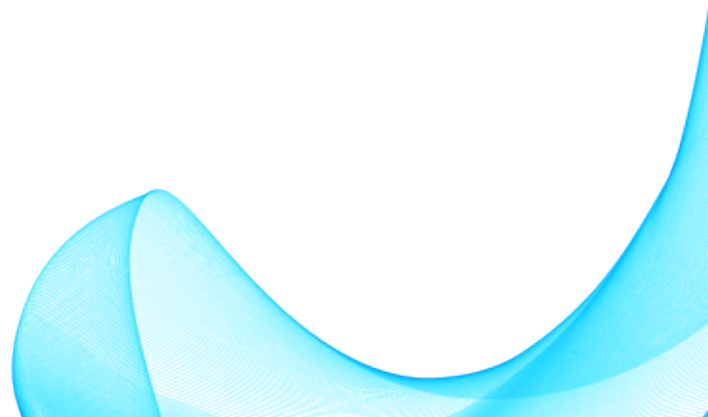
Create unlimited campaigns using our dynamic lead type designer that allows you to create any lead type. - With our dynamic lead type designer you can create unlimited lead campaigns. Some of our customers specialize in just a few lead types while others have as many as 50. With LeadExec you have the flexibility and scalability to grow your business and add new lead types.

Use your own front end website with automated lead ordering, shopping cart with merchant account, and SSL encrypted security. - With your service, ClickPoint Software will help you tie your client log-in and vendor log-in right into your current site. We can even help you create a custom lead order form right on your site. Your customers can purchase leads, use the lead management system, pause a lead campaign, add funds, or search your overstock lead bin.

Live Call Transfers - With our live call transfer form you can create live call transfers with your predictive dialer or our proprietary built in power dialer.

800 IVR Routing - With 800 IVR routing you can integrate your offline lead campaigns. We will route your leads through an 800 number and record the call information in LeadExec.

Billing, Invoicing, and Credit Card Processing - With LeadExec you can setup credit card processing with a few clicks of a button. We track orders, create contracts, processe payment, and create custom invoices on the fly.



**Project Implementation** -The first step in adopting the LeadExec Corporate Edition is to work with the ClickPoint Software team to analyze existing processes within your company. At ClickPoint we take a consultative approach to make sure your needs are handled and a test environment is provided to verify lead deliverability, lead process times, and that lead cleansing expectations are satisfied. We will work with your team to provide a detailed project plan and to implement a strategy that works with your business needs.

**Integrate Lead Sources, Outside Lead Vendors, and Marketing Campaigns** - The ClickPoint technical implementation staff will work with you to help integrate any outside or internal lead sources. We have a dynamic posting documentation system and a dynamic form building system that helps you get lead sources integrated quickly. These two features save our enterprise level customers valuable time that otherwise would be dedicated to custom programming.

**Dynamic Lead Type Builder** - The ClickPoint Team will quickly work to build your custom lead types. With LeadExec you have the ability to edit lead types and create new lead types on the fly. You can set required fields, computed fields, and you can select where these fields show up in the system. You have complete control over your lead types and the flexibility to change them at any time. This gives you the ability to make marketing changes to your forms quickly without waiting days or weeks for custom programming.

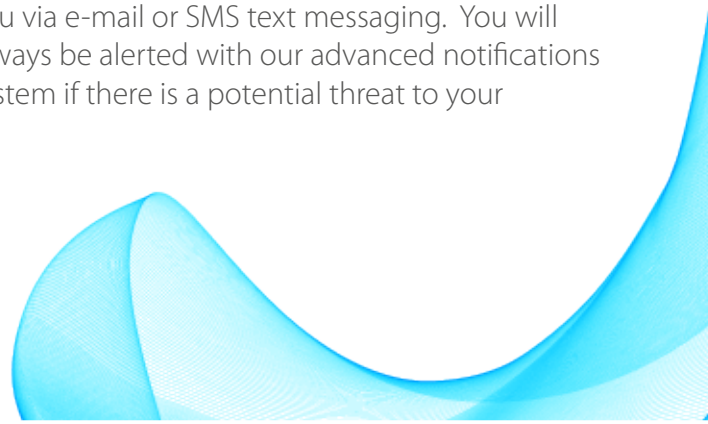
**Set the Standard** - Once we have a test environment operating at the highest level of efficiency we turn to analytics to help make sense of your data. We look for the deliverability percentages to ensure that we are as close to 100% deliverability based on your business rules as possible. Most of clients achieve well over 95% deliverability in the first month. We will work to fine tune the process and rules to meet your objectives. The next business objective is deliverability and lead process time. Our goal is to always be under 15 seconds from the time the lead enters the system, performs duplicate checking, profanity, bogus lead checks, any phone and data validation, order processing, and client scanning.

**Fine Tune the Process** - Now that we have data we can look at fine tuning your automation settings and work towards optimal process times, deliverability percentage, and lead open times. With the ability to create custom reports we can easily gain visibility into your results. With LeadExec many of our customers are able to track the open times by their branches, sales teams, and dealers. In many cases by utilizing LeadExec Corporate our customers were able to improve average response time to leads significantly. If your branches and dealers are leaving leads un-attended your company could be losing thousands of dollars in lost sales revenue. We have helped companies turn the tables and hold their sales teams accountable for the leads they receive.

**Custom Reports** - ClickPoint Software Software's technical implementation team will work with you to create custom reports that give you the data you need to analyze your lead sources, your lead volume, your lead quality, your responsiveness to your leads, and much more. With our customized reporting you get the information you need e-mailed or printed immediately.

**Lead Management** – We provide two systems that tie directly into LeadExec allowing you to send leads instantly to these sub-systems. Your sales teams can sort leads, return leads, add funds to their account, order aged leads, and more with our free basic lead management system. If you require a more robust solution our SalesExec software is a full lead management system complete with drip e-mail, custom workflow, power dialer, customizable lead types, custom lead delivery settings, and more.

**System Notification** – Once you have your settings in place you will need notifications. LeadExec Corporate features a customized notifications system. You can be notified for things like: lead volume, bad leads over an acceptable range, system degradation, failed posts, and more. We can notify you via e-mail or SMS text messaging. You will always be alerted with our advanced notifications system if there is a potential threat to your



## About ClickPoint Software

ClickPoint Software is located in Scottsdale, AZ. We create software that helps marketers and sales teams manage their leads, marketing campaigns, and sales process. We launched ClickPoint Software in late 2004.

The first product that was created at ClickPoint Software is called LeadExec and it's our flagship product. Over the course of the last five years ClickPoint has engaged loyal and satisfied customers that range from small companies to Fortune 500 clientele.

ClickPoint Software has never put profit before culture and that is why our employees and customers have remained loyal. We built this software to help marketers make sense of the complex process of managing multiple lead sources, delivery channels, and marketing campaigns. ClickPoint prides itself on the ability to help facilitate our client's mission while delivering world class support and reliability.

"At the end of the day the difference between successful, intelligent marketing, and shot in the dark guesswork comes down to the software provider you choose to partner with. Ensure that your company exceeds all sales goals by reducing lead response time, improving visibility into your sales process, automating complex marketing rules, and analyzing online data metrics. Let us show you what's possible and help you create a company that has a technology partner vested in the success of your company."

Gabriel Buck – CEO

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ClickPoint Software employs a highly reliable system that delivers high uptime and performance. Each LeadExec account is built to handle heavy volume and system reliability. We run backups every houroffsite so that your data is safe. We host our systems with a redundant and reliable Microsoft Cloud product called Azure.



## LeadExec Vendor Edition Specifications\*

<b>Database Processor</b>	<b>Scalability:</b> Highly scalable solution that allows you to scale on demand. <b>Lead Receiver:</b> 99.99% uptime guarantee. You will not lose leads with our system or we will pay you for downtime. <b>Backup:</b> Offsite database sync.Snapshot backups hourly and full weekly backups.
<b>Storage</b>	<b>Export and Retrieve:</b> Export data or pull data down via our API
<b>Connectivity</b>	We have the ability to deploy servers anywhere in the world. Optimize your experience by deciding where you want your servers located.
<b>Monitoring</b>	<b>24x7 Monitoring:</b> Our systems our monitored from multiple sites throughout the world. Any downtime that is not scheduled is quickly assesed and customers are notified.
<b>Notification</b>	<b>System:</b> Notifications that alert you via the LeadExec dash and Pop-ups. <b>E-Mail:</b> Notificatoins for lead delivery, failed attempts, system degradation, failed posts, lead scores, and more... <b>SMS:</b> Notificatoins for lead delivery, failed attempts, system degradation, failed posts, lead scores.
<b>SLA</b>	<b>Guarantee:</b> 99.95% We give you access to your monitoring system inside of LeadExec with a monitoring system to show SLA performance.
<b>Security</b>	<b>SSL:</b> 128 Bit Encryption for all data transmissions too and from LeadExec as well as from web-servers to databases.

\* These are standard system specifications. Depending on your specific implementation they may vary.

