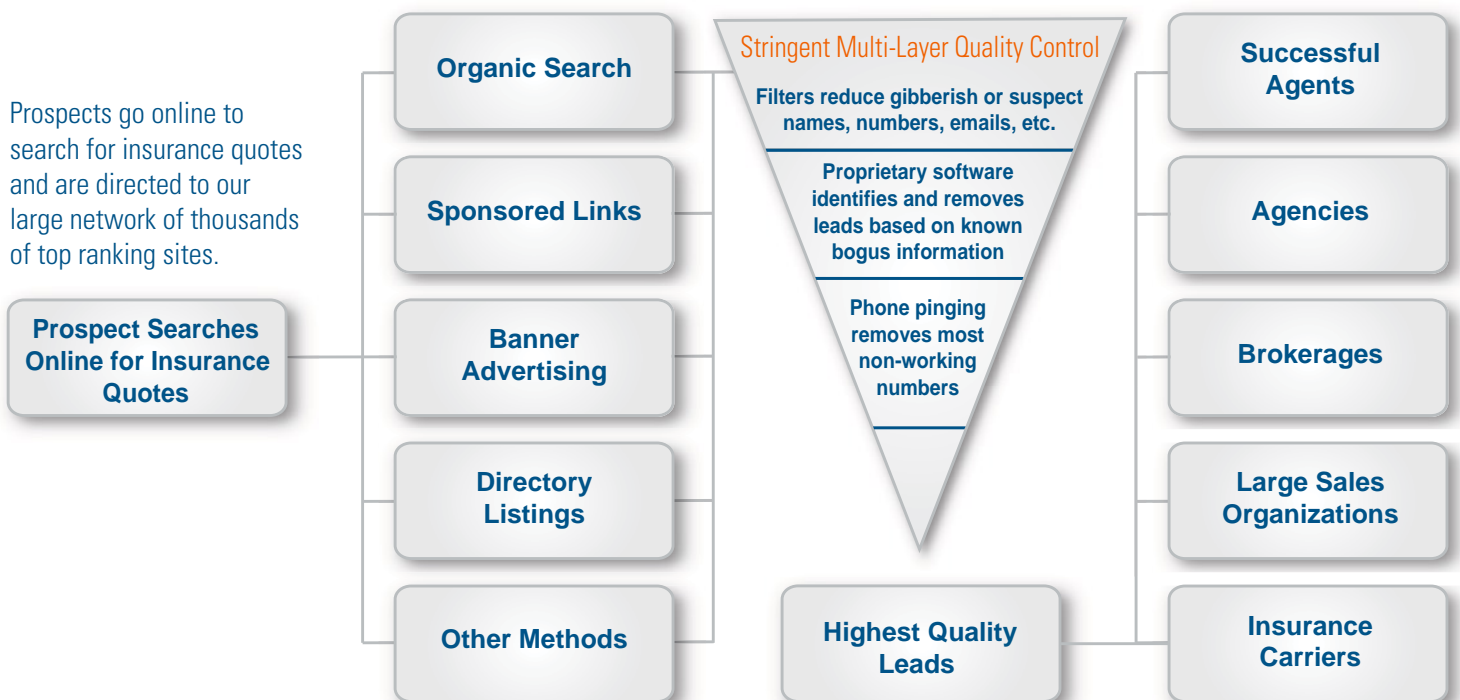


## QUALITY LEADS GENERATION SERVICES

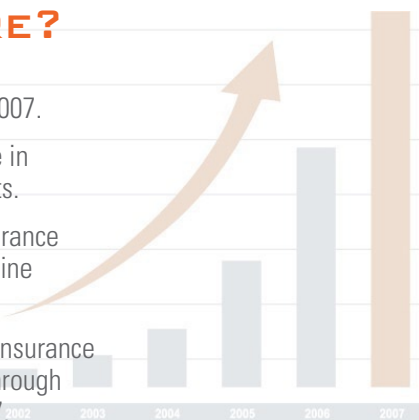
- ▶ Highest Quality Leads in the Industry
- ▶ Competitive Pricing
- ▶ Largest Selection of Lead Types and Filters
- ▶ Guaranteed Consistent High Leads Volume
- ▶ Choice of Leads Delivery Methods
- ▶ Hot Transfer by Phone of Verified Prospects with Confirmed Interest
- ▶ 24/7 Online Leads Management Interface
- ▶ Liberal Lead Credit Policy
- ▶ Sophisticated Technology

## LEAD GENERATION PROCESS



## ARE YOU GETTING YOUR FAIR SHARE?

- ▶ 32 million+ shopped insurance online in 2007.
- ▶ 15% annual increase in online quote requests.
- ▶ 100 million auto insurance quotes requested online from 2004 to 2007.
- ▶ 37% growth in auto insurance policies purchased through online search in 2007.



## HOT TRANSFER LEADS

Tired of paying for leads you can't reach?

- ▶ Prospect's identity and interest in speaking to agent is verified then transferred to your phone by live operator.
- ▶ Spend your time speaking with interested, prequalified prospects, instead of tracking them down.



## CHOICE OF LEAD DELIVERY METHODS



**Email** - Leads emailed to one or multiple email addresses. (Different groups of leads can be emailed to separate addresses)



**Upload** - Leads uploaded to your databases, leads management systems or insurance rating software.



**Direct Linking** - Live online prospects linked to your web forms, leads management systems or insurance rating engine.



**Hot-Live Transfers** - Prospects, who have filled out online quote requests, are hot-transferred live to your phone.

## HIGH VOLUME OF LEADS

- ▶ Thousands of high ranking sites maintaining top positions generates and aggregates tens of thousands of high quality leads daily.
- ▶ Largest network of in-house search engine marketing experts.
- ▶ Large network of hundreds top affiliate partners.
- ▶ We spends millions of dollars monthly so you don't have to.

## YOU ARE IN CONTROL

- ▶ You control volume, area and days of the week you want your leads delivered.
- ▶ A large number of filters are available to ensure each lead fits your target market.
- ▶ All the information you need to provide the quote is available instantly at your finger tips.

<b>Type of leads:</b>	Automobile
<b>Maximum leads per day:</b>	Unlimited
Profile comments: (optional - for your reference only)	<ul style="list-style-type: none"> <li>Unlimited</li> <li>2 leads</li> <li>3 leads</li> <li>4 leads</li> <li>5 leads</li> <li>10 leads</li> </ul>
<b>DRIVER AGE</b>	
driver NOT younger than:	- No Preference -
All drivers NOT older than:	- No Preference -
<b>DRIVING RECORD</b>	
um driver license points:	- No Preference -
um driver license points:	0 points...\$2.00

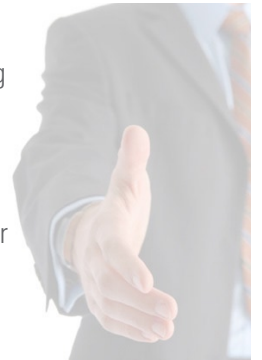
## UNIQUE FEATURES

- ▶ Automated Lead Follow-Up System increases closing ratios with customized email messaging.
- ▶ Customized Landing Page for large sales organizations.
- ▶ Special promotions and large volume discounts.
- ▶ Hot- transfers of live prospects in all lines of insurance.



## INSURANCELEADS.COM YOUR SOLID MARKETING PARTNER

- ▶ Nation's Leading and Fastest Growing Provider of Real Time Leads.
- ▶ Highest Quality Leads and Superior Customer Service.
- ▶ State of The Art Technology to Deliver Peak Efficiency and Maximum ROI.
- ▶ The Marketing Skills, Resources and Expertise Needed For Your Success.
- ▶ We are committed to your success
  - ▶ We stay in close touch with your sales team.
  - ▶ We record and monitor conversations on both ends, tracking conversion, working out bugs and addressing any questions or concerns from the first lead or Hot Transfer.
- ▶ Your success is our success. If you are not happy with the leads, transfers or conversion, we are not happy either.
- ▶ We work diligently solving problems, identifying solutions and finding ways to improve your ROI. This is our commitment to your success – Your solid marketing partner!



6400 Laurel Canyon Blvd, Suite 460  
North Hollywood, California 91606  
Phone: 800.647.2164  
Fax: 800.647.2142

Visit our website at [www.insuranceleads.com](http://www.insuranceleads.com)