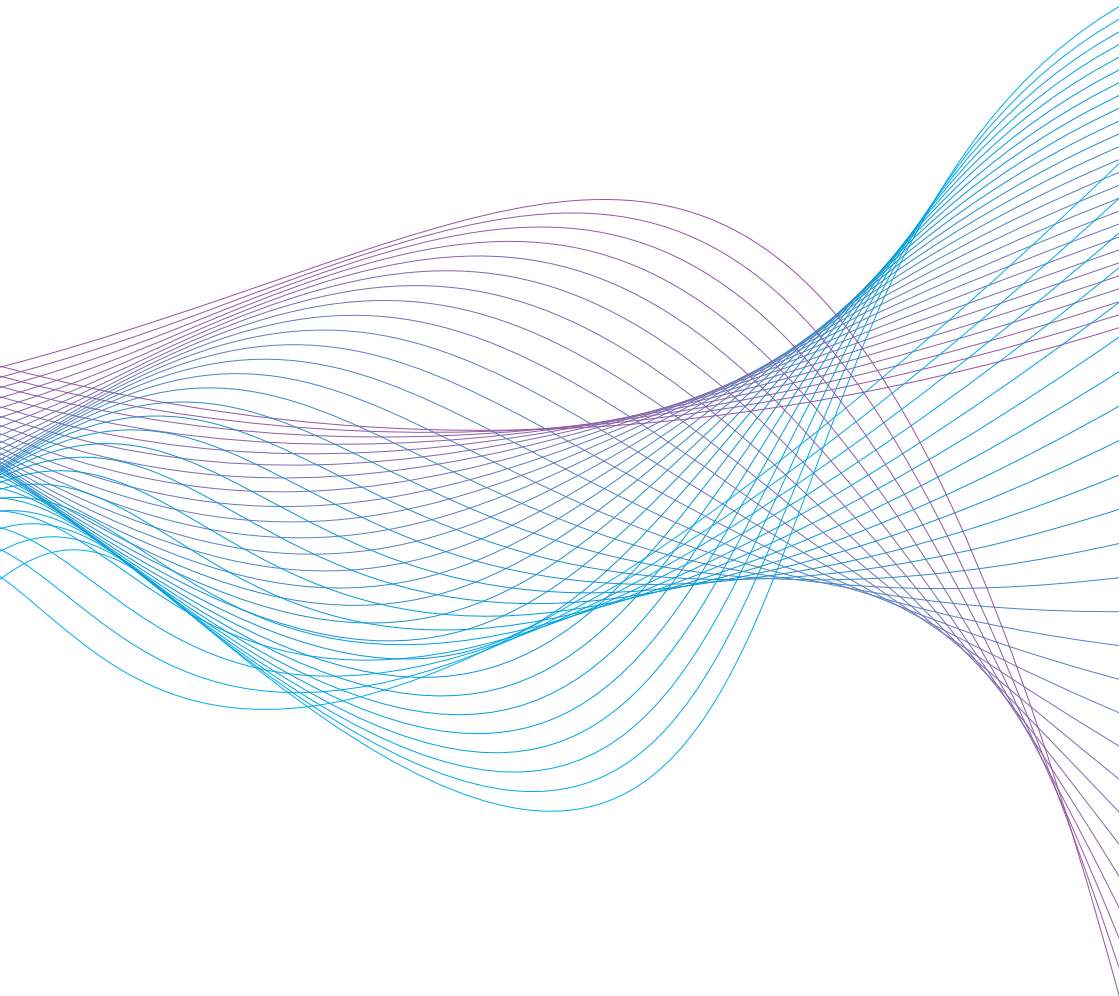
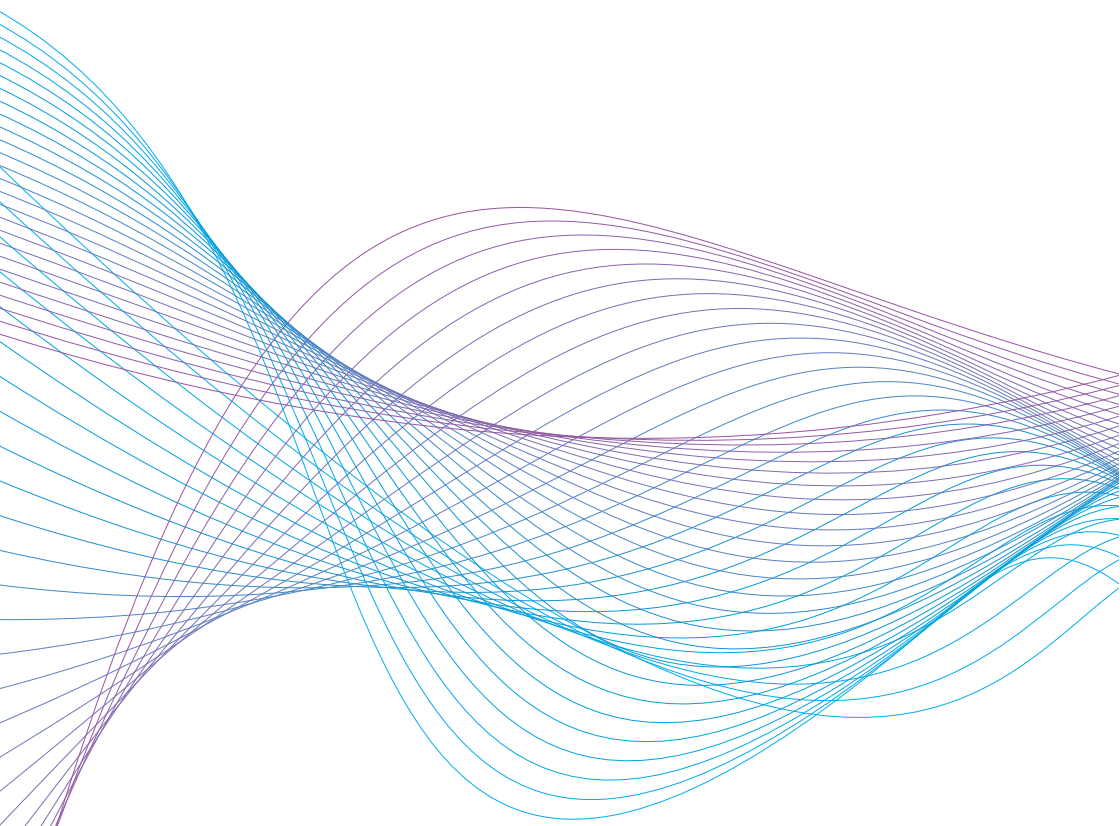


Lead Intelligence

GETTING STARTED





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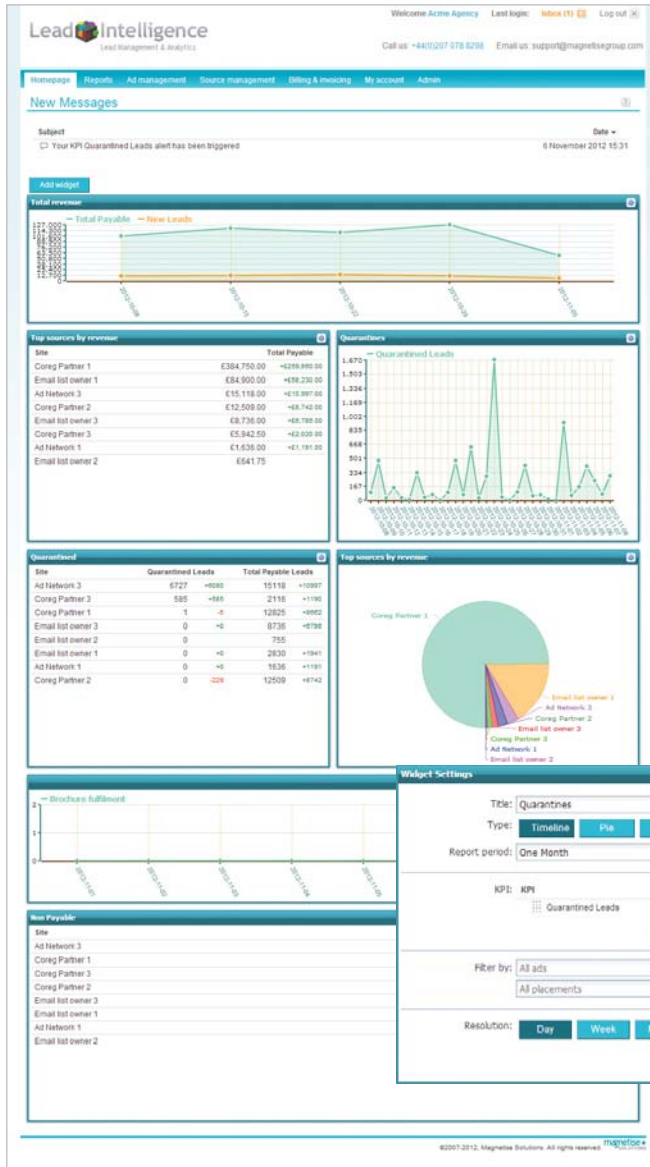
1 Introduction

Getting to know your new platform

- * **Comprehensive and continually enhanced** → Lead Intelligence provides everything you need to run winning lead generation campaigns. From custom Key Performance Indicators (KPIs) to award-winning integration capabilities, the actively developed platform constantly evolves to provide new tools and techniques to accelerate your lead generation results. Check out Appendix 1 (page 24) to see what the platform can do.
- * **Secure and powerful data management** → The data security standards built-in to Lead Intelligence are designed to pass the most stringent tests, while the processing power of the platform means it can digest mountains of data, delivering it to you in a usable format, in real time.
- * **Cloud-based scalability** → No matter how big or broad your campaigns grow, Lead Intelligence's web-based platform can flex to fit. Hosted in the cloud and built using proven and scalable web technologies, Lead Intelligence can add or remove capacity as required, whenever it's required.

NOTE

Along with your license you also get comprehensive access to the Lead Intelligence team, all of whom have years of experience in programming, integrations and marketing. Contact them with any problems, questions or ideas for new features that will help you get more out of your lead management solution.



Single view of the health of all your marketing activities

Easily customise your dashboard

2 Brief creation

What do you want and when do you want it?

- * **Campaign control** → Getting your campaign brief clear may sound a little obvious, but you'd be amazed at how many miss this vital step. Key things to cover off include business objectives, budget, audience, timescales, "channel spread" allocation plus the creative assets and any incentives you'll want to deploy.
- * **Identify the data** → Unique to the world of lead generation is that you pay for data rather than traffic or sales. Knowing exactly what kind of data you require to get the conversions you need from the customers you want will help you get better results, and for a lower cost too.
- * **Supplier strategy** → Now you have the insights and information you need to match your requirements to the vast number of suppliers Lead Intelligence has integrated for you. From low cost, high volume, to the most exacting needs, with Lead Intelligence you'll be able to get the blend that works for you.

NOTE

Lead Intelligence can collect and validate data types such as title, first name, last name, postal address, telephone (landline and mobile), email address, date of birth, as well as custom fields giving you limitless scope.

Welcome Acme Agency Last login: **inbox (1)** Log out X

Lead Management & Analytics

Call us: +44(0)207 978 8298 Email us: support@magnetasgroup.com

Homepage Reports Ad management Source management Billing & invoicing My account Admin

Advertiser: Acme Corporation Ad: Acme Rocket Powered Products Broc

Summary Sources Assets KPIs Lead upload History Creatives Layouts Demographics Placement Basket ads Ad settings Live feed

Please note that this feature is in BETA and may have some features still under development. Should you have any questions, please don't hesitate to get in touch.

Help Forms Actions Layout

Insert the required fields by clicking on the options under the 'Insert a Field' tab. Change the field settings by selecting the field from the 'Form Preview' and then clicking the 'Edit' button. Fields can be reordered within the form preview via drag and drop.

Back to List Cancel Save

Form Name: New Form

Insert a field Field Settings Form properties

Standard user data:

User name
Email
Date of birth
Telephone
Landline Mobile Any
Postcard address
Verified Non verified

Custom questions:

Text (single line) Radio buttons (single answer)
Email (multiple email) Dropdown menu (single answer)
Number (single line) Checkboxes (multiple answers)
Password Text block
Date Time
Option Capcha

Legal terms:
Terms & conditions Privacy Policy

Back to List Cancel

Create and customise forms without bothering the tech team

Flexible, customisable microsites

Nokia Music Store

WIN and go Gaga in NYC!

See Lady Gaga live in New York!

2 people, 3 nights. Lady Gaga live in New York. The sights. The sounds. And the thrill of doing it all for FREE!

To be in with a great chance of winning this brilliant prize draw just sign up to a free Nokia Music Store account now. It's quick, easy and it could take you all the way to The States to go Gaga in Madison Square Garden's, NY!

By entering your details here you'll have a Nokia Music Store account created for you. We'll then tell you your Nokia Music Store account username via the email address you give to us and automatically enter you for a great chance to win!

Why sign up to Nokia Music Store?

With millions of tracks from over 400,000 artists available to download for your pc and music player, the Nokia Music Store is the

Just sign up today for your chance to win

First name:
Last name:
Email:
Telephone(optional):
Password:
☐ I understand that a Nokia Music Store account will be created, and agree with Nokia Music Terms & Conditions and Privacy Policy and Competition Terms and Conditions
☐ Email me the latest promotions and updates and newsletter from Nokia and Nokia Music Store(optional)

Enter

3 Planning

Proper prep please people!

- * **Putting it all together** → The next step is to get those suppliers you identified lined up on the media plan with the proper pricing and caps in place. Don't forget that we can immediately add or remove capacity, channels and suppliers as required, so your plan will never be limited by the technology you use.
- * **Pricing and scoring** → Understanding how to score and price your leads and data is vital, and with Lead Intelligence you can structure things any way you need to. Whether based on third party performance data such as customer lifetime value, prospect actions such as website visits or email clicks, or even a basic metric such as lead volume or eCPL, Lead Intelligence lets you set up, manage and apportion your spend according to your needs. We also manage the delivery of these pricing signals to all the ad networks and servers you are using, making sure everyone is up to date and on board with the specifics of your media plan.
- * **Caps and throttles** → One of the easiest and most effective controls you can add into your plan is to set a daily cap on each source, effectively reducing your risk and exposure by quarantining any extra leads delivered. To help manage the flow of data we recommend that you always utilise either the monthly or total caps on all of your suppliers.

NOTE

Lead Intelligence supports fine-grained price and cap controls. Set prices on data completion stages or control daily, monthly and total lead or budget caps on a per source basis.

Lead Intelligence
Lead Management & Analytics

Welcome Acme Agency Last login: 06/06/2015 08:00 Log out

Call us: +44(0)207 575 8208 Email us: support@magintelligencegroup.com

Homepages Reports Ad management Source management Billing & Invoicing My account Admin

Advertiser: Acme Corporation Ad: Acme Rocket Powered Products Bro

Summary Reports Assets KPIs Lead capture History Downloads Leads Demographics Placement Stock ads Ad settings Low lead

Account KPIs KPI Upload

Control the KPIs for your advertisers. Using this page you can:

- Create or edit existing KPIs
- Choose what KPIs to display and where
- Generate points or KPI instructions for KPIs

Visible KPIs

ID	Title	Description	Display Options	Integration Opt...	URL
if Advertiser KPI (3 Rows)					
14429	Text Direct Advertiser		<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
14430	Total Orders		<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
14437	Brochure Fulfillment		<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
10588	No Contact	No Contact	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
17263	Returned Forms	Leads that have returned the prospectus form	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
if Email KPI (3 Rows)					
1588	CPC	Cost per email click	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
1789	Email Clicks	A click from a user on an email sent for this campaign	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
2119	Email click	A click from a user on an email sent for this campaign	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
if Lead KPI (24 Rows)					
1457	Total Payable	Total payable	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
1595	Total Lead Costs Submissions	Total points	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
249	Impressions	The number of impressions this ad unit has been served	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
2584	Total Publisher Revenue	Total Publisher Revenue	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
239	Guaranteed Leads	Total guaranteed leads collected, ie leads collected above and below the agreed lead volume collection restrictions	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
251	Total Payable Leads	Total payable leads collected	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
1034	Total Non-payable Post Submissions	Total points that are received that are not payable	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
241	Traffic Indicator	An indicator of the number of impressions that have been allocated. The units are automatically moving but the indicator should still be useful for analysis	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
10562	No sales	Total points arising from the leads collected	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Create new KPI

Available KPIs

ID	Title	Description	Display Options
if Advertiser KPI (3 Rows)			
7187	Outlets	Outlets	<input type="checkbox"/>
10563	Test drive booked	Test drive booked	<input type="checkbox"/>
7188	Return Users	Return Users	<input type="checkbox"/>
if Email KPI (3 Rows)			
2338	Clicks	A click from a user on an email sent for this campaign	<input type="checkbox"/>
if Lead KPI (24 Rows)			
144	New Full Leads	Total new full leads collected. Those that matched the full set of criteria	<input type="checkbox"/>
247	Existing Full Leads	Total existing full leads collected. Those that matched the full set of criteria	<input type="checkbox"/>
250	New Full Lead Costs	Total lead costs incurred from full leads. Those that matched the full set of criteria	<input type="checkbox"/>
253	Existing Basic Lead Costs	Total lead costs incurred from existing basic leads collected. Those that matched the basic set of criteria	<input type="checkbox"/>
1038	Publisher Revenue from Leads	Publisher Revenue from Leads	<input type="checkbox"/>
231	Existing Leads	Total leads collected that have been deemed existing customers or existing leads to the advertiser	<input type="checkbox"/>
234	Invalid Leads	Total invalid leads collected. This did not result in the creation of a lead	<input type="checkbox"/>
237	Scrapped Leads	Total leads collected that have subsequently been considered as scrapped by the advertiser	<input type="checkbox"/>
243	New Basic Leads	Total new basic leads collected. Those that matched the basic set of criteria	<input type="checkbox"/>
246	New Lead Costs	Total lead costs for new leads	<input type="checkbox"/>
242	Existing Lead Costs	Total lead costs for existing leads	<input type="checkbox"/>
239	Total Payable from Leads	Total payable spend	<input type="checkbox"/>
233	Unfulfilled Client Order Leads	Total leads collected that upon delivery to the advertiser passed qualification arising from an uncompleted order	<input type="checkbox"/>
1508	Total Non-payable Pre Leads	Total points that are received that are either invalid or a duplicate lead	<input type="checkbox"/>
236	Suppressed Leads	Total leads collected that were suppressed to the advertiser	<input type="checkbox"/>
242	Total Non-payable Leads	Total leads that have been collected that are deemed non-payable	<input type="checkbox"/>
248	Existing Basic Leads	Total existing basic leads collected. Those that matched the basic set of criteria	<input type="checkbox"/>
103	Total Leads	Total leads collected	<input type="checkbox"/>
249	New Basic Lead Costs	Total lead costs incurred from basic leads. Those that matched the basic set of criteria	<input type="checkbox"/>
254	New Leads	Total new leads collected	<input type="checkbox"/>
246	Existing Full Lead Costs	Total lead costs incurred from existing full leads collected. Those that matched the full set of criteria	<input type="checkbox"/>
232	Delivered Client Order Leads	Total leads collected that upon delivery to the advertiser have been deemed in error, or in some way unacceptable as agreed to the client	<input type="checkbox"/>
236	Duplicate Leads	Total duplicate points received. This did not result in the creation of a lead	<input type="checkbox"/>
238	Bound Lead	Total leads collected that upon sending a welcome email have been bound	<input type="checkbox"/>

Create new KPI

6207 © 2012, Intelligence Solutions. All rights reserved. **PRIVACY**

Lead Intelligence offers hundreds of ways to slice and dice the data

Easy set-up and pricing

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Lead Management & Analytics

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Homepages Reports Ad management Source management Billing & Invoicing My account Admin

Advertiser: Acme Corporation Ad: Acme Rocket Powered Products Bro

Summary Reports Assets KPIs Lead capture History Downloads Leads Demographics Placement Stock ads Ad settings Low lead

Request new location and manage existing country's commission and campaign restrictions.

Add New Location

Overall Campaign Restrictions

Ad Name	Daily Lead Cap	Monthly Lead Cap	Total
Acme Rocket Powered Products Brochure	200	1000	1200

Reset Save

Per Source Restrictions

Source Name	Daily Lead Cap	Monthly Lead Cap	Total
Ad Network 1	200	1000	1200
Ad Network 2	200	1000	1200
Ad Network 3	200	1000	1200
Ad Network 4	200	1000	1200
Ad Network 5	200	1000	1200
Ad Network 6	200	1000	1200
Ad Network 7	200	1000	1200
Ad Network 8	200	1000	1200
Ad Network 9	200	1000	1200
Ad Network 10	200	1000	1200
Ad Network 11	200	1000	1200
Ad Network 12	200	1000	1200
Ad Network 13	200	1000	1200
Ad Network 14	200	1000	1200
Ad Network 15	200	1000	1200
Ad Network 16	200	1000	1200
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Ad Network 91	200	1000	1200
Ad Network 92	200	1000	1200
Ad Network 93	200	1000	1200
Ad Network 94	200	1000	1200
Ad Network 95	200	1000	1200
Ad Network 96	200	1000	1200
Ad Network 97	200	1000	1200
Ad Network 98	200	1000	1200
Ad Network 99	200	1000	1200
Ad Network 100	200	1000	1200

Reset Save

Campaign Commercial Defaults

Ad Name	New PB 4 Ads	New PB 2 Ads	New PB 1 Ads	Agency Commission %	Technology Comm...
Acme Rocket Powered Products Brochure	£25.00	£45.00	£17.50	£10.00	15%

Reset Save

4 Campaign set-up Delving under the bonnet

- * **The lead lifecycle** → Setting things up right will give you a clear run through to the finishing line. With Lead Intelligence much of this work has been broken down and automated for you, but there are still some important elements you will need to cover off. Keep in mind the key stages of lead generation as you set up your campaign, making sure it covers capturing, processing, converting, settling and analysing the work you are doing and the leads you are creating.
- * **Benefits of doing it right** → Lead Intelligence will help you to homogenise data from the different suppliers and channels you will be using before you launch your campaign. This means you can add new sources and channels at the click of a mouse, simultaneously manage multiple sources in a centralised way, as well as immediately analyse and utilise the information across your campaign.
- * **Test and assess** → We also recommend you test elements such as microsites or landing pages to make sure that creative and questionnaires can be automatically optimised. Check that distribution options such as hosted, client or publisher embedded sites are integrated, your campaign is compatible across all browsers and any advanced question libraries or social plug-ins are working as they should.

CAMPAIGN SET-UP CHECKLIST

- ✓ Data criteria and validation
- ✓ Commercial defaults
- ✓ Media plan
- ✓ KPIs
- ✓ Creative assets
- ✓ Lead delivery mechanism
- ✓ KPI feedback loop
- ✓ External suppression and de-duplication

Lead Intelligence
Lead Management & Analytics

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Homepages Reports Ad management Source management Billing & Invoicing My account Admin

Advertiser: Acme Corporation AD: Win Acme Giant Rubber Band (New)

Summary Sources Assets KPIs Lead status History Creatives Leads Campaigns Placement Recent ads Ad settings Live feed

View summary information for this campaign

- Review the agreed data schema, as shown to the third supplier sources
- Review the business of the communications
- Review the business of the webinars, and campaign completion criteria

Agreed Data Schema

Custom Questions	Type	Basic Validation
Which type of product do you plan to use this in conjunction with?	Radio Buttons	Any of the following values: • Cables • Headphones • Headset
Standard Leads	Conditional	Additional Targeting
Email	Yes	Full Email Validation. Rejecting ALL duplicate email
Title	Required	None
First Name	Required	None
Last Name	Required	None
Gender	Optional	None
Date of Birth	Required	None
Address 1	Yes	Full Post Validation
Address 2	Optional	None
Address 3	Optional	None
Town	Optional	None
Postcode	Yes	Full Post Validation. Rejecting ALL non-matching
Telephone	Yes	Valid UK Telephone. Rejecting ALL duplicate

Campaign Dedupe Settings

Dealing against 10% Off Acme Road Runner Roadside

Welcome Email

The following emails have been setup:

Email: acme.wine.2 Subject: %Subject% Confirm your interest
Email: acme.wine.3 Subject: %Subject% Confirm your interest
Email: acme.wine.4 Subject: %Subject% Confirm your interest

Campaign Restrictions

Name	End Date	End Cap	Daily Cap	Monthly Cap	End Budget	Daily Count	Count
Total	31 Mar 2012	500000	200	500000	£3.00	0	
Email list source 1	31 Mar 2012	2000 source limit	100	500000	£3.00	0	
Cong Partner 1	31 Mar 2012	0 source limit	60	5000	£3.00	0	
Email list source 2	31 Mar 2012	3476 source limit	200	123	£3.00	0	
Cong Partner 2	31 Mar 2012	50000 source limit	600	5000	£3.00	0	
Ad Network 2	31 Mar 2012	20000 source limit	1000	5000	£3.00	0	
Cong Partner 1	31 Mar 2012	50000 source limit	200	5000	£3.00	0	
Email list source 3	31 Mar 2012	1000 source limit	200	5000	£3.00	0	
Ad Network 3	31 Mar 2012	20000 source limit	200	5000	£3.00	0	
Ad Network 1	31 Mar 2012	10000 source limit	200	5000	£3.00	0	

Keep everyone on the same page with a single campaign spec

KPI upload for 360° lead performance feedback

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Homepages Reports Ad management Source management Billing & Invoicing My account Admin

Advertiser: Acme Corporation AD: Win Acme Giant Rubber Band (New)

Summary Sources Assets KPIs Lead status History Creatives Leads Campaigns Placement Recent ads Ad settings Live feed

Monitor KPIs KPI History

Upload KPIs here

KPI Upload Form

Name:

Advertiser:

KPI ID:

Unique Key:

Data type:

On duplicate:

File:

Upload

KPI History

Name	Not Prev.	Matched	Unable to match	Already exist...	Accepted	Not acc...	Already e...	Date	Total
Bulk2	0	12562	0	0	0	0	0	Thu May 10 13:12:27 GMT+100 2012	12562
Bulk1	0	12562	0	0	0	0	0	Thu May 10 13:45:49 GMT+100 2012	12562
Bulk1	0	12562	0	0	0	0	0	Thu May 10 13:38:09 GMT+100 2012	12562

Note: Rows are marked with the status in the table to avoid to perform

KPI Upload Instructions

Upload the list of leads you wish to associate with the KPI from the database.

Each ad campaign has a unique key for the leads collected. A unique key ensures that there will never be two leads with the same unique key collected. e.g. no duplicate phone numbers or emails.

If a KPI entry is associated with the same unique key, you can choose whether to ignore the new entry, overwrite the existing entry with the new entry, or to merge the values of the existing and new entries.

Each file can include additional information about the KPI, for instance postal code, number of purchases, etc.

Please upload a file with one of the following types of unique key, listing each row to conform to the described format:

Email

Upload a file with each email address on a separate line, e.g.

new@lead.com
lead@lead.com

or with additional information, new@lead.com,5
new@lead.com,25

Telephone/Landline/Mobile

Upload a file with each telephone number on a separate line, e.g.

07521010005
0844207574477
+44207574477

or with additional information, 07521010005,postal number
0844207574477,postal number
+44207574477,postal number

Household

Upload a file with the Postcode followed by the DPS for each household, e.g.

W1A 0AB
25.HC201

Surname & Household

Upload a file with the Surname followed by the Postcode followed by the DPS for each household, e.g.

Burgess, W1A0AB
Davies, W1A0AB

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5 KPIs & Optimisation

Going from good to GREAT

- * **Powering performance** → No standard set of Key Performance Indicators (KPIs) will ever let you optimise your campaign sufficiently. Each campaign will have unique requirements so match and cater for those with customised KPIs to give you a set of simple yet sophisticated metrics that show how effective your campaign is, and how to make it even better. Receiving performance data is just as vital as real-time lead settling and delivery, so with Lead Intelligence you can also decide exactly how to measure your suppliers, and get that feedback in real time.
- * **Start to finish** → Ensure you have multiple KPIs set up so you can easily measure the early, mid and long term activity. This gives you a head start on identifying the suppliers who are performing best right off the bat, enabling you to catch any underperformers immediately and take appropriate measures. The KPIs can also be set to alert you about any activity or issues that require your attention.
- * **The alchemy of optimisation** → From the moment you go live, Lead Intelligence will help you optimise every single facet and function of your campaign. We'll make sure you know exactly which creative or microsite variations are delivering by conducting split tests utilising advanced weighting algorithms, optimising content and calls to action, ramping up conversion capabilities – and Lead Intelligence is also clever enough to self-optimize for you too!

NOTE

Lead Intelligence KPIs are incredibly versatile. They can be combined with internal data to calculate new metrics, hold 3rd party performance data and reflect your own business metrics too.

◀ The easiest and
quickest KPI creator
in the business!

LeadIntelligence

Welcome Acme Agency Last login: Inbox (1) Log out

Homepage Reports

Advertiser: Acme Co

Summary Source

Message KPIs

Control the KPIs

- Create or edit
- Choose what to display
- Generate your KPIs

Visible KPIs

ID	Title
14459	Test Drive Ad
14458	Total Orders
14457	Brochure Full
10586	No Contact
17283	Returned For
1598	CPC
7189	Email Clicks
2118	Email click
3457	Total Payable
1595	Total Lead P
248	Impressions
3504	Total Publish
239	Quarantined L
251	Total Payable
1594	Total Non-pa
241	Traffic Indic
16562	no sales

Available KPIs

ID	Title	Unit	Icon	Edit
7187	Outlook	Outlook		
10503	test drive booked			
7188	Return Users	Return Users		
2389	Clicks	A click from a user on an email sent for this campaign		
244	New Full Leads	Total new full leads collected. Those that matched the full set of criteria		
247	Existing Full Leads	Total existing full leads collected. Those that matched the full set of criteria		
250	New Full Lead Costs	Total lead costs incurred from full leads. Those that matched the full set of criteria		
253	Existing Basic Lead Costs	Total lead costs incurred from existing basic leads collected. Those that matched the basic set of criteria		
1508	Publisher Revenue from Leads	Publisher Revenue from Leads		
231	Existing Leads	Total leads collected that have been deemed existing customers or existing leads by the advertiser		
234	Invalid Leads	Total invalid leads collected. This did not result in the creation of a lead		
237	Scrubbed Leads	Total leads collected that have subsequently been scrubbed/refuted by the advertiser		
243	New Basic Leads	Total new basic leads collected. Those that matched the basic set of criteria		

Display Options

Agency: ☒ Display in graph
: ☒ Display in table

Advertiser: ☐ Display in graph
: ☒ Display in table

Publisher: ☐ Display in graph
: ☐ Display in table

Cancel Apply

KPI Integration

Integration type: Feed Pinet

On Duplicate: Ignore

Unique Identifier: Email

Data (optional): [Basket Value]

Copy paste this code: NB. The below data should be supplied with the KPI Feed Instructions document.

```
https://leadintelligence.co.uk/kpimg_ad=9&api_id=14459&key=f30c7c350c203833438ecc1217088d50&id={Email}&id_type=Email&on_duplicate=ignore&data={Basket Value}
```

Please replace the {Email} with the identifier for the lead

Close

KPI Settings

KPI Type: External Computed System

Name:

Description:

Display for:

Format as:

KPI 1:

Operator:

KPI 2:

Constant 1:

Delete Cancel Apply

6 Campaign management

Making sure all your ducks are in a row

- * **Total control** → Lead Intelligence will hold your hand throughout the campaign management process, ensuring that all the elements come together - and stay together - to get you and your campaigns the results you need. We'll make it easy-peasy to manage all your sources, costs, data and leads, leaving you free to focus on the more exciting strategic aspects. Appendix 2 (page 26) gives you some great tips on navigating your way around the system by the way!
- * **Supplier synergy** → Adding, removing and adapting suppliers and channels, as well as the budget allocated to them, is just one of the areas where Lead Intelligence helps. The platform can also automatically provide updated campaign assets to them as part of the workflow, ensuring there are no pesky accidents with tracking links that leave your leads stranded.
- * **More than mere lead capture** → Once the data's through the door, we'll get it out to fulfilment however you need us to, or nurture it further with staged email follow-ups to move your prospects all the way to the end of the conversion funnel. We can also add in further touchpoints such as microsites should your leads need to learn about and love the brand before signing on the bottom line.

NOTE

Lead Intelligence allows suppliers to deliver leads through the following mechanisms: Server Post (API), Microsite, CSV Upload. Assets that can be hosted and managed for you include: Email creative, banner creative, co-reg assets.

Welcome Acme Agency Last login: **None (1)** Log out (X)

Call us: +44(0)207 074 8268 Email us: support@magneticsgroup.com

Home Page Reports Ad management Source management Billing & invoicing My account Admin

Advertiser: **Acme Corporation** Ad: **Win an Acme Giant Rubber Band (Pw)**

Summary Sources Assets KPIs Lead upload History Creatives Layouts Demographics Placement Booked ads Ad settings Live feed

Request new sources and manage existing source's commercials and campaign restrictions.

Add New Source

Overall Campaign Restrictions

Ad Name	Daily Lead Cap	Monthly Lead Cap	Total Lead Cap	End Bud...	End Date
Win an Acme Giant Rubber Band	200	No cap	500000	£0.00	31 Mar 2012

Reset **Save**

Per Source Restrictions

Source Name	Daily Lead Cap	Monthly Lead Cap	Total Lead Cap	End Bud...	End Date
Email list owner 1	100	No cap	2000	£0.00	3 Sep 2011
Cong Partner 3	80	5000	0	£0.00	3 Sep 2011
Email list owner 2	200	*2000	*3000	£0.00	3 Sep 2011
Cong Partner 2	699	5000	*5000	£0.00	3 Sep 2011
Ad Network 2	1000	*1300	20000	£0.00	3 Sep 2011
Cong Partner 1	200	5000	50000	£0.00	3 Sep 2011
Email list owner 3	200	5000	1000	£0.00	3 Sep 2011
Ad Network 3	200	5000	50000	£0.00	3 Sep 2011
Ad Network 1	200	5000	50000	£0.00	3 Sep 2011

Reset **Save**

Campaign Commercial Defaults

Ad Name	New PS-1 Adv	New PS-2 Adv	New PS-1 ...	New PS-2 ...	Agency Commission (Edita...	Technology Commis...
Win an Acme Giant Rubber Band	£25.00	£50.00	£13.75	£27.50	30%	15%

Reset **Save**

Per Source Commercials

Source Name	New PS-1 Adv	New PS-2 Adv	New PS-1 ...	New PS-2 ...	Agency Commission (Edita...	Technology Commis...
Email list owner 1	£30.00	£45.00	£19.50	£29.25	20%	15%
Cong Partner 3	£2.50	£2.50	£1.00	£1.50	25%	15%
Email list owner 2	£0.85	£30.00	£3.86	£40.00	5%	15%
Cong Partner 2	£1.00	£2.50	£0.75	£1.50	10%	15%
Ad Network 2	£0.75	*£1.00	£0.53	£0.70	15%	15%
Cong Partner 1	£30.00	£50.00	£25.50	£42.50	0%	15%
Email list owner 3	£1.00	£50.00	£0.85	£42.50	0%	15%
Ad Network 3	£1.00	£50.00	£0.85	£42.50	0%	15%
Ad Network 1	£1.00	£30.00	£0.85	£42.50	0%	15%

Reset **Save**

Per Source Channel Restrictions

Source Name	Link to ...	Banner ...	Serv...	Email to F...	Embedde...	CSV Upload
Email list owner 1	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Cong Partner 3	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Email list owner 2	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Cong Partner 2	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
Ad Network 2	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
Cong Partner 1	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Email list owner 3	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Ad Network 3	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Ad Network 1	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Reset **Save**

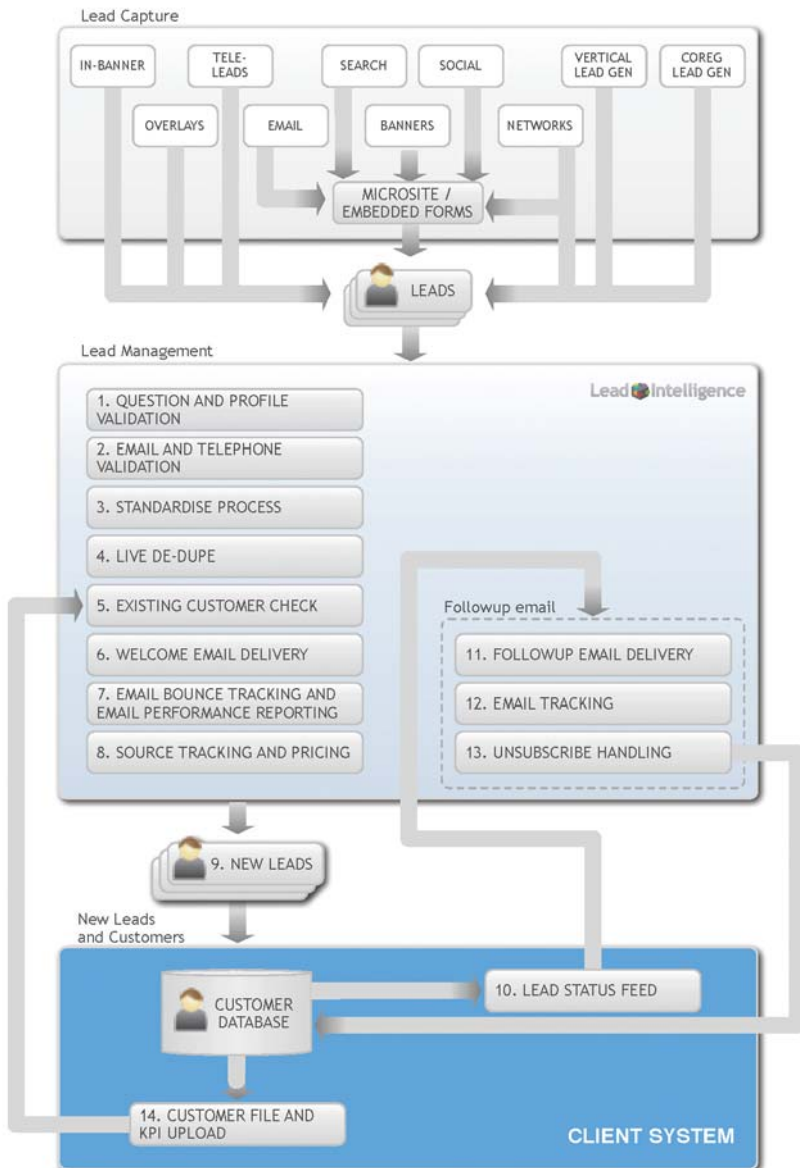
Pay sources according to the value they bring

7 Validation The vital cog in the wheel

- * **Why it matters** → The speed at which data can be received, processed and distributed for conversion is crucial. Knowing that the data and leads you are collecting are both useful and usable, and if not having the ability to instantly respond or follow-up, will make or break your campaigns.
- * **No stone unturned** → Take advantage of Lead Intelligence's real-time validation, lead analysis and multi-tier de-duplication within and across campaigns, as well as against existing customer lists, to ensure your campaigns are getting the best possible leads. Checked, measured, standardised and delivered to your conversion or fulfilment teams in the blink of an eye means your leads are more likely to convert into sales.
- * **Increasing value** → We don't stop there though. Whether it's deploying mature Return Path certified email channels to ensure no leads are left cold or checking and re-checking against historical or evolving data sets and validation criteria, we'll ensure you can easily and automatically control validation for hundreds of suppliers at every stage of your campaigns.

LEAD INTELLIGENCE CAN PERFORM VALIDATION VIA:

- ✓ Postal address file (PAF) including DPS lookup
- ✓ Email validation (syntax + domain + bounce removal),
- ✓ Telephone (landline or mobile) using 3rd party telephone verification tools
- ✓ Profanity checks
- ✓ Full custom question validation
- ✓ Existing customer databases



◀ Get this right
- or it will
cost you!

8 Reporting

Showing, sharing and shouting about success

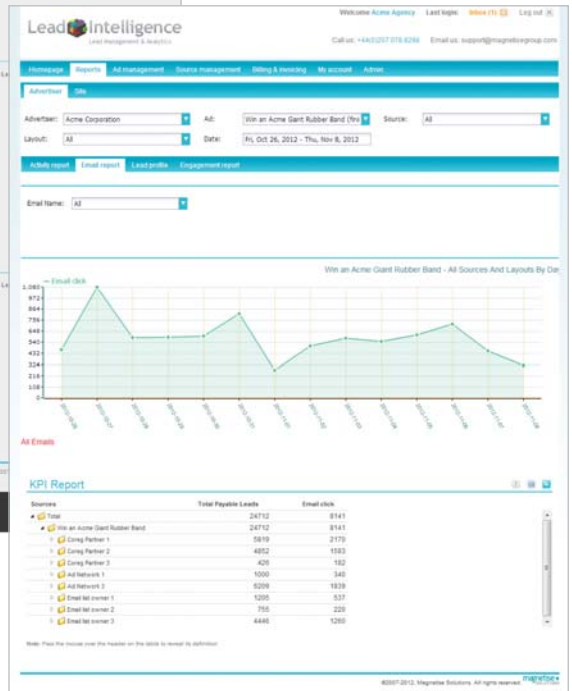
- * **Fast and flexible** → One size never fits all, so Lead Intelligence provides a number of ways to report on your activity. Delivering these insights in real-time means Lead Intelligence can help you to understand exactly what is happening, when it is happening, monitoring the health of your campaigns and making sure you squeeze every last drop from your media spend.
- * **Both sides of the coin** → Lead Intelligence lets you see information from both advertiser and site perspectives. Advertiser reports provide overviews of the performance of ads in real time, covering activity, email and lead profile data. Site reports are more focused on the activity, traffic and performance of suppliers.
- * **Keep everyone in the know** → Advertiser and suppliers can have their own version of the same reports to help them keep things in check their end too. You control exactly what they see in these and can easily add and remove both 3rd party KPIs and internal system data. Depending on your campaign, you might also want to ensure you provide reports and data feeds to affiliates and publishers on areas such as lead acceptance, commission and rejections.

NOTE

A poorly configured programme, deficient validation methods and inflexible data collection and management is at best useless and at worst dangerous. Bad decisions based on incorrect data in reports will kill your campaigns so spend time making sure you've got everything set up correctly.



Delve into who's been doing what at any time




9 Billing and settling

Turning pennies into pounds



- * **The price is always right** → Reconciling, billing and settling up with your suppliers will be a simple, stress-free process rather than a full time job thanks to Lead Intelligence's settlement technology. We'll make sure each and every lead is correctly priced and accountable, and because all this is done in real time, you'll always know how much budget you're spending.
- * **Solutions to problems** → Keep the process running smoothly with our automated lead acceptance and rejection feedback loops to easily reconcile with your suppliers. Post processing rejections, such as when a correctly formatted but wrong phone number has been provided, are especially important to everyone in the lead generation loop so we make sure we capture and provide the data you need to keep the costs correct, controlled and accountable.
- * **Paper trails** → In addition to the reports, Lead Intelligence will also generate invoices and store these historically. This means that if numbers should change in the system for any reason, you'll still have a log of the billable items at the end of every month to refer back to.

NOTE

Lead Intelligence natively supports every currency and country in the world, making it easy for you to run international campaigns. For information about how we can help you validate and settle these, please get in touch with your account manager.




Lead Management & Analytics

Welcome **Acme Agency** Last login: **Inbox (1)**  Log out 

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[Homepage](#) [Reports](#) [Ad management](#) [Source management](#) [Billing & invoicing](#) [My account](#) [Admin](#)

Source: 


[Publishers](#) [Advertisers](#)


Publisher Invoices

Publisher	Year	Month	CSV	PDF
Ad Network 1	2012	Oct	CSV	PDF
Ad Network 1	2012	Jul	CSV	PDF
Ad Network 1	2012	Jun	CSV	PDF
Ad Network 1	2009	Nov	CSV	PDF
Ad Network 1	2009	Oct	CSV	PDF
Ad Network 1	2009	Sep	CSV	PDF

Note: Pass the mouse over the header on the table to reveal its definition

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 Make invoicing

easy with a single


set of figures for all

10 ^{Analysis} Closing the loop

- * **Best in class** → The level of insight you can glean is only as good as the output of your analytics tool. Every platform now has analysis built-in, but Lead Intelligence knocks them out the park! Offering the single most comprehensive and customisable suite of analysis and insight tools on the market means you can rely on the system to do the work and calculations for you.
- * **Big data capabilities** → Adding other elements into the mix, such as real-time outcomes from the call centre, will make your campaigns more clever, and therefore more successful. Lead Intelligence can help you streamline and automate KPI reporting to get things like those all-important per supplier ROI calculations delivered in a live-feed information loop using everything from call centre reports or activations to back-office data on unique events such as rejected leads.
- * **Actionable intelligence** → Mining manually through mountains of data can make analysis arduous. Instead, use Lead Intelligence to create bespoke, interactive dashboards complete with customisable charts and metrics in seconds. If you're looking for a more proactive 'poke', our alerts have infinite range so you can set up rules on any micro or macro matter across any timeframe and have a timely reminder whizz into your inbox when it requires your attention. If a supplier or campaign is behaving outside of your expected range, don't wait to find out!

NOTE

For some help using our reports, please have a look at Appendix 3 (page 28) which contains a brief outline of how to use these.

Lead  Intelligence

Lead Management & Analytics

Welcome Acme AgencyLast login: Inbox (1)Log out

Call us: +44(0)207 078 8298Email us: support@magnetisegroup.com

HomepageReportsAd managementSource managementBilling & invoicingMy accountAdmin

Acme Agency

InboxAlert settingsRequestsAccount detailsPayment Settings

New KPI Alert

Alert for:

Choose either ad or site based alerts.

Ad:

Site:

Layout Type:

Choose a layout type

Layout:

Choose the ad layout

Report Period:

Report period will impact the alert throttle below

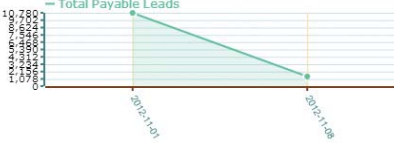
Alert Frequency:

Choose how often you want to receive alerts.

Throttle:

The number of hours between each alert is triggered.

KPI:



Alert condition:

☐ Alert when KPI is >

Specify maximum value for this alert range


☐ Alert when KPI is <

Specify minimum value for this alert range

Email me: ☐

Triggered alerts will always appear in your account's inbox. Choose to have then sent to your email address associated with your account

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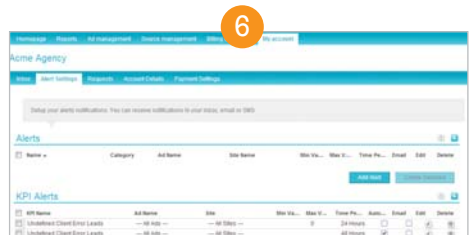
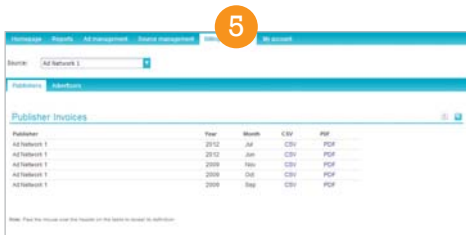
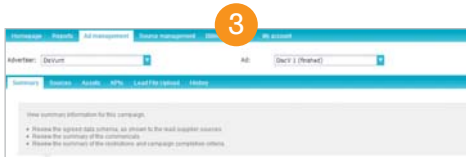
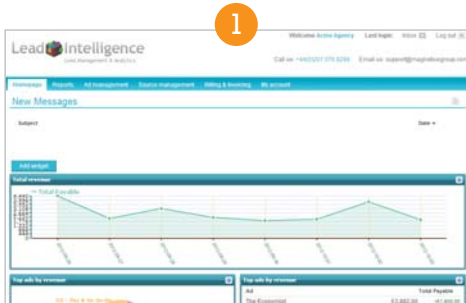


With the KPI alert editor
you can manually or
automatically control
your campaign

A 1 Appendix

How to get around in Lead Intelligence

- 1 **Homepage** → Create your own personalised dashboard providing a real time update on your campaigns.
- 2 **Reports** → View activity reports, email reports and summary of campaign settings and restrictions. You can also view lead profiles and engagement reports.
- 3 **Ad management** → Shows summaries of restrictions and agreed data fields, campaign history, source restrictions and options, creative management and KPIs.
- 4 **Source management** → Control your suppliers.
- 5 **Billing and invoicing** → View and download your invoices.
- 6 **My account** → Make changes to your account settings, alerts, inbox preferences and KPI alerts. Also amend your payment details and send requests to the support.



A2 Appendix

How to use the interface features

- 1 **Navigation** → Click on the top level tab to display the second level navigation for each tab.
- 2 **Customise columns** → Select how to sort the columns by and chose which columns you would like to hide or view by clicking on the arrow buttons next to column headings.
- 3 **Hide and show** → Hide and show the information you wish to view by clicking the arrow button on the right of each title.
- 4 **Question mark icon** → Learn more about the subject by clicking on the question mark icon.
- 5 **Invoice download** → Download the invoices to your computer by clicking on CSV or PDF.
- 6 **Drop-down menu and free text** → Select the advert you would like to view from the drop-down menus at the top of the page. Alternatively, click the box, start typing the name and a list of matches will appear below.
- 7 **Upload files** → Click on the Change/Browse button to search your computer for files to upload. Click on the Remove button to delete an uploaded file.

NOTE

It is important that you always click Save when amending or adding details. By clicking Reset you will clear all fields.

1

Homepage Reports Ad management Source management

Advertiser Site

6 Source: Select a Source...

Date: Sat, Sep 15, 2012 - Fri, Sep 28, 2012

4

3

2

Current Mont.	Current Total	Daily Spend	Min
0		Sort Ascending	0.00
0		Sort Descending	
0	1977	Columns	
0	6190	<input checked="" type="checkbox"/> Name <input checked="" type="checkbox"/> Start Date <input checked="" type="checkbox"/> End Date <input checked="" type="checkbox"/> End Cap <input checked="" type="checkbox"/> Daily Cap	

Publisher Invoices

Publisher	Year	Month	CSV	PDF
Ad Network 1	2012	Jul	CSV	PDF
Ad Network 1	2012	Jun	CSV	PDF

5

Summary Sources Assets KPIs Lead File Upload

Lead Upload Form

File: Browse... 7

A3 Appendix

How to view your reports

- 1 **Filters** → Choose advertiser, ad, layout and source from the drop-down menus. Select a time frame from the Date drop-down menus. Alternatively, select the Date range option at the bottom of the list to manually select the date range from a calendar.
- 2 **Graph stats** → Hover the mouse over the graph to view more in-depth statistics.
- 3 **Rows** → Click on the arrows to the left of the rows on the tables to expand the folder and view more detail.
- 4 **Columns** → Use the drop-down arrows on the column headings to select the order of data or to hide/show columns.
- 5 **Lead profile** → View demographic, geographic and survey question breakdown lead statistics under the Lead profile tab. These again can be filtered using the drop-downs.

NOTE

You can amend the report data to display the relevant KPIs by editing the form on Campaign Management > Creating/Updating KPI. For more details, please view Key Performance Indicators on page 12.

Homepage Reports Ad management Source management Billing & Invoicing Layout editing My account Admin

Advertiser: Acme Corporation Ad: Win an Acme Giant Rubber Band (fint Source: All

Layout: All Date: Sat, Sep 15, 2012 - Fri, Sep 28, 2012

Activity report Email report Lead profile Engagement report

1

Quarantined Leads Traffic Indicator Cost per email

No contact

Start Date End Date

September 2012



Non-payable Leads

Sources	Existing Leads	Invalid Leads
Total	25	25
Win an Acme Giant Rubber Band	25	25
Coreg Partner 1	10	10
Coreg Partner 2	6	6
Coreg Partner 3	115	115

3

4

Sort Ascending

Sort Descending

Columns

Homepage Reports Ad management Source management Billing & Invoicing Layout editing My account Admin

Advertiser: Acme Corporation Ad: Win an Acme Giant Rubber Band (fint Source: All

Layout: All Date: Tue, Sep 1, 2009 - Thu, Aug 30, 2012

Activity report Email report Lead profile Engagement report

5

Results are built up from data where the lead supplier makes this data available:

Gender

Gender Breakdown Report

Gender Breakdown Report

Female

A4

Appendix Resources

General Resources:

Lead generation definition

http://en.wikipedia.org/wiki/Lead_generation

“Lead generation is a marketing term used, often in Internet marketing, to describe the generation of consumer interest or inquiry into products or services of a business.”

IAB Lead Generation Council Overview

<http://www.iabuk.net/about/councils/lead-generation>

“The Lead Generation Council is a group comprising the UK’s major players in this space to help advertisers fully understand online lead generation, how it can be used successfully and why it is an online marketing channel in its own right.

Online lead generation is an online marketing activity paid for on a Cost Per Lead (CPL) basis with the aim of obtaining a consumer’s consent to receive communication about a product or service. It is a channel experiencing increasingly fast growth and yet despite this, there is still a gap in the market’s understanding of this channel.

In November 2008, the IAB formed a Lead Generation Council, a group comprising of the UK’s major players in this space to help advertisers fully understand online lead generation, how it can be used successfully and why it is an online marketing channel in its own right.”

IAB Lead Generation Information and Resources

<http://www.iabuk.net/disciplines/lead-generation>

About the Direct Marketing Association

<http://dma.org.uk/content/who-we-are>

Econsultancy Lead Generation Research

<http://econsultancy.com/uk/reports/online-lead-generation-report>

Magnetise Resources:

Lead Intelligence Website and Log-in

<http://leadintelligence.co.uk/>

Magnetise Group Website

<http://magnetisegroup.com/>

New Media Age Award Announcement

<http://blog.magnetisegroup.com/2011/07/magnetise-wins-new-media-age-award.html>

Dennis Publishing Case Study

http://leadintelligence.co.uk/cs_dennis.pdf

VoucherCodes Case Study

http://leadintelligence.co.uk/cs_vouchercodes.pdf

Magnetise Group Blog

<http://blog.magnetisegroup.com/>

More?

Get in touch with your account manager or contact support.

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Email: **support@magnetisegroup.com**

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