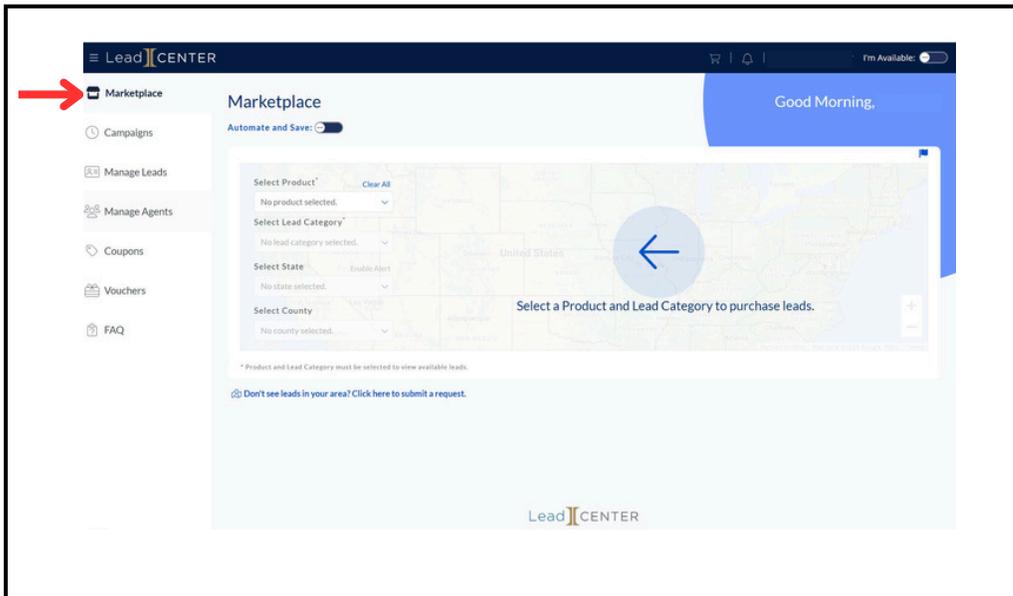
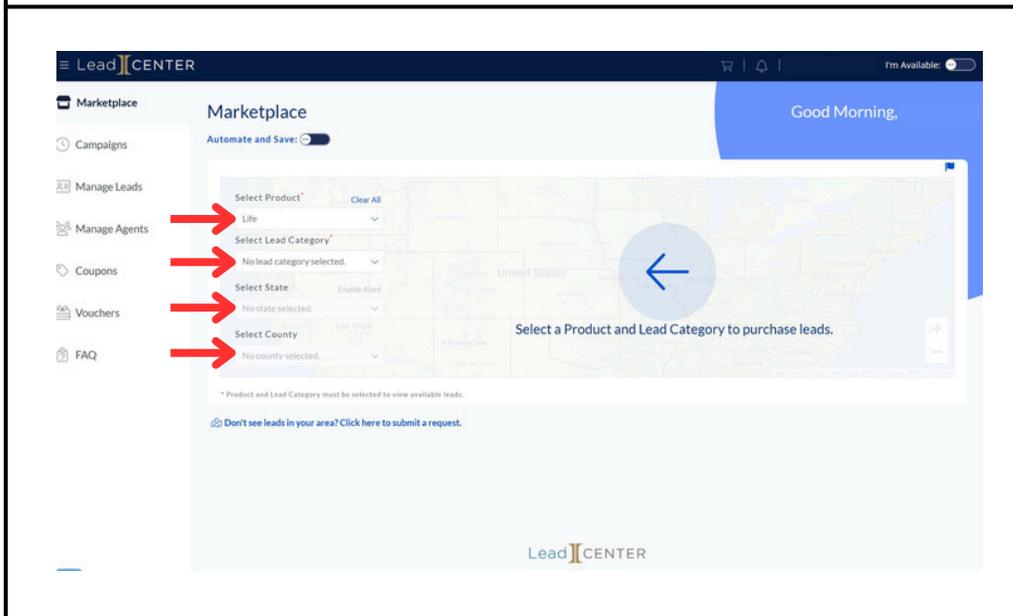


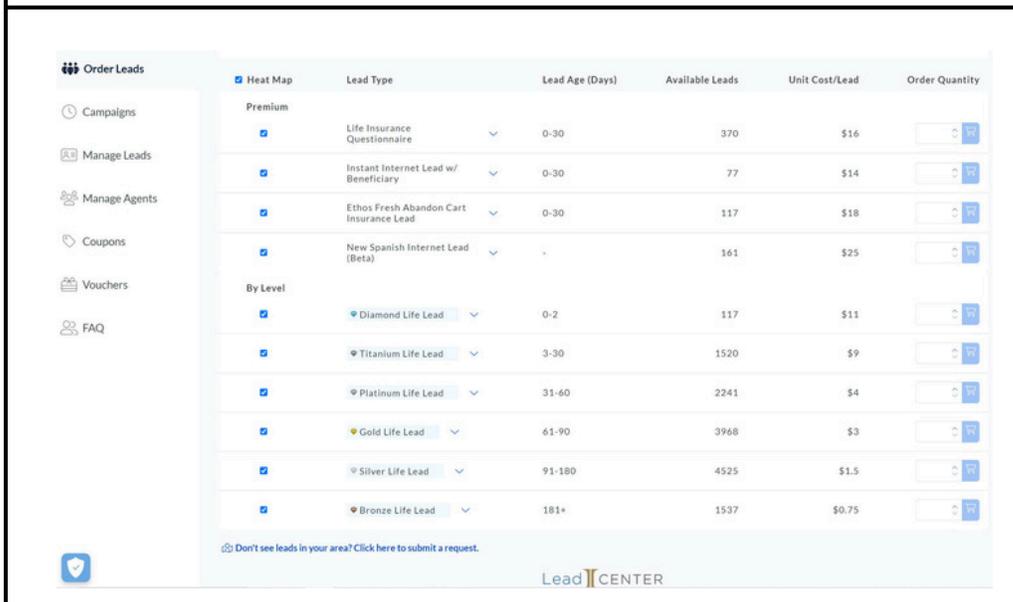
HOW TO INSTANT PURCHASE LEADS IN LEADCENTER (1/4)



Step 1: On the left side, select "Marketplace".



Step 2: Select "Product" (Life or Health), Select "Lead Category" (Internet, Direct Mail, Social Media, or Verified Leads), Select "State", and Select "County".
***All Equis IVR -Complete, IVR-Incomplete, and Direct Mail are under Exclusive for "Lead Category".**



Step 3: All lead types and quantity for each will display under the heat map.

HOW TO INSTANT PURCHASE LEADS IN LEADCENTER (2/4)



Heat Map	Lead Type	Lead Age (Days)	Available Leads	Unit Cost/Lead	Order Quantity
<input checked="" type="checkbox"/>	Life Insurance Questionnaire	0-30	370	\$16	<input type="text"/>
<input checked="" type="checkbox"/>	Instant Internet Lead w/ Beneficiary	0-30	77	\$14	<input type="text"/>
<input checked="" type="checkbox"/>	Ethos Fresh Abandon Cart Insurance Lead	0-30	117	\$18	<input type="text"/>
High Intent leads from customers who filled out an application for Instant life insurance but abandoned during the application process (0-30 days old). These leads are ideal for selling an instant term life insurance policy.					
<input checked="" type="checkbox"/>	New Spanish Internet Lead (Beta)	-	161	\$25	<input type="text"/>
<input checked="" type="checkbox"/>	Diamond Life Lead	0-2	117	\$11	<input type="text"/>
<input checked="" type="checkbox"/>	Titanium Life Lead	3-30	1520	\$9	<input type="text"/>
<input checked="" type="checkbox"/>	Platinum Life Lead	31-60	2241	\$4	<input type="text"/>
<input checked="" type="checkbox"/>	Gold Life Lead	61-90	3968	\$3	<input type="text"/>
<input checked="" type="checkbox"/>	Silver Life Lead	91-180	4525	\$1.5	<input type="text"/>
<input checked="" type="checkbox"/>	Bronze Life Lead	181+	1537	\$0.75	<input type="text"/>

Step 4: Beside each lead type, there is a drop down arrow. If you select this arrow, it will provide you with a description of that lead.

Heat Map	Lead Type	Lead Age (Days)	Available Leads	Unit Cost/Lead	Order Quantity
<input checked="" type="checkbox"/>	Life Insurance Questionnaire	0-30	370	\$16	<input type="text"/>
<input checked="" type="checkbox"/>	Instant Internet Lead w/ Beneficiary	0-30	77	\$14	<input type="text"/>
<input checked="" type="checkbox"/>	Ethos Fresh Abandon Cart Insurance Lead	0-30	116	\$18	<input type="text" value="1"/>
High Intent leads from customers who filled out an application for Instant life insurance but abandoned during the application process (0-30 days old). These leads are ideal for selling an instant term life insurance policy.					
<input checked="" type="checkbox"/>	New Spanish Internet Lead (Beta)	-	161	\$25	<input type="text"/>
<input checked="" type="checkbox"/>	Diamond Life Lead	0-2	117	\$11	<input type="text"/>
<input checked="" type="checkbox"/>	Titanium Life Lead	3-30	1520	\$9	<input type="text"/>
<input checked="" type="checkbox"/>	Platinum Life Lead	31-60	2241	\$4	<input type="text"/>
<input checked="" type="checkbox"/>	Gold Life Lead	61-90	3968	\$3	<input type="text"/>
<input checked="" type="checkbox"/>	Silver Life Lead	91-180	4525	\$1.5	<input type="text"/>
<input checked="" type="checkbox"/>	Bronze Life Lead	181+	1537	\$0.75	<input type="text"/>

Step 5: To instant purchase, enter quantity in box and click the cart.

Heat Map	Lead Type	Lead Age (Days)	Available Leads	Unit Cost/Lead	Order Quantity
<input checked="" type="checkbox"/>	Life Insurance Questionnaire	0-30	370	\$16	<input type="text"/>
<input checked="" type="checkbox"/>	Instant Internet Lead w/ Beneficiary	0-30	77	\$14	<input type="text"/>
<input checked="" type="checkbox"/>	Ethos Fresh Abandon Cart Insurance Lead	0-30	116	\$18	<input type="text"/>
High Intent leads from customers who filled out an application for Instant life insurance but abandoned during the application process (0-30 days old). These leads are ideal for selling an instant term life insurance policy.					
<input checked="" type="checkbox"/>	New Spanish Internet Lead (Beta)	-	161	\$25	<input type="text"/>
<input checked="" type="checkbox"/>	Diamond Life Lead	0-2	117	\$11	<input type="text"/>
<input checked="" type="checkbox"/>	Titanium Life Lead	3-30	1520	\$9	<input type="text"/>
<input checked="" type="checkbox"/>	Platinum Life Lead	31-60	2241	\$4	<input type="text"/>
<input checked="" type="checkbox"/>	Gold Life Lead	61-90	3968	\$3	<input type="text"/>
<input checked="" type="checkbox"/>	Silver Life Lead	91-180	4525	\$1.5	<input type="text"/>
<input checked="" type="checkbox"/>	Bronze Life Lead	181+	1537	\$0.75	<input type="text"/>

Step 6: When you are ready to check out, select the cart at the top of the screen beside your name.

HOW TO INSTANT PURCHASE LEADS IN LEADCENTER (3/4)



The screenshot shows the LeadCENTER interface with a list of leads. A 'Shopping Cart' modal is open, displaying a list of items. A red arrow points to the 'View Cart' button.

Lead Type	Unit Cost/Lead	Order Quantity
Premium		
Life Insurance Questionnaire	\$18.00	
Instant Internet Lead w/ Beneficiary	\$14	
Ethos Fresh Abandon Cart Insurance Lead	\$18	116
New Spanish Internet Lead (Beta)	\$25	161
Diamond Life Lead	\$11	117
Titanium Life Lead	\$9	1520
Platinum Life Lead	\$4	2241
Gold Life Lead	\$3	3968
Silver Life Lead	\$1.5	4525
Bronze Life Lead	\$0.75	1537

Step 7: Click "View Cart".

The screenshot shows the 'Shopping Cart' page. A red arrow points to the 'Checkout' button. Below the cart items, there is a section for adding a coupon or voucher code.

Lead Type	Unit Cost/Lead	Order Quantity	Price
Ethos Fresh Abandon Cart Insurance Lead Virginia	\$18.00	1	\$18.00
Subtotal			\$18.00
Service Fee			\$0.54
Total			\$18.54

Step 8: Click "Checkout". *If you have a voucher or coupon, click "Add a coupon or voucher code".

The screenshot shows the 'Add a Coupon or Voucher' dialog box. It contains fields for 'Enter Coupon Code', 'Enter valid coupon code', 'Select Voucher', and 'Enter 16 digit voucher code'. There are 'Cancel' and 'Apply Discounts' buttons.

Step 9: If you have voucher and/or coupon code, you will enter it.

HOW TO INSTANT PURCHASE LEADS IN LEADCENTER (4/4)



LeadCENTER interface showing the checkout process. The 'Purchase' button is highlighted with a red arrow.

Lead Type	Unit Cost/Lead	Order Quantity	Coupon Discount	Price
Diamond Medicare Lead (Shared) Texas	\$10.00	2	(\$6.00)	\$14.00
Diamond T65 Lead Texas	\$20.00	2	(\$12.00)	\$28.00
Diamond Life Lead Texas	\$11.00	3	0	\$33.00
Subtotal			\$93.00	
Coupon Discount			(\$18.00)	
Voucher Discount			(\$32.25)	
Service Fee			\$0.08	
Total				\$2.83

Step 10: If you enter a voucher and/or coupon code, you will now see it in your cart. When you are ready to process your purchase, you are able to use the credit card on file or funds from your LeadCENTER Cash. If you want to use funds from your LeadCENTER Cash, you will select how much. When you are ready to proceed, click "Purchase".

LeadCENTER interface showing the checkout process with a modal for 'LeadCENTER Terms of Use'. The 'I Agree' button is highlighted with a red arrow.

Step 11: Review Terms of Use and then click "I Agree".

LeadCENTER interface showing the 'Order Leads' page. The 'Manage Leads' button is highlighted with a red arrow.

Lead Type	Unit Cost/Lead	Order Quantity	Coupon Discount	Price
Diamond Medicare Lead (Shared) Texas	\$10.00	2		\$14.00
Diamond T65 Lead Texas	\$20.00	2		\$28.00
Diamond Life Lead Texas	\$11.00	3		\$33.00
Subtotal			\$93.00	
Coupon Discount			(\$18.00)	
Voucher discount			(\$32.25)	
Service Fee			\$0.08	
Total				\$2.83

Order #415774
Placed on Jun 01, 2023 at 9:14 PM CDT

Item	Amount
Total Leads Purchased	7
Original Price	\$93.00
Coupon Discount	(\$18.00)
Voucher Discount	(\$32.25)
Total	\$2.83

Payment Method
VISA 4111 11** **** 1111 \$2.83
LeadCENTER Cash \$40.00

Step 12: Your order has been placed. Once processed, you can access your leads under "Manage Leads".