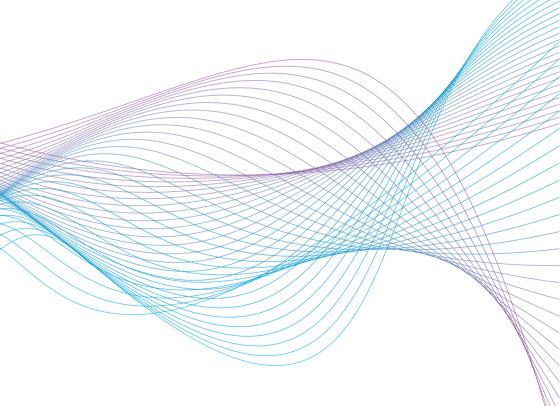
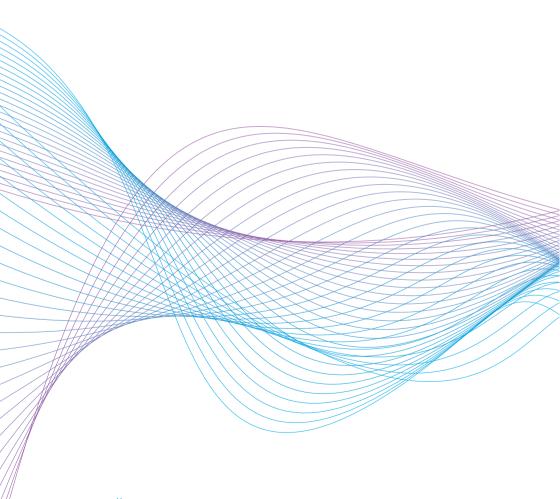


## **GETTING STARTED**







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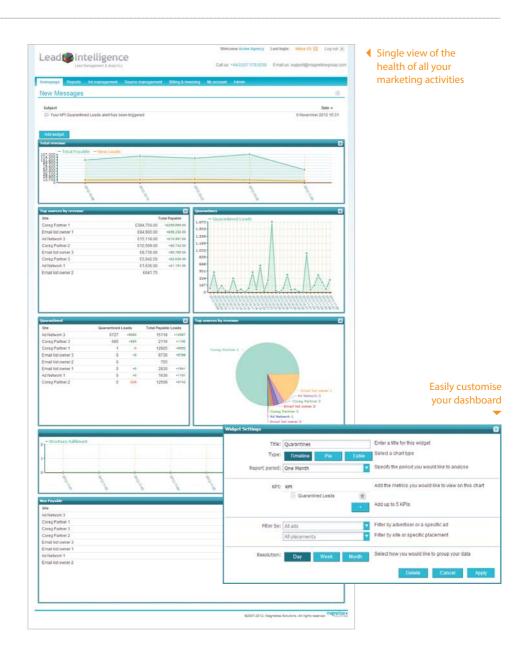
### **1** Introduction Getting to know your new platform

- ★ 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.





## **2** 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.



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## **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.



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### **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



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## **5 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-optimise 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.



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### 13

 The easiest and quickest KPI creator in the business!

## 6 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.



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Campaign Commercial Defaults         Nor PD-1 Adv         Nor PD-2 Adv         <	Campaign Commercial Defaults         Norm PS 1.4dv         Norm PS 2.4dv									
Image: Answer Coart Ruccider Band         K25 50         K13 75         K27 50         30%         15%           Per Source Commercials         Image: Bane         I	None Annue Coart Rucces Rund         C25 00         C50 00         C11 75         C27 50         30%         15%           Per Source Commercials         Rev P1 Adv         Rev P5 4, and         Rev P5 4, and <th></th> <th></th> <th></th> <th></th> <th></th> <th>20000</th> <th>C0.00</th> <th></th> <th></th>						20000	C0.00		
Rev // 5 Adv         Nev // 5 Adv<	Number         Ener P5 Adv         New P5 Adv	Campaign Commercial Defai		Reset	Save					
Per Source Commercials         Bins P5-1Ab         Item P5-2AF         New P5-1_m         New P5-2_m         Agency Commission (1.61_m)         Technology Commission (1.61_m)           mail lat aurore 1         CL000         C4500         C1150         C2225         20%         15%           mail lat aurore 2         CL020         C4500         C1150         C225         20%         15%           mail lat aurore 2         CL035         C5000         C160         25%         15%         15%           comp Pather 2         CL00         C200         C150         C150         15%         15%           comp Pather 2         CL00         C150         C150         15%         15%         15%           comp Pather 2         CL00         C150         C150         15%         15%         15%           comp Pather 2         CL00         C500         C153         62.70         15%         15%           comp Pather 2         CL00         C500         C155         642.50         0%         15%           comp Pather 2         CL00         C500         C156         642.50         0%         15%           comp Pather 2         CL00         C500         C156         642.50	Per Source Commercials         Imm /PS-1.46         Imm /PS-1.44         Imm	Campaign Commercial Defai	New PE-1 Adv	Reset New 28-2 Adv	.Gave New PD-1 .	. Rew PB-2	Agency Commissio	n (Edita, T	echnology Comm 15%	í8
Nove Rende         Nove PB-1Adv         Nove PB-2Adv         Nove PB-2Adv <th>Source Name         New /PE-1 Adv         New /PE-1</th> <th>Campaign Commercial Defai Mitume Main Acme Gaat Russer Bans</th> <th>New PE-1 Adv</th> <th>Reset New 28-2 Adv</th> <th>.Gave New PD-1 .</th> <th>. Rew PB-2</th> <th>Agency Commissio</th> <th>n (Edita, T</th> <th>echnology Comm 15%</th> <th>í8</th>	Source Name         New /PE-1 Adv         New /PE-1	Campaign Commercial Defai Mitume Main Acme Gaat Russer Bans	New PE-1 Adv	Reset New 28-2 Adv	.Gave New PD-1 .	. Rew PB-2	Agency Commissio	n (Edita, T	echnology Comm 15%	í8
Nove Rende         Nove PB-1Adv         Nove PB-2Adv         Nove PB-2Adv <th>Source Name         New VPS-1 Adv         New VPS-1 Adv         New VPS-1 Mew VPS-1 Mew VPS-2 Adv         Agency Commission (1.d.s., Vectoralize) Commission (1.d.s., Vector</th> <th>Campaign Commercial Defai Ad Name Was an Acme Giant Russber Bland</th> <th>New PE-1 Adv</th> <th>Reset New 28-2 Adv</th> <th>.Gave New P0-1 £13.75</th> <th>. Rew PB-2</th> <th>Agency Commissio</th> <th>n (Edita, T</th> <th>echnology Comm 15%</th> <th>í8</th>	Source Name         New VPS-1 Adv         New VPS-1 Adv         New VPS-1 Mew VPS-1 Mew VPS-2 Adv         Agency Commission (1.d.s., Vectoralize) Commission (1.d.s., Vector	Campaign Commercial Defai Ad Name Was an Acme Giant Russber Bland	New PE-1 Adv	Reset New 28-2 Adv	.Gave New P0-1 £13.75	. Rew PB-2	Agency Commissio	n (Edita, T	echnology Comm 15%	í8
Nove Rame         Nov PB-1.Adv         New PB-2.Adv         New PB-2.adv         New PB-2.adv         Serv PB-1.adv         Serv PB-1.adv         New PB-2.adv         Serv PB-1.adv	Source Name         Name /PS 1.4.dr         Name /PS 2.4.dr         Name /PS 2.4.d	Campaign Commercial Defai Mitume Man Acme Gaat Rusber Bans	New PE-1 Adv	Reset New 28-2 Adv	.Gave New P0-1 £13.75	. Rew PB-2	Agency Commissio	n (Edita, T	echnology Comm 15%	í8
Comp Harbon V         CDD 00         CER D00         CER D01         CER D02         D9%         15%           Comp Harbon V         CED 00         CED 00         CED 00         CED 00         D9%         15%           Comp Harbon V         CED 00         CED 00         CED 00         CED 00         D9%         15%           Comp Harbon V         CED 00         CED 00         CED 00         D9%         15%         15%           Comp Harbon V         CED 00         CED 00         CED 00         D9%         15%         15%           Comp Harbon V         CED 00         CED 00         CED 00         D9%         15%         15%           Comp Harbon V         CED 00         CED 00         CED 00         D9%         15%         15%           Comp Harbon V         CED 00         CED 00         CED 00         D9%         15%         15%           Comp Harbon V         CED 00         CED 00         CED 00         D9%         15%         15%	Comp of parties         CDD 00         CER 00 <t< th=""><th>Campaign Commercial Defa Manne I's an Anne Gart Russe Band</th><th>New PE-1 Adv</th><th>Reset New 28-2 Adv</th><th>.Gave New P0-1 £13.75</th><th>. Rew PB-2</th><th>Agency Commissio</th><th>n (Edita, T</th><th>echnology Comm 15%</th><th>ia 2118</th></t<>	Campaign Commercial Defa Manne I's an Anne Gart Russe Band	New PE-1 Adv	Reset New 28-2 Adv	.Gave New P0-1 £13.75	. Rew PB-2	Agency Commissio	n (Edita, T	echnology Comm 15%	ia 2118
Comp Partner/3         CL2:0         CL2:0         CL2:0         CL2:0         25%         15%           Comp Partner/2         CL0:0         CL0:0         CL0:0         SM         5%         15%           Comp Partner/2         CL0:0         CL0:0         CL0:0         SL0:0         15%         15%           Comp Partner/2         CL0:0         CL0:0         CL0:0         SL0:0         15%         15%           Comp Partner/2         CL0:0         CL0:0         CL0:0         CL0:0         15%         15%           Comp Partner/1         CL0:00         CL0:0         CL0:0         CL0:0         15%         15%           Comp Partner/2         CL0:0         CL0:0         CL0:0         CL0:0         15%         15%           Comp Partner/1         CL0:0         CL0:0         CL0:0         CL0:0         15%         15%           Comp Partner/1         CL0:0         CL0:0         CL0:0         CL0:0         15%         15%	Courty Financial         C2:50         C2:50         C1:50         C1:50         25%         15%           Courty Financial         C6:05         C6:00         C6:06         C6:00         15%         15%           Courty Financial         C6:05         C6:00         C6:05         C6:00         15%         15%           Courty Financial         C1:05         C2:00         C3:05         C1:03         15%         15%           Courty Financial         C1:00         C2:05         C2:05         C4:20         15%         15%           Courty Financial         C0:00         C6:00         C2:55         C4:20         0%         15%           Courty Financial         C1:00         C0:00         C0:05         C4:20         0%         15%           Courty Financial         C1:00         C0:05         C4:25         0%         15%         15%	Campaign Commercial Defa Attains In a nome Gaint Russer Band In Per Source Commercials	Reyw PB-1 Adv £25.00	Reset New PD-2 Adv £20 00 Rinted	Save	New P0-2 £27.50	Agency Commissio 30%	in (fdita 7	echnology Comm 15%	in
Construint         CO.85         CSO.00         CD.64         E4.00         E5%         15%           Comp Tashwar 2         CO.05         CD.26         CD.76         C1.04         15%           Val Instance 2         CD.75         CE.00         CD.26         CD.76         15%           Val Instance 2         CD.75         CE.00         CD.26         CD.76         15%           Val Instance 2         CD.75         CE.00         CD.26         CA.76         15%           Comp Tashwar 2         CD.00         CD.26         C4.25         O%         15%           Dimul Lind Lower 3         CL.00         CD.00         CD.26         C4.25         O%         15%           Valiations 3         CL.00         CD.00         CD.26         C4.25         O%         15%	Density Lemmen 2         CD 85         CD 000         CD 48         E 4400         5%         15%           Comp 3 Daver 2         K1 00         CD 400         K1 50         ST 50         K1 50         ST 50           Ad Methods 2         KD 75         * K1 00         CD 50         K1 50         ST 50         ST 50           Comp 3 Daver 2         KD 75         * K1 00         CD 55         KL 25         D 7%         ST 50           Comp 3 Daver 2         KD 75         * K1 00         CD 55         KL 25         D %         ST 56           Comp 3 Daver 2         KD 75         * K1 00         CD 55         KL 25         D %         ST 56           Comp 3 Daver 2         KD 70         KD 65         KL 25         D %         ST 56         ST 56           Comp 3 Daver 2         KD 70         KD 65         KL 25         D %         ST 56         ST 56         ST 56           Comp 3 Daver 2         KD 70         KD 65         KL 25         D %         ST 56         S	Campaign Commercial Defai An Norme We an Active Gaard Russer Band * Per Source Commercials Sources Norme	New PB-1 Adv £25.00	Roset New PB-2 Adv E50.00 Reset	Save New F8-1 . C13.75 Save New F8-1 .	. New P8-2 c27 50	Agency Commissio 30%	in (fdita 7	echnology Comm 15%	in
Variations/2         K0.75         *         K0.80         K0.90         K2.50	Motifiance         KD75         C100         KD53         KD70         15%         15%           Comp Pather 1         KD00         KD500         KD550         KD550         KD5         KD5           and lat comer 2         K100         KD500         KD550         KD55         KD5         KD5         KD5           vibilations 1         K100         KD500         KD55         K4250         KM         15%           vibilations 1         K100         KD500         KD55         K4250         KM         15%	Campaign Commercial Defai Ad Name Official Russer Band official Russer Band Per Source Commercials Source Name Email Lat ease 1	Rew PB-1 Adv £25.00 Rew PB-1 Adv £30.00	Result	Save New P0-1 C13.75 Save New P0-1 C19.50	<ul> <li>New PB-2</li> <li>(27 50</li> <li>(27 50</li> <li>(27 50)</li> </ul>	Agency Commissio 30% Agency Commissio 20%	in (fdita 7	echnology Comm 15%	in
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Emailistowar3 £1.00 £50.00 £0.85 £42.50 0N 15% Adlietow3 2 £1.00 £50.00 £0.85 £42.50 0N 15%	Email latoward 3 £1.00 £50.00 £0.85 £42.50 0% 15% Adhesion 3 £1.00 £50.00 £0.85 £42.50 0% 15% Adhesion 1 £1.00 £50.00 £0.85 £42.50 0% 15%	Campaign Commercial Defai Attime With an Active Clarif Russer Band * Campany Commercials Severa Name Email Ist anser 1 Comp Panner 3 Email Ist anser 2 Comp Panner 2	New P5-1 Adv C25:00 New P5-1 Adv C30:00 C2:50 C0:05 C1:00	Reset New P0-2 Adv (50.00 Reset Reset C40.00 (2.50 (50.00) (2.50 (50.00) (2.50)	Gaye           New PB-1           £13.75           8           8           10.50           £19.50           £10.50           £1.50           £0.75	<ul> <li>New PB-2</li></ul>	Agency Commissio 30% Agency Commissio 20% 25% 5% 10%	in (fdita 7	echnology Comm 15% 15% 15% 15%	in
Ad 1/advorx 3 C1.00 C30.00 C0.65 C.42.50 0% 15%	Ad Helmon 3 CL 00 CL 00 CL 045 CL 02 0 0% 15% Ad Helmon 1 EL 00 CL 045 CL 02 0 0% 15%	Campaign Commercial Defai Advance When Active Gard Russer Band " Per Source Commercials Source Num Email to teams 1 Coding Remark 3 Coding Sector 2 Coding Sector 2	Reve PB-1 Adv C25 00 Reve PB-1 Adv C3000 C2 50 C0 85 C1 00 S0 75	Resel Rese P0-2 Adv (50:00) Rese P0-2 Adv (50:00) (2:50) (50:00) (2:50) (50:00) (2:50) (50:00) (2:50)	Bew P0-1 - C1375 C3am Bew P0-1 - C19.50 C1.50 C0.53	<ul> <li>New FB.2</li></ul>	Agency Commission 30% Agency Commission 20% 55% 55% 10% 10% 15%	in (fdita 7	echnology Comm 15% echnology Comm 15% 15% 15%	in
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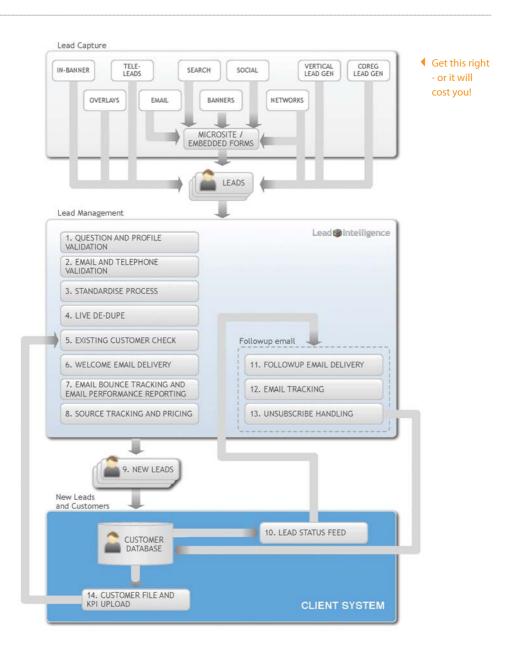
## **T** The vital cog in the wheel

- ★ 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





### **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.





### 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  Lead Management & A				Call us: +44(	0)207 078 8298	Email us: :	support@magne	etisegroup.com
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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.



epage Report	s Ad management Source management	Billing & invoicing My account Admin
e Agency		
Alert setting	s Requests Account details Payment Set	tings
KPI Alert		
Alert for	Ad Only Site Only	Choose either ad or site based alerts.
Ad	: All Ads	
Site	: All Sites	
Layout Type	: All Layout Types 🔽	Choose a layout type
Layout	Select a layout 🔻	Choose the ad layout
Report Period	One Week	Report period will impact the alert throttle below
Alert Frequency	Once Exponential Periodical	Y Choose how often you want to receive alerts.
Throttle	: @	The number of hours between each alert is triggered.
KPI	Total Payable Leads	- Total Payable Leads
		10 AD Payable Leads
		- 150/12/1/1.09
		ALL
Alert condition	Manual Automatic	
	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 then sent to your email address associated with your account

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

## A Appendix How to get around in Lead Intelligence

 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  $\rightarrow$  Control your suppliers.
- **Billing and invoicing**  $\rightarrow$  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.







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## A $\mathbf{A}^{\mathrm{Appendix}}$ How to use the interface features

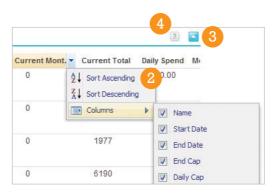
- Navigation → Click on the top level tab to display the second level navigation for each tab.
- 2 Customise columns → Select how to sort the columns by and chose which columns you would like to hide or view by clicking on the arrow buttons next to column headings.
- 3 Hide and show → Hide and show the information you wish to view by clicking the arrow button on the right of each title.
- Question mark icon → Lean 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.







Publisher Invo	ices			
Publisher	Year	Month	CSV	PDF
Ad Network 1	2012	Jul	CSV	5 PDF
Ad Network 1	2012	Jun	CSV	PDF

Sources	Assets	KPIs	Lead File Upload
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		Br	owse
	n nastaria	oad Form	oad Form

# AB How to view your reports

- 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.
- 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.
- 6 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.



Advertiser Site																	
Advertiser: Acme Corporation	Ad:	Win an Acme Giant Ru	ober Band (fine 🔽	Source		All						•	1				
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### Non-payable Leads

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Advertiser:	Acme Corporation	Ad:	Win an Acme Giant Rubb	per Band (finit 🔽	Source:	All	×			
Layout:	All 5	Date:	Tue, Sep 1, 2009 - Thu,	, Aug 30, 2012						
Activity rep		Engagement report								
Results a	re built up from data where the lead	l supplier makes this dat	ta available:							
Gender	<b>V</b>									
Gender	Breakdown Report									
			Gender Breakdown Re	eport						
Female										



#### **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-newmedia-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.

Telephone: 020 7078 8298

Email: support@magnetisegroup.com



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