

## Campaigns

### Real Time Exclusive Leads

All real-time leads are generated on the internet - via Facebook, Google Ads, and landing page websites. When a prospect in your area responds to an ad campaign on one of those sources, they become a lead and are delivered to your campaign immediately in the form of a data lead.

- Final Expense
  - \$12
- Medicare
  - \$15

### Inbound Calls

Inbound Calls are generated whenever a consumer dials a number displayed on either a digital ad, television ad, or direct mail piece. Upon answering the call, you will be directly connected with the consumer, and you will be the first person they speak to.

- Medicare
  - \$60
- Final Expense
  - \$48

### Live Transfers

A Live Transfer is a call that has been generated by a call center representative outbound dialing to a consumer who has requested to be contacted. Once the representative confirms their information and interest, they will transfer the call to your active Live Transfer campaign. When you answer, a representative will introduce you to an interested consumer who has agreed to speak with an agent. After you have confirmed all relevant information, the representative will drop off the call to let you assist the customer.

- Medicare
  - \$42
- Final Expense
  - \$39
- ACA
  - \$60

## Marketplace

### Aged Leads

On the Marketplace, you can purchase aged leads on demand from our existing lead inventory. Any real time lead that we sell on our platform is available on the Marketplace as well! All the leads on the Marketplace are aged leads and become cheaper the longer they're on the Marketplace.

- Medicare
  - 0-30 DAYS: \$1.50
  - 31-60 DAYS: \$1.20
  - 61-90 DAYS: \$0.90
- Final Expense
  - 0-30 DAYS: \$0.75
  - 31-60 DAYS: \$0.60
  - 61-90 DAYS: \$0.40