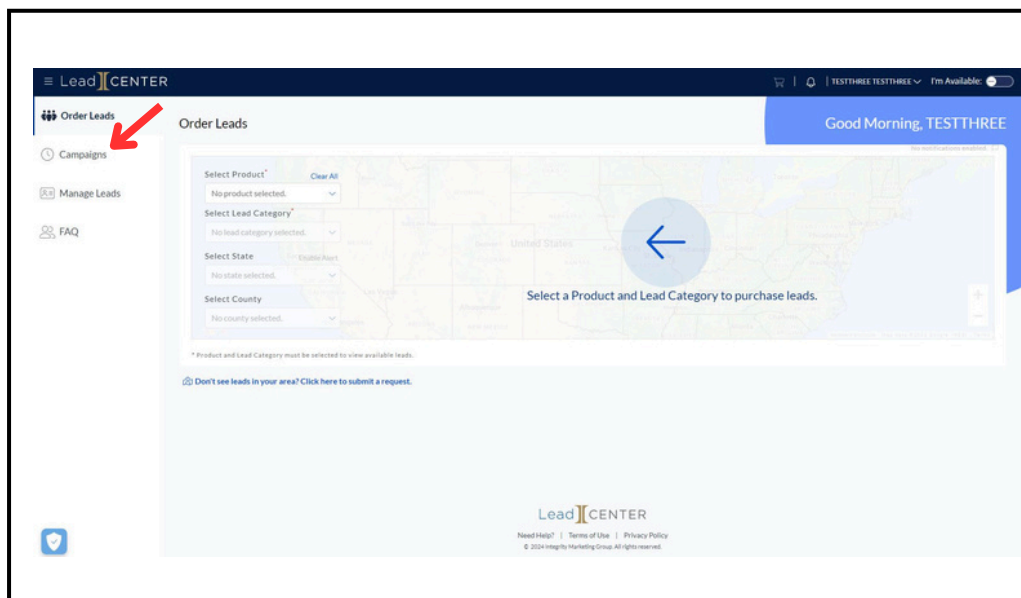
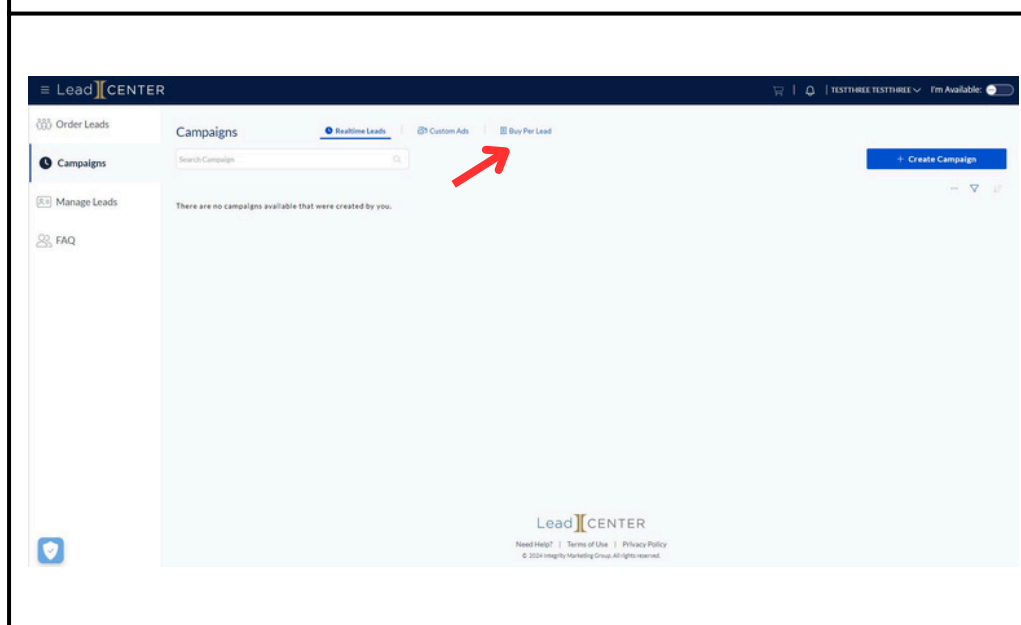


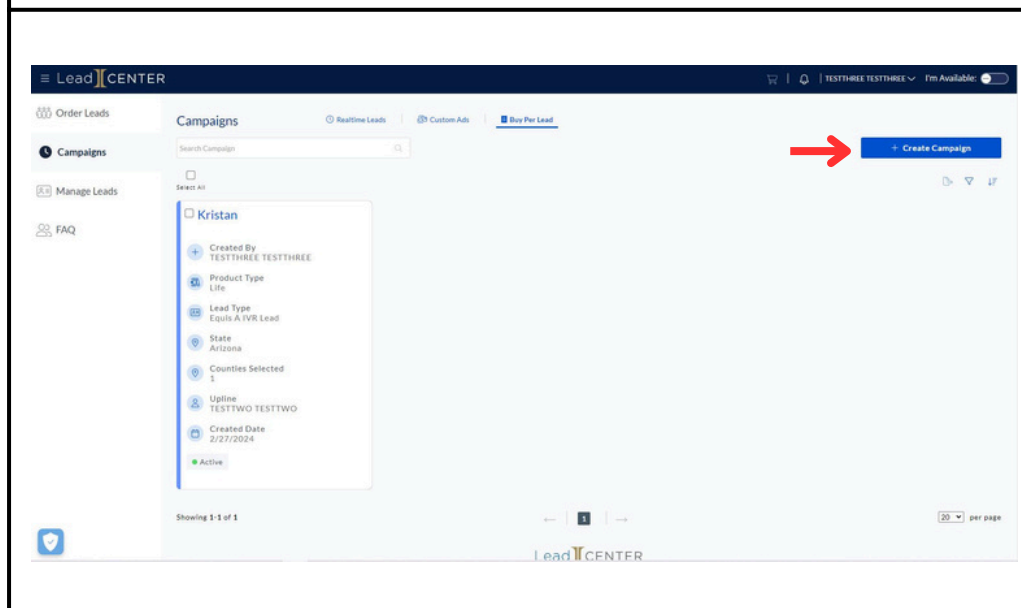
HOW TO CREATE A CAMPAIGN IN INTEGRITY'S LEADCENTER (1/4)



Step 1: Select "Campaigns".



Step 2: Select "Buy Per Lead".



Step 3: Select "Create Campaign".

HOW TO CREATE A CAMPAIGN IN INTEGRITY'S LEADCENTER (2/4)



LeadCENTER

Campaigns / New Campaign

1 Set Campaign Details 2 Choose Geography 3 Campaign Summary

Set Campaign Details

Campaign Name *

Campaign Type *

Product Type *

Lead Type *

Organization

Upline

TESTTWO TESTTWO

Upline approval is required to complete activation of a campaign.

Next

Step 4: Fill out the Campaign Details.

- Campaign Name: ex. VA IVR Order
 - Campaign Type: Data
 - Product Type: Life
 - Lead Type: Select Type
- Once details are completed; select "next".

LeadCENTER

VA IVR Order

1 Set Campaign Details 2 Choose Geography 3 Campaign Summary

Choose Geography

Select State *

Select Counties *

Total States Selected: 0

Total Counties Selected: 0

Map Satellite

United States

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Step 5: Select State and Counties. Only 1 state per campaign, maximum of 300 counties. When selecting counties, select "+Add" once all are selected.

LeadCENTER

VA IVR Order

1 Set Campaign Details 2 Choose Geography 3 Campaign Summary

Choose Geography

Select State *

Select Counties *

Total States Selected: 1

Total Counties Selected: 2

Map Satellite

United States

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Step 6: Select the drop-down arrow beside the state to view the counties selected.

HOW TO CREATE A CAMPAIGN IN INTEGRITY'S LEADCENTER (3/4)



Integrity®

Marketplace

Campaigns / New Campaign

FE

Set Campaign Details

Choose Geography

Configure Lead Volume

Campaign Summary

Back

Next

Configure Lead Volume

Lead Volume / Week

Lead Volume / Week should be between 5 and 100.

Refer an agent to earn \$50.00 in LeadCENTER Cash. Refer an agent →

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Live Chat

Step 7: Select lead volume per week between 5-100.

LeadCENTER

Campaigns / New Campaign

VA IVR Order

Set Campaign Details

Choose Geography

Campaign Summary

Back

Next

Choose Geography

Select State *

Virginia

Select Counties

Total States Selected: 1 Maximum: 1 state reached

Total Counties Selected: 2 Maximum: 200 Counties

Virginia

Accomack

Albemarle

Map

Satellite

United States

LeadCENTER

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Step 8: Once you confirm the counties selected, select "next".

LeadCENTER

Campaigns / New Campaign

VA IVR Order

Set Campaign Details

Choose Geography

Campaign Summary

Back

Request Approval

Campaign Summary

Campaign Type

Data

Product Type

Life

Lead Type

Equi A IVR Lead

Unit Cost: \$49.00

Organization

Equi Financial

Update

TESTTWO TESTTWO

Online approval is required to complete activation of a campaign.

Locations

Virginia

Payment Method

Kristan

credit card ending in ****1111

USA - Expires on 07/02/25

Change

*Service fee applied.

Unit Cost \$49.00

Service Fee \$1.46

Total \$50.46

LeadCENTER

Step 9: Review the Campaign Summary. It is very important to review this page. Once it is submitted you will be responsible for all leads generated within 30 days following a cancellation request date or until another agent creates a campaign for the same county(s). Select the drop-down arrow beside the state to confirm counties. If you need to edit anything on the summary page, select the "edit" button. Confirm payment method. Once everything is confirmed, Select "Request Approval".

HOW TO CREATE A CAMPAIGN IN INTEGRITY'S LEADCENTER (3/4)



The screenshot shows the LeadCENTER interface with a 'LeadCENTER Terms of Use' dialog box open. The dialog box contains the following text:

LeadCENTER Terms of Use

English Spanish

PLEASE CAREFULLY READ AND UNDERSTAND THESE TERMS, THEY CONTAIN AN ARBITRATION AGREEMENT, JURY AND CLASS ACTION WAIVERS, LIMITATIONS OF LIABILITY AND OTHER PROVISIONS THAT AFFECT YOUR LEGAL RIGHTS.

Acceptance of the Terms

These Terms of Use (the "Agreement") for LeadCENTER (the "Platform") is a binding contract between you ("User," "you," or "your") and Integrity Marketing Group, LLC ("Integrity," "we").

THIS AGREEMENT TAKES EFFECT WHEN YOU ACCESS OR USE THE PRODUCT (the "Effective Date"). BY USING THE PRODUCT YOU (AN ACKNOWLEDGE THAT YOU HAVE READ AND UNDERSTAND THIS AGREEMENT (B) REPRESENT AND WARRANT THAT YOU HAVE THE RIGHT, POWER, AND AUTHORITY TO ENTER INTO THIS AGREEMENT AND, IF ENTERING INTO THIS AGREEMENT FOR AN ORGANIZATION THAT

Privacy Policy

Cancel I Agree

A red arrow points to the 'I Agree' button.

Step 10: Select "I Agree".

The screenshot shows the LeadCENTER interface with the 'Campaigns' page selected. The left sidebar has a red arrow pointing to the 'Campaigns' link. The main content area shows a list of campaigns with the following details:

Campaign	Created By	Product Type	Lead Type	States	Counties Selected	Upline	Created Date	Status
VA IVR Order	TESTTHREE TESTTHREE	Life	Equity IVR Lead	Virginia	2	TESTTWO TESTTWO	5/28/2024	Pending Approval by Manager
Kristan	TESTTHREE TESTTHREE	Life	Equity IVR Lead	Arizona	1	TESTTWO TESTTWO	5/27/2024	Active

Step 11: To view the Campaign, select "Campaigns" on the left toolbar, select "Buy Per Lead", and all Campaigns will be available to view and track the status of the Campaign. Once it is submitted, your upline will need to approve, followed by an admin. Once the admin approves, your order becomes active. You will receive email notifications when your upline and an admin approve. If you would like to request to edit or stop the order, you are still responsible for all leads generated within the 30 days following the cancellation request date or until another agent creates a campaign for the same county(s).