

**LeadCENTER Lead Types** | Sourced from a variety of channels including direct mail, social media and digital, agents can find the best prospect for your business needs.



### SOCIAL MEDIA

Leads generated through insurance-specific social media advertising, specifically Facebook and YouTube.



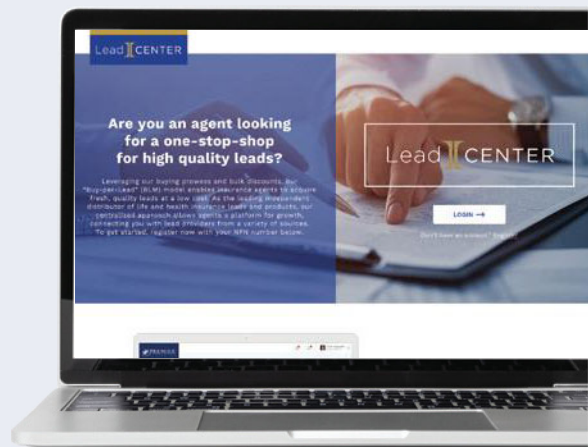
### DIRECT MAIL LEADS

Leads generated through product-specific direct mailers where a consumer has returned a business reply card.



### INTERNET LEADS

Leads generated through internet advertising from a variety of top-performing lead sources/insurance sites and from insurance-specific landing pages.



## SOCIAL MEDIA LEAD TYPES

### Instant Facebook Lead

Final expense leads generated on Facebook. Leads are added as they are created in real time.

### YouTube Final Expense Lead

Final expense leads generated from YouTube advertising/consumers watching videos on YouTube. Leads are added as they are created in real-time.

### YouTube Final Expense Leads (1 Month)

Final expense leads generated from YouTube advertising/consumers watching videos on YouTube. Leads are between 30 and 90 days old.

### YouTube Final Expense Leads (1 Month)

Final expense leads generated from YouTube advertising/consumers watching videos on YouTube. Leads are 90+ days old.

## DIRECT MAIL LEAD TYPES

### Aged Final Expense Mailers

Scanned images of mailers created in the last several years from consumers requesting information on insurance. These leads have never been sold before.

### Aged Mortgage Protection Mailers

Scanned images of mailers created in the last several years from consumers requesting information on mortgage insurance. These leads have never been sold before.

## LIFE

### **Instant Internet Lead**

General Life insurance internet leads updated in LeadCENTER in real time (0 to 30 days old). All leads have been generated in the last 30 days. Leads are TCPA-compliant and generated from a variety of insurance-specific sites.

### **New Internet Lead**

Consumers that requested a quote for term or whole life insurance online (0 to 30 days old). Leads are TCPA-compliant and generated from a variety of insurance-specific sites, delivered daily to LeadCENTER from a variety of insurance-specific sites.

### **Internet Life Lead (1 Month)**

Leads ranging from 1 to 3 months old consisting of consumers that have requested a quote for term or whole life online. Leads are TCPA-compliant and generated from a variety of insurance-specific sites. All sales are final as lead costs are heavily discounted.

### **Internet Life Lead (3 Month)**

Leads ranging from 3 to 6 months old consisting of consumers that have requested a quote for term or whole life online. Leads are TCPA-compliant and generated from a variety of insurance-specific sites. All sales are final as lead costs are heavily discounted.

### **New Spanish Internet Lead (Beta)**

Exclusive Spanish-speaking leads of consumers searching for life or final expense insurance. Leads are TCPA-compliant and generated from a variety of insurance-specific sites.

### **Instant Internet Lead (w/Beneficiary)**

Fresh internet leads that include beneficiary information & face amount, updated in real time (0 to 30 days old). Consumers are required to include Beneficiary name and relationship to the person filling out the form. Leads are TCPA compliant and generated from a variety of insurance specific sites.

## MEDICARE

### **Instant Internet Exclusive Medicare Lead**

Exclusive Medicare leads updated in real time (0 to 2 days old). Leads are TCPA compliant and generated from a variety of Medicare related sites. — Leads will age into “New Internet Exclusive Medicare Lead” after 2 days; \$30.

### **Instant Internet Shared Medicare Lead**

Shared Medicare leads updated in real time (0 to 2 days old). Leads may be sold to 2 or more Agents. Leads are TCPA compliant and generated from a variety of Medicare related sites. — Leads will age into “New Internet Shared Medicare Lead” after 2 days; \$15.

### **New Internet Exclusive Medicare Lead**

Exclusive Medicare leads updated daily (3 to 30 days old). Leads are TCPA compliant and generated from a variety of Medicare related sites. — Leads will age into “Aged Internet Exclusive Medicare Lead” category after 30 days; \$15.

### **New Internet Shared Medicare Lead**

Shared Medicare leads updated daily (3 to 30 days old). Leads may be sold to 2 or more Agents. Leads are TCPA compliant and generated from a variety of Medicare related sites. — Leads will age into the “Aged Internet Shared Medicare Lead” Category after 30 days; \$10.

### **Aged Internet Exclusive Medicare Lead**

Exclusive Medicare leads updated daily (30 to 60 days old). Leads are TCPA compliant and generated from a variety of Medicare related sites. These leads are already discounted, and NO lead credits will be accepted. All sales are final — Leads will expire after 60 days and no longer be listed in LeadCENTER; \$10.

### **Aged Internet Shared Medicare Lead**

Shared Medicare leads updated daily (30 to 60 days old). Leads may be sold to 2 or more Agents. Leads are TCPA compliant and generated from a variety of Medicare related sites. These leads are already discounted, and NO lead credits will be accepted. All sales are final — Leads will expire after 60 days and no longer be listed in LeadCENTER; \$2.50.

### **Aged Medicare Advantage (1 Month)**

Copies of mailers created within the last 1 month of consumers requesting information on Medicare Advantage. Leads are exclusive and have never been sold to agents.

### **Aged Medicare Supplement (1 Month)**

Copies of mailers created within the last 1 month of consumers requesting information on Medicare Supplement. Leads are exclusive and have never been sold to agents.

### **Aged Medicare T-65 (1 Month)**

Copies of mailers created within the last 1 month of consumers turning 65 that are requesting information on Medicare. Leads are exclusive and have never been sold to agents.

### **Aged Medicare (General) (1 Month)**

Copies of mailers created within the last 1 month of consumers requesting information on Medicare. Leads are exclusive and have never been sold to agents.