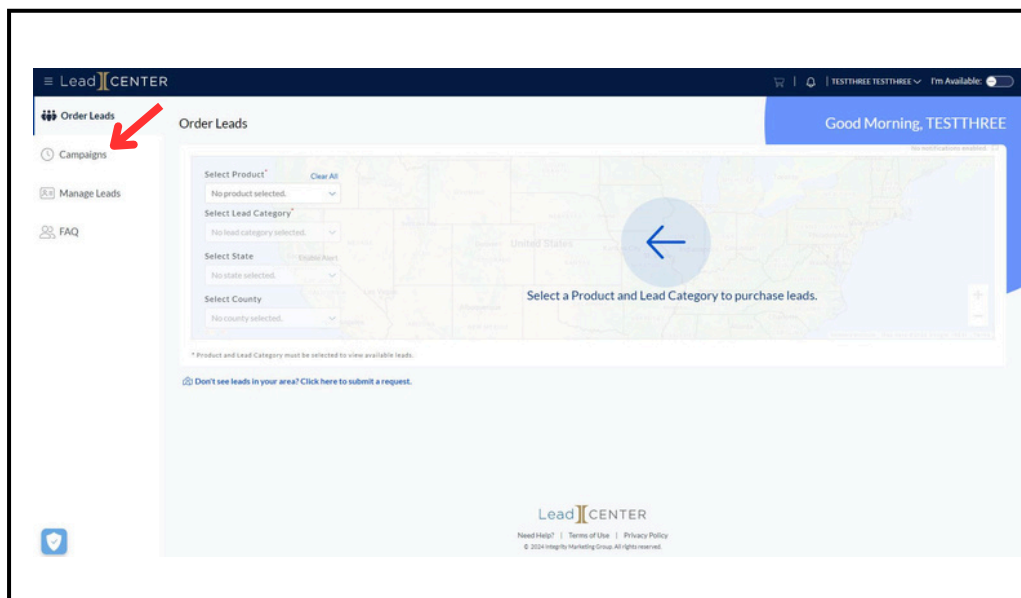
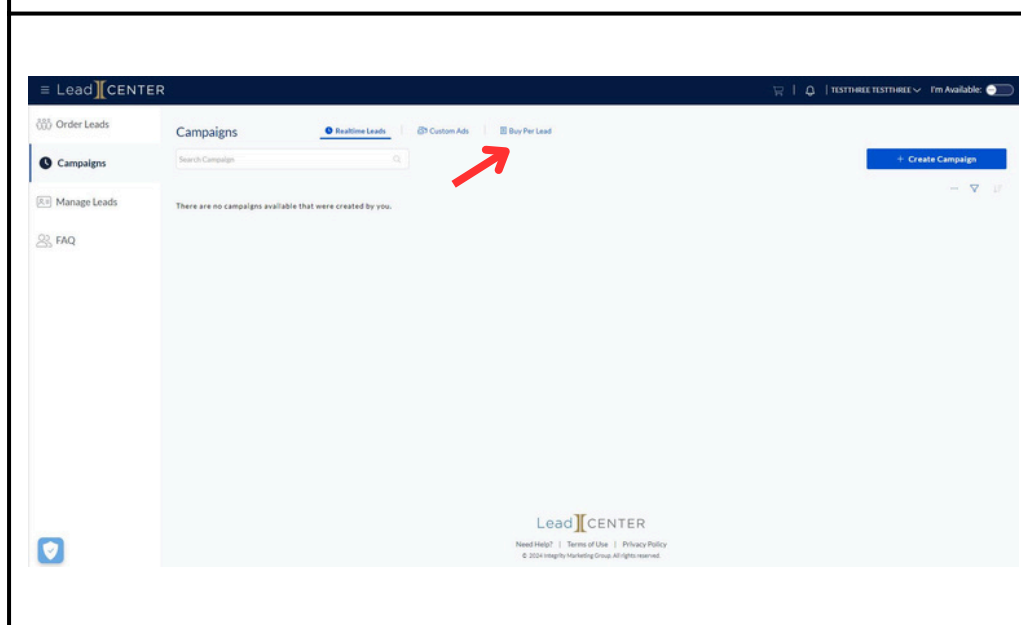


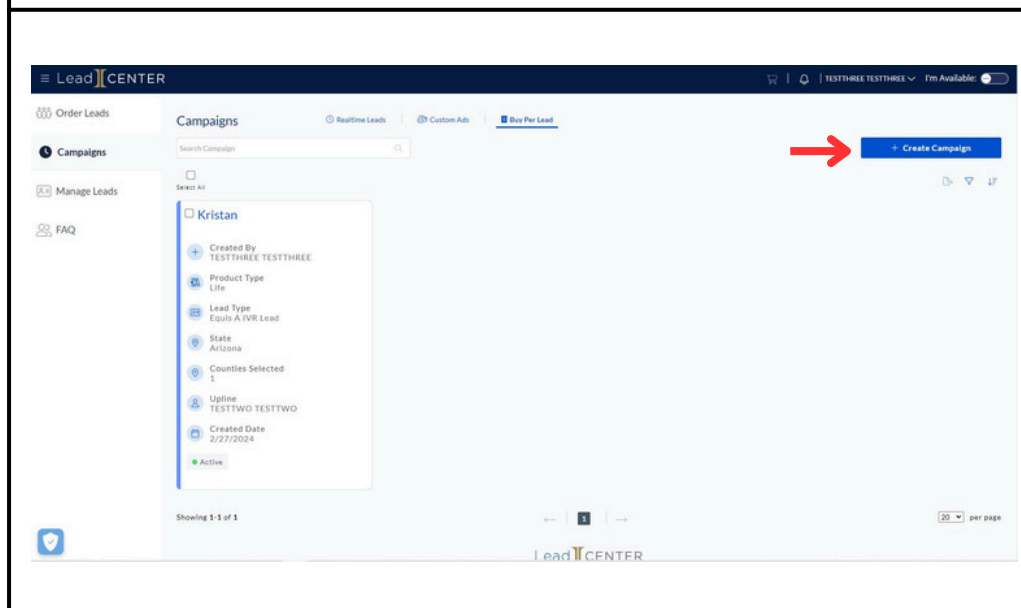
HOW TO CREATE A CAMPAIGN IN INTEGRITY'S LEADCENTER (1/4)



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

Consolidate / 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 Direct Mail, Direct Mail 2, IVR, or Final Expense. Once details are completed; select “next”.

LeadCENTER

Consolidate / New Campaign

1 Set Campaign Details 2 Choose Geography 3 Campaign Summary

Choose Geography

Select State *

Select Counties *

Total States Selected: 0 Maximum: 1 state

Total Counties Selected: 0 Maximum: 300 Counties

Map Satellite

United States

LeadCENTER

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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

Consolidate / New Campaign

1 Set Campaign Details 2 Choose Geography 3 Campaign Summary

Choose Geography

Select State *

Select Counties *

Total States Selected: 1 Maximum: 1 state reached

Total Counties Selected: 2 Maximum: 300 Counties

Map Satellite

United States

LeadCENTER

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Step 6: Select the drop-down arrow beside the state to view the counties selected. If you selected Final Expense, you will then enter the weekly quantity. For all other lead types, you will receive all leads that come in for your counties selected. Be sure to discuss with your Regional Manager the lead volume that counties can produce.

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



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

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

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 Terms of Use dialog box. It includes a language selector (English/Spanish), a detailed text of the terms, and two buttons at the bottom: 'Cancel' and 'I Agree'. A red arrow points to the 'I Agree' button. The background shows the 'Payment Method' section with a credit card icon and a 'Total' of \$50.46.

Step 10: Select “I Agree”.

The screenshot shows the LeadCENTER Campaigns page. A red arrow points to the 'Campaigns' link in the left sidebar. The main area displays two campaign cards: 'VA IVR Order' and 'Kristan'. Each card shows details like 'Created By', 'Product Type', 'Lead Type', 'States', 'Counties Selected', 'Upline', and 'Created Date'. The 'VA IVR Order' card is marked 'Pending Approval by Manager', while the 'Kristan' card is marked '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).