

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



**Step 1: On the left side, select "Order Leads".**

Heat Map	Lead Type	Lead Age (Days)	Available Leads	Unit Cost/Lead	Order Quantity
<input checked="" type="checkbox"/>	Premium				
<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"/>
<input checked="" type="checkbox"/>	New Spanish Internet Lead (Beta)	-	161	\$25	<input type="text"/>

**Step 2: Select "Product" (Life or Health), Select "Lead Category" (Internet, Direct Mail, or Social Media), Select "State", and Select "County".**

**\*Ethos leads are under Internet.**

Heat Map	Lead Type	Lead Age (Days)	Available Leads	Unit Cost/Lead	Order Quantity
<input checked="" type="checkbox"/>	Premium				
<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"/>
<input checked="" type="checkbox"/>	New Spanish Internet Lead (Beta)	-	161	\$25	<input type="text"/>
<input checked="" type="checkbox"/>	By Level				
<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 3: All lead types and quantity for each will display under the heat map.**

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



The screenshot shows the LeadCenter interface with a table of lead types. A red arrow points to a dropdown arrow next to the 'Life Insurance Questionnaire' lead type.

Lead Type	Lead Age (Days)	Available Leads	Unit Cost/Lead	Order Quantity
Life Insurance Questionnaire	0-30	370	\$16	
Instant Internet Lead w/ Beneficiary	0-30	77	\$14	
Ethos Fresh Abandon Cart Insurance Lead	0-30	117	\$18	
New Spanish Internet Lead (Beta)	-	161	\$25	
Diamond Life Lead	0-2	117	\$11	
Titanium Life Lead	3-30	1520	\$9	
Platinum Life Lead	31-60	2241	\$4	
Gold Life Lead	61-90	3968	\$3	
Silver Life Lead	91-180	4525	\$1.5	
Bronze Life Lead	181+	1537	\$0.75	

**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.**

The screenshot shows the LeadCenter interface with the 'Ethos Fresh Abandon Cart Insurance Lead' row selected. A red arrow points to the quantity input box and the 'Add to Cart' button.

Lead Type	Lead Age (Days)	Available Leads	Unit Cost/Lead	Order Quantity
Life Insurance Questionnaire	0-30	370	\$16	
Instant Internet Lead w/ Beneficiary	0-30	77	\$14	
Ethos Fresh Abandon Cart Insurance Lead	0-30	116	\$18	1
New Spanish Internet Lead (Beta)	-	161	\$25	
Diamond Life Lead	0-2	117	\$11	
Titanium Life Lead	3-30	1520	\$9	
Platinum Life Lead	31-60	2241	\$4	
Gold Life Lead	61-90	3968	\$3	
Silver Life Lead	91-180	4525	\$1.5	
Bronze Life Lead	181+	1537	\$0.75	

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

The screenshot shows the LeadCenter interface with a red arrow pointing to the cart icon in the top navigation bar.

**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 modal window titled 'Shopping Cart' is open, showing a list of items. A red arrow points to the 'View Cart' button in the modal.

Lead Type	Unit Cost/Lead	Order Quantity
Premium Life Insurance Questionnaire	\$16	
Instant Internet Lead w/ Beneficiary	\$14	
Ethos Fresh Abandon Cart Insurance Lead (Virginia)	\$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 LeadCenter interface with the 'Shopping Cart' modal open. A red arrow points to the 'Checkout' button. Below the cart items, there is a link to 'Add a coupon or voucher code' also highlighted with a red arrow.

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 LeadCenter interface with the 'Add a Coupon or Voucher' dialog box open. The dialog box has fields for 'Enter Coupon Code', 'Enter valid coupon code', 'Select Voucher', and 'Enter 16 digit voucher code'. There are 'Cancel' and 'Apply Discounts' buttons at the bottom.

**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.

LeadCENTER Terms of Use

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 are entered into by and between You and our company that operates the LeadCENTER website and its affiliates ("Company," "we," or "us"). The following terms and conditions, together with any documents they expressly incorporate by reference ("Terms"), govern your access to and use of the LeadCENTER website, customer relationship management software, agent portal, leads, or your receipt of any commissions or other compensation from any insurance carrier affiliated with us (collectively).

Privacy Policy

Cancel I Agree

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

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

Your order has been placed. An order delivered email will be sent once the order is successfully processed.

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

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".**