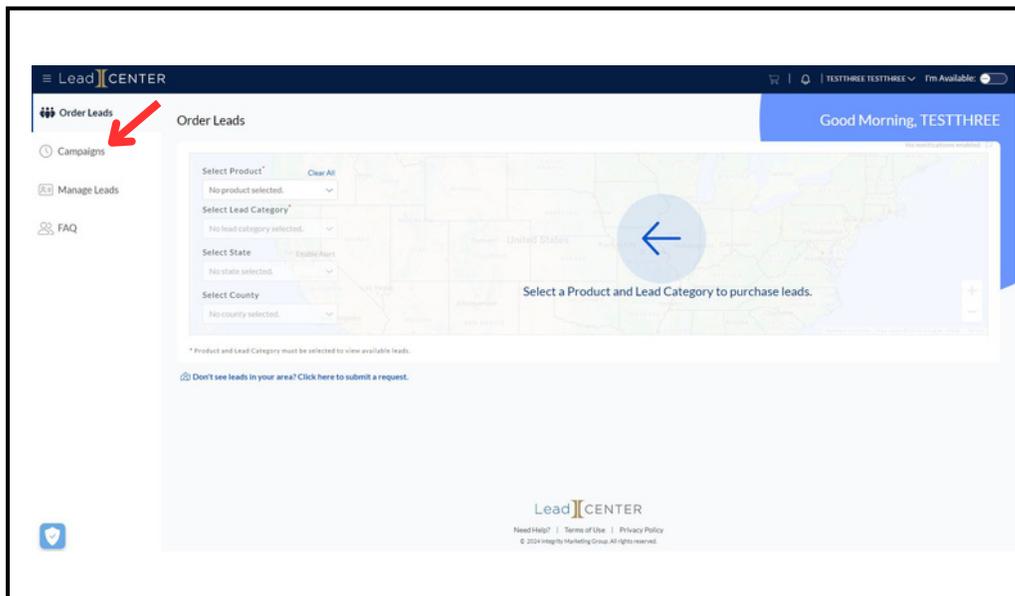
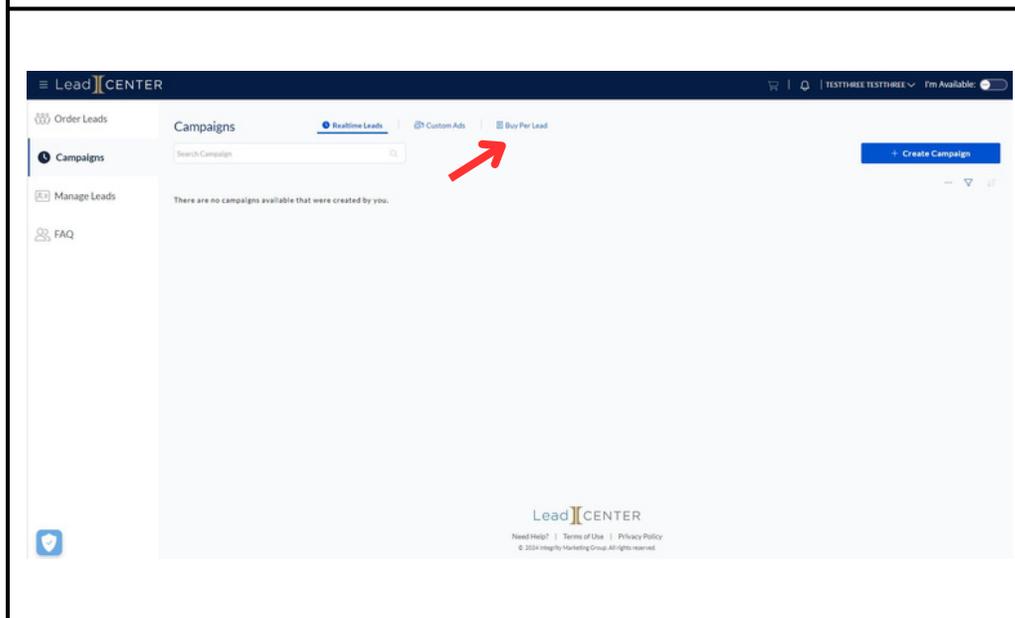


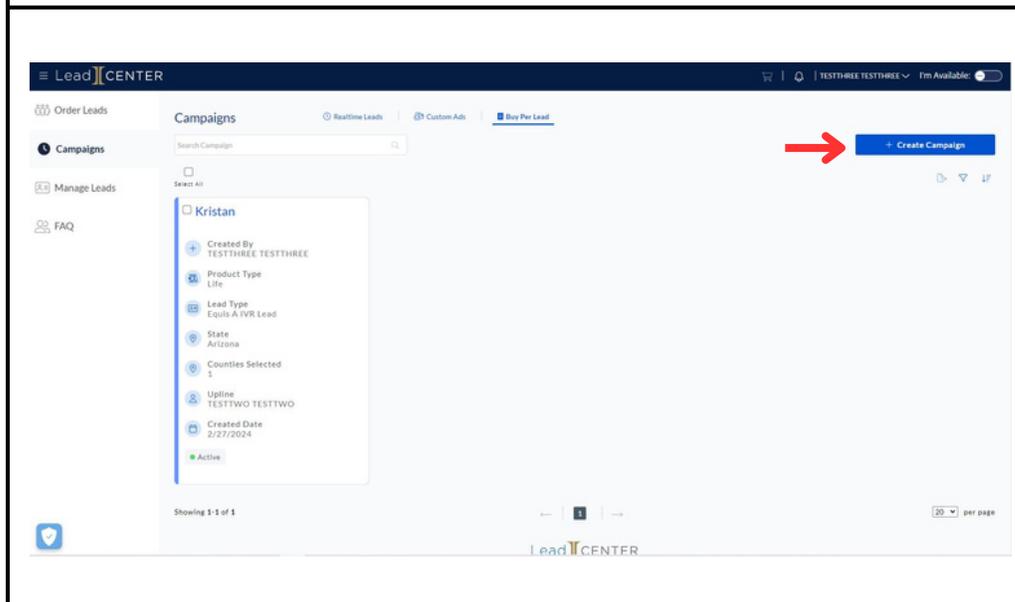
HOW TO CREATE A CAMPAIGN FOR "A" LEADS (1/4)



Step 1: Click "Campaigns".



Step 2: Click "Buy Per Lead".



Step 3: Click "Create Campaign".

HOW TO CREATE A CAMPAIGN FOR "A" LEADS (2/4)



LeadCENTER

Order Leads

Campaigns

Manage Leads

FAQ

1 Set Campaign Details

2 Choose Geography

3 Campaign Summary

Next

Set Campaign Details

Campaign Name *

Campaign Name

Campaign Type *

Select...

Product Type *

Select...

Lead Type *

Select...

Organization

Equity Financial

Upline

TESTTWO TESTTWO

Upline approval is required to complete activation of a campaign.

Step 4: Fill out the Campaign Details.

- Campaign Name: ex. VA IVR Order
- Campaign Type: Data
- Product Type: Life
- Lead Type: Select Direct Mail or IVR

Once details are completed; click "next".

LeadCENTER

Order Leads

Campaigns

Manage Leads

FAQ

VA IVR Order

1 Set Campaign Details

2 Choose Geography

3 Campaign Summary

Back

Next

Choose Geography

Select State *

Select Counties *

Total States Selected: 0

Total Counties Selected: 0

Select State

Select Counties

Maximum: 1 state

Maximum: 300 Counties

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, click "+Add" once all are selected.

LeadCENTER

Order Leads

Campaigns

Manage Leads

FAQ

VA IVR Order

1 Set Campaign Details

2 Choose Geography

3 Campaign Summary

Back

Next

Choose Geography

Select State *

Select Counties *

Total States Selected: 1

Total Counties Selected: 2

Select State

Select Counties

Maximum: 1 state reached

Maximum: 300 Counties

Map

Satellite

United States

Virginia

Accomack

Albemarle

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

HOW TO CREATE A CAMPAIGN FOR "A" LEADS (3/4)



LeadCENTER Campaign / New Campaign VA IVR Order

Set Campaign Details Choose Geography Campaign Summary

Choose Geography

Select State: Virginia Select Counties: [Dropdown]

Total States Selected: 1 (Maximum: 5 states reached) Total Counties Selected: 2 (Maximum: 300 Counties)

Virginia, Accomack, Albemarle

Map Satellite

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Step 7: Once you confirm the counties selected, select "next".

LeadCENTER Campaign / New Campaign VA IVR Order

Set Campaign Details Choose Geography Campaign Summary

Campaign Summary

- Campaign Type: Data
- Product Type: Life
- Lead Type: Equi A IVR Lead (Unit Cost: \$49.00)
- Organization: Equi Financial
- Upline: TESTTWO TESTTWO (Upline approval is required to complete activation of a campaign.)

Locations: Virginia

Payment Method: VISA (Credit card ending in ****1111) (Expires in 07/2026) Change

Unit Cost: \$49.00
Service Fee: \$1.46
Total: \$50.46

LeadCENTER

Step 8: Review the Campaign Summary. It is very important to review this page. Once it is submitted you are not able to request to change it for 30 days, and that request does not go into effect until 30 days from the change request date. Click the drop-down arrow beside the state to confirm counties. If you need to edit anything on the summary page, click the edit button. Confirm payment method. Once everything is confirmed, click "Request Approval".

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 (this "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 ON THE "Effective Date". BY USING THE PRODUCT YOU DO 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 YOU ARE AN AUTHORIZED REPRESENTATIVE OF SUCH ORGANIZATION.

Privacy Policy

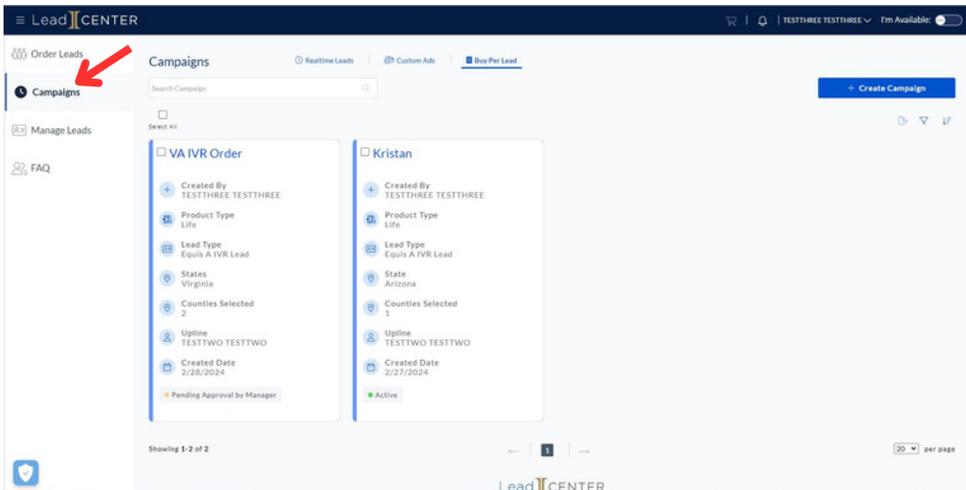
Cancel I Agree

Unit Cost: \$49.00
Service Fee: \$1.46
Total: \$50.46

LeadCENTER

Step 9: Click "I Agree".

HOW TO CREATE A CAMPAIGN FOR "A" LEADS (3/4)



Step 10: To view the Campaign, click "Campaigns" on left toolbar, Click "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. Again, you will not be able to request to edit or stop your order for 30 days after approval. If you do request to edit or stop the order, once admin approves that request, you are responsible for the leads for an additional 30 days. You will be able to request to edit or stop your campaign on day 31 from the Campaign page.