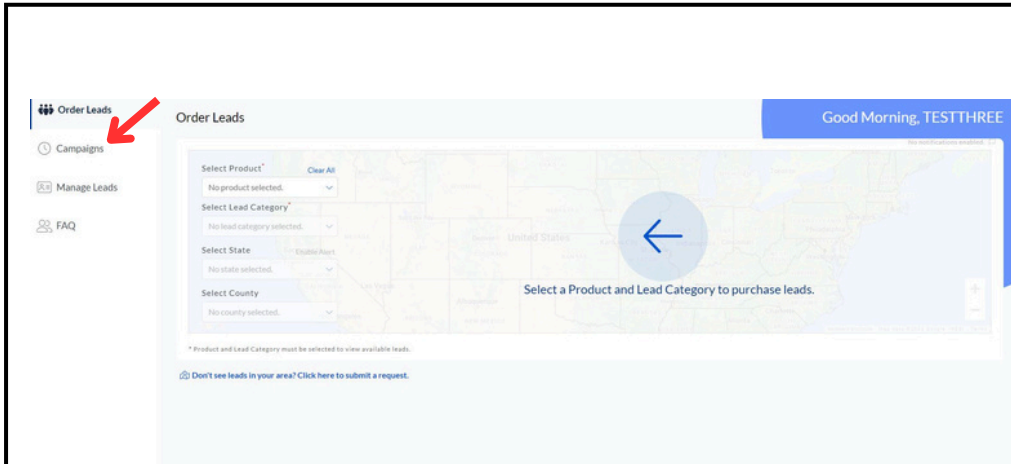
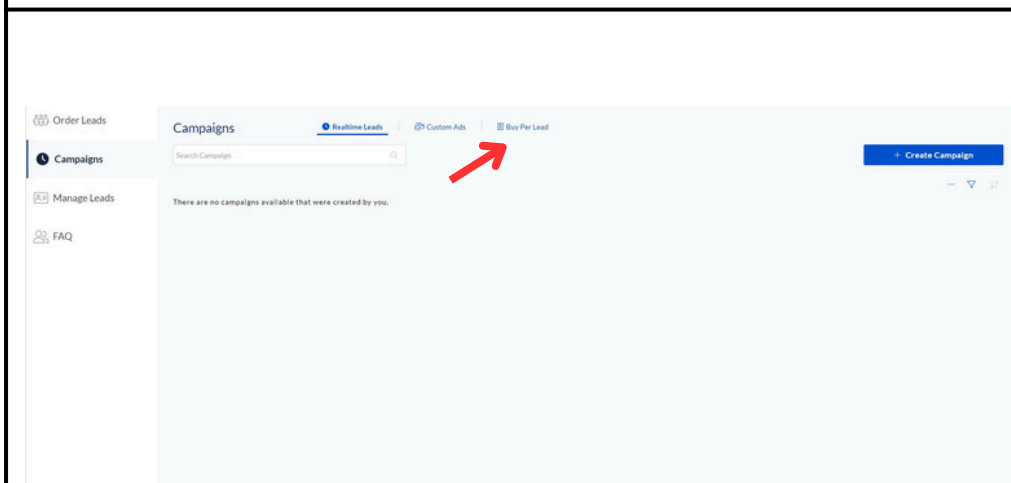


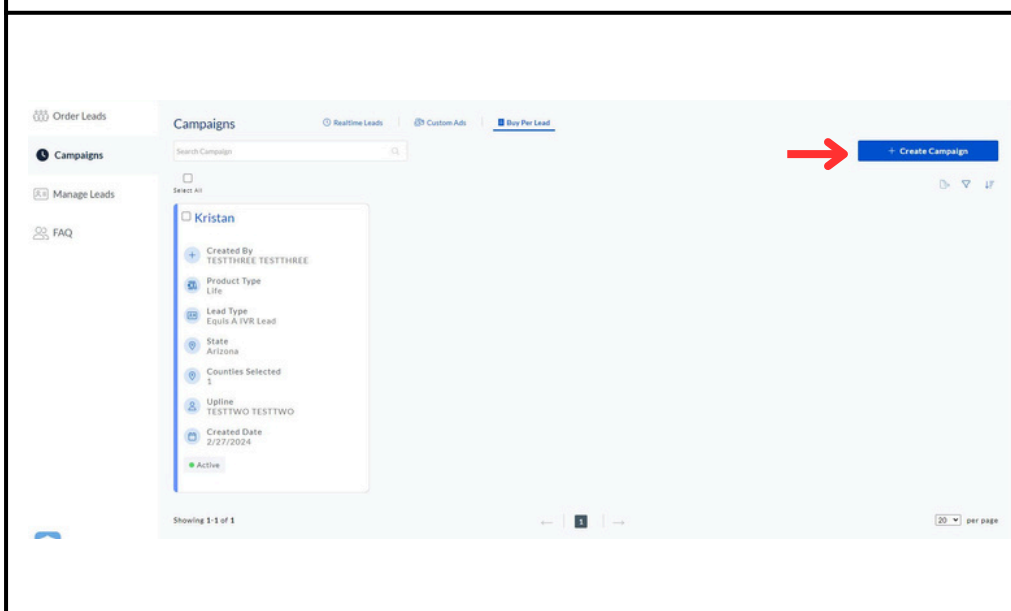
HOW TO CREATE A CAMPAIGN FOR "A" LEADS (1/4)



Step 1: Select "Campaigns".



Step 2: Select "Buy Per Lead".



Step 3: Select "Create Campaign".

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



Order Leads
Campaigns
Manage Leads
FAQ

Campaigns / New Campaign

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; select "next".

Order Leads
Campaigns
Manage Leads
FAQ

Campaigns / New Campaign

VA IVR Order

1 Set Campaign Details 2 Choose Geography 3 Campaign Summary

Back Next

Choose Geography

Select State *
Select State

Select Counties *
Select Counties

Total States Selected: 0
Maximum: 1 state

Total Counties Selected: 0
Maximum: 300 Counties

Map Satellite

United States

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

Order Leads
Campaigns
Manage Leads
FAQ

Campaigns / New Campaign

VA IVR Order

1 Set Campaign Details 2 Choose Geography 3 Campaign Summary

Back Next

Choose Geography

Select State *
Virginia

Select Counties *
Select Counties

Total States Selected: 1
Maximum: 1 state reached

Total Counties Selected: 2
Maximum: 300 Counties

Map Satellite

United States

Virginia X
Accomack X
Albemarle X

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

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



Order Leads
Campaigns
Manage Leads
FAQ

Campaigns / New Campaign
VA IVR Order

1 Set Campaign Details
2 Choose Geography
3 Campaign Summary

Choose Geography

Select State: Virginia
Select Counties: [Dropdown]
Total States Selected: 1 (Maximum: 3 states reached)
Total Counties Selected: 2 (Maximum: 300 Counties)

Map Satellite
United States
Virginia
Accomack
Albemarle

Back Next

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

Order Leads
Campaigns
Manage Leads
FAQ

Campaigns / New Campaign
VA IVR Order

1 Set Campaign Details
2 Choose Geography
3 Campaign Summary

Campaign Summary

- Campaign Type: Data
- Product Type: [Dropdown]
- 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: [Dropdown]

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

Back Request Approval

Step 8: 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".

Order Leads
Campaigns
Manage Leads
FAQ

Campaigns / New Campaign
VA IVR Order

1 Set Campaign Details
2 Choose Geography
3 Campaign Summary

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 (the "Effective Date"). BY USING THE PRODUCT YOU (A) 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 THAT ORGANIZATION, AND (C) AGREE TO BE BOUND BY THESE TERMS.

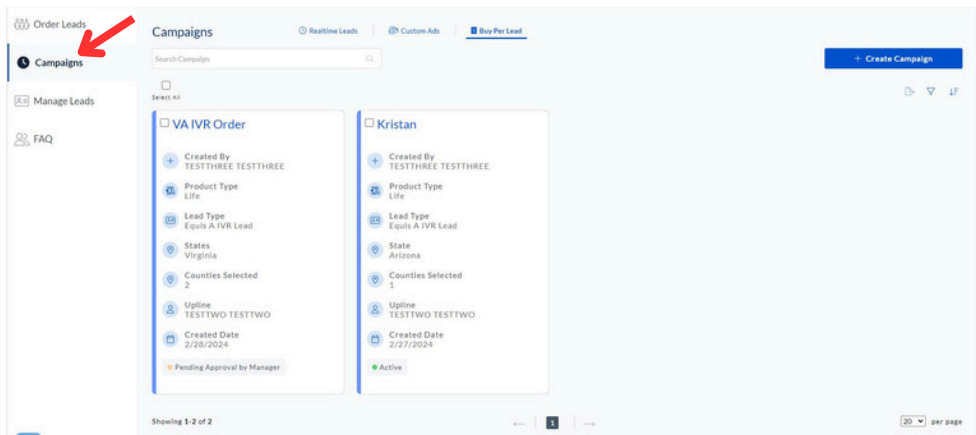
Privacy Policy

Cancel I Agree

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

Step 9: Select "I Agree".

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



Step 10: 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).