

# HOW TO INSTANT PURCHASE LEADS IN LEADCENTER (1/4)



Order Leads

Good Afternoon,

Select Product\* Clear All  
No product selected.

Select Lead Category\*  
No lead category selected.

Select State Enable Alert  
No state selected.

Select County  
No county selected.

Select a Product and Lead Category to purchase leads.

\*Product and Lead Category must be selected to view available leads.

[Don't see leads in your area? Click here to submit a request.](#)

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**Step 1: On the left side, select "Order Leads".**

Order Leads

Good Afternoon

Select Product\* Clear All  
Life

Select Lead Category\*  
Internet

Select State Enable Alert  
Virginia

Select County  
All Counties

\*Product and Lead Category must be selected to view available leads.

| Heat Map                            | Lead Type                               | Lead Age (Days) | Available Leads | Unit Cost/Lead | Order Quantity       |
|-------------------------------------|---|-----------------|-----------------|----------------|----------------------|
| <input checked="" type="checkbox"/> | Premium                                 |                 |                 |                |                      |
| <input checked="" type="checkbox"/> | Life Insurance Questionnaire            | 0-30            | 370             | \$16           | <input type="text"/> |
| <input checked="" type="checkbox"/> | Instant Internet Lead w/ Beneficiary    | 0-30            | 77              | \$14           | <input type="text"/> |
| <input checked="" type="checkbox"/> | Ethos Fresh Abandon Cart Insurance Lead | 0-30            | 117             | \$18           | <input type="text"/> |
| <input checked="" type="checkbox"/> | New Spanish Internet Lead (Beta)        | -               | 161             | \$25           | <input type="text"/> |

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**Step 2: Select "Product" (Life or Health), Select "Lead Category" (Internet, Direct Mail, or Social Media), Select "State", and Select "County".**

**\*Ethos leads are under Internet.**

Order Leads

| Heat Map                            | Lead Type                               | Lead Age (Days) | Available Leads | Unit Cost/Lead | Order Quantity       |
|-------------------------------------|---|-----------------|-----------------|----------------|----------------------|
| <input checked="" type="checkbox"/> | Premium                                 |                 |                 |                |                      |
| <input checked="" type="checkbox"/> | Life Insurance Questionnaire            | 0-30            | 370             | \$16           | <input type="text"/> |
| <input checked="" type="checkbox"/> | Instant Internet Lead w/ Beneficiary    | 0-30            | 77              | \$14           | <input type="text"/> |
| <input checked="" type="checkbox"/> | Ethos Fresh Abandon Cart Insurance Lead | 0-30            | 117             | \$18           | <input type="text"/> |
| <input checked="" type="checkbox"/> | New Spanish Internet Lead (Beta)        | -               | 161             | \$25           | <input type="text"/> |
| <input checked="" type="checkbox"/> | By Level                                |                 |                 |                |                      |
| <input checked="" type="checkbox"/> | Diamond Life Lead                       | 0-2             | 117             | \$11           | <input type="text"/> |
| <input checked="" type="checkbox"/> | Titanium Life Lead                      | 3-30            | 1520            | \$9            | <input type="text"/> |
| <input checked="" type="checkbox"/> | Platinum Life Lead                      | 31-60           | 2241            | \$4            | <input type="text"/> |
| <input checked="" type="checkbox"/> | Gold Life Lead                          | 61-90           | 3968            | \$3            | <input type="text"/> |
| <input checked="" type="checkbox"/> | Silver Life Lead                        | 91-180          | 4525            | \$1.5          | <input type="text"/> |
| <input checked="" type="checkbox"/> | Bronze Life Lead                        | 181+            | 1537            | \$0.75         | <input type="text"/> |

[Don't see leads in your area? Click here to submit a request.](#)

LeadCENTER

**Step 3: All lead types and quantity for each will display under the heat map.**

# HOW TO INSTANT PURCHASE LEADS IN LEADCENTER (2/4)



| Heat Map   | Lead Type                               | Lead Age (Days) | Available Leads | Unit Cost/Lead | Order Quantity       |
|--|---|-----------------|-----------------|----------------|----------------------|
| <input checked="" type="checkbox"/>  | Premium                                 |                 |                 |                |                      |
| <input checked="" type="checkbox"/>  | Life Insurance Questionnaire            | 0-30            | 370             | \$16           | <input type="text"/> |
| <input checked="" type="checkbox"/>  | Instant Internet Lead w/ Beneficiary    | 0-30            | 77              | \$14           | <input type="text"/> |
| <input checked="" type="checkbox"/>  | Ethos Fresh Abandon Cart Insurance Lead | 0-30            | 117             | \$18           | <input type="text"/> |
| High Intent leads from customers who filled out an application for Instant life insurance but abandoned during the application process (0-30 days old). These leads are ideal for selling an instant term life insurance policy. |   |                 |                 |                |                      |
| <input checked="" type="checkbox"/>  | New Spanish Internet Lead (Beta)        | -               | 161             | \$25           | <input type="text"/> |
| <input checked="" type="checkbox"/>  | By Level                                |                 |                 |                |                      |
| <input checked="" type="checkbox"/>  | Diamond Life Lead                       | 0-2             | 117             | \$11           | <input type="text"/> |
| <input checked="" type="checkbox"/>  | Titanium Life Lead                      | 3-30            | 1520            | \$9            | <input type="text"/> |
| <input checked="" type="checkbox"/>  | Platinum Life Lead                      | 31-60           | 2241            | \$4            | <input type="text"/> |
| <input checked="" type="checkbox"/>  | Gold Life Lead                          | 61-90           | 3968            | \$3            | <input type="text"/> |
| <input checked="" type="checkbox"/>  | Silver Life Lead                        | 91-180          | 4525            | \$1.5          | <input type="text"/> |
| <input checked="" type="checkbox"/>  | Bronze Life Lead                        | 181+            | 1537            | \$0.75         | <input type="text"/> |

**Step 4: Beside each lead type, there is a drop down arrow. If you select this arrow, it will provide you with a description of that lead.**

| Heat Map   | Lead Type                               | Lead Age (Days) | Available Leads | Unit Cost/Lead | Order Quantity                 |
|--|---|-----------------|-----------------|----------------|--------------------------------|
| <input checked="" type="checkbox"/>  | Premium                                 |                 |                 |                |                                |
| <input checked="" type="checkbox"/>  | Life Insurance Questionnaire            | 0-30            | 370             | \$16           | <input type="text"/>           |
| <input checked="" type="checkbox"/>  | Instant Internet Lead w/ Beneficiary    | 0-30            | 77              | \$14           | <input type="text"/>           |
| <input checked="" type="checkbox"/>  | Ethos Fresh Abandon Cart Insurance Lead | 0-30            | 116             | \$18           | <input type="text" value="1"/> |
| High Intent leads from customers who filled out an application for Instant life insurance but abandoned during the application process (0-30 days old). These leads are ideal for selling an instant term life insurance policy. |   |                 |                 |                |                                |
| <input checked="" type="checkbox"/>  | New Spanish Internet Lead (Beta)        | -               | 161             | \$25           | <input type="text"/>           |
| <input checked="" type="checkbox"/>  | By Level                                |                 |                 |                |                                |
| <input checked="" type="checkbox"/>  | Diamond Life Lead                       | 0-2             | 117             | \$11           | <input type="text"/>           |
| <input checked="" type="checkbox"/>  | Titanium Life Lead                      | 3-30            | 1520            | \$9            | <input type="text"/>           |
| <input checked="" type="checkbox"/>  | Platinum Life Lead                      | 31-60           | 2241            | \$4            | <input type="text"/>           |
| <input checked="" type="checkbox"/>  | Gold Life Lead                          | 61-90           | 3968            | \$3            | <input type="text"/>           |
| <input checked="" type="checkbox"/>  | Silver Life Lead                        | 91-180          | 4525            | \$1.5          | <input type="text"/>           |
| <input checked="" type="checkbox"/>  | Bronze Life Lead                        | 181+            | 1537            | \$0.75         | <input type="text"/>           |

**Step 5: To instant purchase, enter quantity in box and click the cart.**

| Heat Map   | Lead Type                               | Lead Age (Days) | Available Leads | Unit Cost/Lead | Order Quantity       |
|--|---|-----------------|-----------------|----------------|----------------------|
| <input checked="" type="checkbox"/>  | Premium                                 |                 |                 |                |                      |
| <input checked="" type="checkbox"/>  | Life Insurance Questionnaire            | 0-30            | 370             | \$16           | <input type="text"/> |
| <input checked="" type="checkbox"/>  | Instant Internet Lead w/ Beneficiary    | 0-30            | 77              | \$14           | <input type="text"/> |
| <input checked="" type="checkbox"/>  | Ethos Fresh Abandon Cart Insurance Lead | 0-30            | 116             | \$18           | <input type="text"/> |
| High Intent leads from customers who filled out an application for Instant life insurance but abandoned during the application process (0-30 days old). These leads are ideal for selling an instant term life insurance policy. |   |                 |                 |                |                      |
| <input checked="" type="checkbox"/>  | New Spanish Internet Lead (Beta)        | -               | 161             | \$25           | <input type="text"/> |
| <input checked="" type="checkbox"/>  | By Level                                |                 |                 |                |                      |
| <input checked="" type="checkbox"/>  | Diamond Life Lead                       | 0-2             | 117             | \$11           | <input type="text"/> |
| <input checked="" type="checkbox"/>  | Titanium Life Lead                      | 3-30            | 1520            | \$9            | <input type="text"/> |
| <input checked="" type="checkbox"/>  | Platinum Life Lead                      | 31-60           | 2241            | \$4            | <input type="text"/> |
| <input checked="" type="checkbox"/>  | Gold Life Lead                          | 61-90           | 3968            | \$3            | <input type="text"/> |
| <input checked="" type="checkbox"/>  | Silver Life Lead                        | 91-180          | 4525            | \$1.5          | <input type="text"/> |
| <input checked="" type="checkbox"/>  | Bronze Life Lead                        | 181+            | 1537            | \$0.75         | <input type="text"/> |

**Step 6: When you are ready to check out, select the cart at the top of the screen beside your name.**

# HOW TO INSTANT PURCHASE LEADS IN LEADCENTER (3/4)



The screenshot shows the LeadCenter interface with a list of leads. A modal window titled 'Shopping Cart' is open, showing a list of items. A red arrow points to the 'View Cart' button in the modal.

| Lead Type  | Unit Cost/Lead | Order Quantity |
|--|----------------|----------------|
| Premium Life Insurance Questionnaire               | \$16           | 1              |
| Instant Internet Lead w/ Beneficiary               | \$14           | 1              |
| Ethos Fresh Abandon Cart Insurance Lead (Virginia) | \$18           | 116            |
| New Spanish Internet Lead (Beta)                   | \$25           | 161            |
| Diamond Life Lead                                  | \$11           | 117            |
| Titanium Life Lead                                 | \$9            | 1520           |
| Platinum Life Lead                                 | \$4            | 2241           |
| Gold Life Lead                                     | \$3            | 3968           |
| Silver Life Lead                                   | \$1.5          | 4525           |
| Bronze Life Lead                                   | \$0.75         | 1537           |

**Step 7: Click "View Cart".**

The screenshot shows the 'Shopping Cart' page in LeadCenter. A red arrow points to the 'Checkout' button. Below the cart items, there is a link to 'Add a coupon or voucher code' which is also highlighted with a red arrow.

| Lead Type  | Unit Cost/Lead | Order Quantity | Price   |
|--|----------------|----------------|---------|
| Ethos Fresh Abandon Cart Insurance Lead Virginia | \$18.00        | 1              | \$18.00 |
| Subtotal   |                |                | \$18.00 |
| Service Fee                                      |                |                | \$0.54  |
| Total  |                |                | \$18.54 |

**Step 8: Click "Checkout". \*If you have a voucher or coupon, click "Add a coupon or voucher code".**

The screenshot shows the 'Add a Coupon or Voucher' dialog box. It has fields for 'Enter Coupon Code', 'Enter valid coupon code', 'Select Voucher', and 'Enter 16 digit voucher code'. There are 'Cancel' and 'Apply Discounts' buttons at the bottom.

**Step 9: If you have voucher and/or coupon code, you will enter it.**

# HOW TO INSTANT PURCHASE LEADS IN LEADCENTER (4/4)



The screenshot shows the checkout page in LeadCENTER. On the left, there are navigation options: Order Leads, Realtime Campaigns, Manage Leads, Vouchers, and FAQ. The main area displays a table of items in the cart:

| Lead Type                            | Unit Cost/Lead | Order Quantity | Coupon Discount | Price   |
|--------------------------------------|----------------|----------------|-----------------|---------|
| Diamond Medicare Lead (Shared) Texas | \$10.00        | 2              | (\$6.00)        | \$14.00 |
| Diamond T65 Lead Texas               | \$20.00        | 2              | (\$12.00)       | \$28.00 |
| Diamond Life Lead Texas              | \$11.00        | 3              | 0               | \$33.00 |
| <b>Subtotal</b>                      |                |                | \$93.00         |         |
| <b>Coupon Discount</b>               |                |                | (\$18.00)       |         |
| <b>Voucher Discount</b>              |                |                | (\$32.25)       |         |
| <b>Service Fee</b>                   |                |                | \$0.08          |         |
| <b>Total</b>                         |                |                |                 | \$2.83  |

On the right, the 'Payment Method' section shows a 'Test Card' (Debit card ending in \*\*\*\*1111) and an option to 'Use LeadCENTER Cash' for \$40. A red arrow points to the 'Purchase' button at the top right.

**Step 10: If you enter a voucher and/or coupon code, you will now see it in your cart. When you are ready to process your purchase, you are able to use the credit card on file or funds from your LeadCENTER cash. If you want to use funds from your LeadCENTER cash, you will select how much. When you are ready to proceed, click "Purchase".**

The screenshot shows the checkout page with a 'LeadCENTER Terms of Use' modal open. The modal contains the following text:

**LeadCENTER Terms of Use**

English Spanish

PLEASE CAREFULLY READ AND UNDERSTAND THESE TERMS. THEY CONTAIN AN ARBITRATION AGREEMENT, JURY AND CLASS ACTION WAIVERS, LIMITATIONS OF LIABILITY AND OTHER PROVISIONS THAT AFFECT YOUR LEGAL RIGHTS.

**Acceptance of the Terms**

These terms of use are entered into by and between You and our company that operates the LeadCENTER website and its affiliates ("Company," "we," or "us"). The following terms and conditions, together with any documents they expressly incorporate by reference ("Terms"), govern your access to and use of the LeadCENTER website, customer relationship management software, agent portal, leads, or your receipt of any commissions or other compensation from any insurance carrier affiliated with us (collectively).

Privacy Policy

Buttons: Cancel, I Agree

A red arrow points to the 'I Agree' button.

**Step 11: Review Terms of Use and then click "I Agree".**

The screenshot shows the 'Manage Leads' page in LeadCENTER. At the top, a green checkmark and message state: "Your order has been placed. An order delivered email will be sent once the order is successfully processed." Below this is a table of the purchased leads:

| Lead Type                            | Unit Cost/Lead | Order Quantity | Coupon Discount | Price   |
|--------------------------------------|----------------|----------------|-----------------|---------|
| Diamond Medicare Lead (Shared) Texas | \$10.00        | 2              |                 | \$14.00 |
| Diamond T65 Lead Texas               | \$20.00        | 2              |                 | \$28.00 |
| Diamond Life Lead Texas              | \$11.00        | 3              |                 | \$33.00 |
| <b>Subtotal</b>                      |                |                | \$93.00         |         |
| <b>Coupon Discount</b>               |                |                | (\$18.00)       |         |
| <b>Voucher discount</b>              |                |                | (\$32.25)       |         |
| <b>Service Fee</b>                   |                |                | \$0.08          |         |
| <b>Total</b>                         |                |                |                 | \$2.83  |

On the right, an order summary for Order #415774 is shown:

Order #415774  
Placed on Jun 01, 2023 at 9:14 PM CDT

|                       |           |
|-----------------------|-----------|
| Total Leads Purchased | 7         |
| Original Price        | \$93.00   |
| Coupon Discount       | (\$18.00) |
| Voucher Discount      | (\$32.25) |
| <b>Total</b>          | \$2.83    |

Payment Method: VISA 4111 11\*\*\*\* 1111 (\$2.83), LeadCENTER Cash (\$40.00)

A red arrow points to the 'Manage Leads' button in the left sidebar.

**Step 12: Your order has been placed. Once processed, you can access your leads under "Manage Leads".**