teleVERIFY

Showing Our Clients Success

iLeads.com

teleVERIFY

what can it do for you

Lead Quality

is our highest priority

567 San Nicolas Dr., Ste. 180, Newport Beach, CA 92660 | 877-245-3237 | 949-640-8307

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iLeads.com

An Introduction to our teleVERIFY Program

You've made an investment with us. Here's one way we protect it!

Getting the most from your leads

At iLeads.com, we have always worked to ensure that every lead passing through our gateway is valid. Since 1996, iLeads.com has invested heavily in ensuring that every lead that passes through our gateways is a quality product.

This document is designed to give you, our valued client, a complete understanding of what the teleVERIFY system is, how it works, and why we believe it provides tremendous value to you

You may view a detailed explanation of how our systems work below, or view our most frequently asked questions at the end of this document.

At iLeads.com we're committed to raising the quality bar every step of the way!

We offer the best quality lead in the industry

Why do clients use iLeads.com?

A Partner - our leads drive sales, and profits.

Savings - with iLeads.com on board we'll minimize your marketing risks, and maximize your business rewards.

Consistency - A direct mail campaign is an event. With iLeads.com, you order leads when you need them.

Guaranteed - with iLeads.com, if you receive a bad lead, we replace it, no questions asked.

Stability - We've been generating leads on the internet since 1996.

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What is the iLeads.com teleVERIFY program?

iLeads.com's teleVERIFY program is designed to ensure that the information that the consumer / lead has provided us is accurate.

We go beyond traditional "dialer" type methods of placing an automated call to a phone number (to determine if it is in service). With our teleVERIFY system, we not only check that the name, address and phone number is accurate, but also is associated with the individual that is listed on the lead.

How accurate is the teleVERIFY system?

iLeads.com's teleVERIFY system is approximately **92% accurate** across the lead types that we deliver. Some leads types may have a slightly higher or lower failure rate.

For the approximate 8% of the leads that fail the system, there are two types that you need to be aware of; **False Positives,** and **False Negatives.**

a. False Negative

The phone and / or consumer information is correct, but the teleVERIFY system determines that it is not. In this case the lead would be discarded.

b. False Positive

The phone and / or consumer information in not correct, but the teleVERIFY system determines that it is. In this case the lead may be assigned to a client, resulting in a "bad" lead. We would handle this situation by replacement of the lead through our extensive replacement policy

Through our teleVERIFY system, we use multiple data services to asses, validate and / or reject every lead that passes through our system, giving our leads a high level of accuracy.

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We verify your leads to maximize your investment and time.
Our teleVERIFY system is only one piece of the quality control procedures that we have pioneered to ensure that you receive a quality marketing experience.

In conjunction with our with the teleVERIFY system, we also include in every order:

- An industry **leading replacement policy** covering your lead order
- The most stringent **quality control procedures** of any lead company on-line today.
- **Audit controls** to help you improve your techniques and procedures.

We ensure that every phone number and address is correct and related to that consumer. Any non-matches are corrected or discarded.

The bottom line is that we are here to help show you success!

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Understanding our teleVERIFY program - What it is, what it isn't

How does the iLeads.com teleVERIFY system work?

The teleVERIFY system is designed to use more than 60 data sources to validate every lead that passes through our databases, **BEFORE** they are sent on to a client.

For example, if we were to develop a lead that consisted of:

Name: John Jones
Address: 123 Main Street
City: Los Angeles
State: California.
Zip: 90007
Home Phone: (213)745-3230
Work Phone: (818)664-2772

The teleVERIFY system is broken into three main phases:

Prior to any client ever seeing the lead, it would have to pass through our teleVERIFY system.

Phase One (data validity):

(with the above example our system would start with the basics (phase 1)

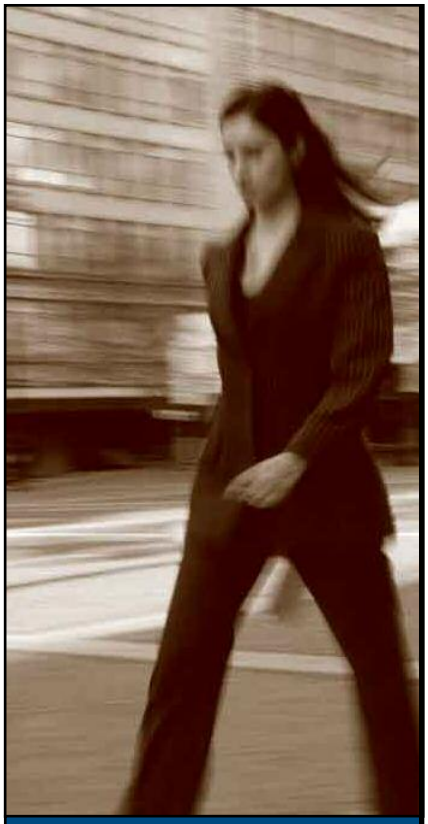
- Does the city and state match the information provided by the consumer?
- Does the city and zip code match the information provided by the consumer?
- Does the zip code and the phone prefix (the first three digits of the phone number, after the area code) match?
- Does the zip code and the phone prefix (the first three digits of the phone number, after the area code) match?
- Has the consumer been in our system within the same lead type in the last six months?

Phase Two (address verification):

Next, our teleVERIFY system would run the name "John Jones" against the known individual(s) currently residing at 123 Main Street. What we are looking for here is not only does "John Jones" live at this address, but does he currently live here. Phase two of our teleVERIFY system can:

- **Eliminate bogus addresses** (i.e. Domino's pizza listed as a home address).
- **Validate that the address** is currently the residence of John Jones, (and that he has not given us his old address..
- **Identify a valid business address**, and associate it with a valid work phone number, (ensuring that a consumer that wants to be called during the day at the office is validated).

If the second phase of our teleVERIFY system validates the lead, it would pass on to Phase three, data verification. (cont...)



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Phase Three (data verification):
The next phase of our teleVERIFY system is designed to use business rules to **either validate, or eliminate bad consumer data.** Currently we use a 31 point rule set to determine whether a lead has valid or invalid information associated with it. Some examples of these rule sets are:

- **We check** both the home and work phones against the local phone company records to ensure that one or the other are currently in operation.
- **We check** to ensure that either the home and/or the work phone numbers are registered to John Jones.
- **We check** to ensure that the phone numbers listed have been in continuous operation for a period of six months prior to the verification date.

The above are just some of the "business rules" that we use during the data verification stage of our teleVERIFY system.

Additionally, every lead has to pass a "cascade" of over 30 different business rules to be fully "passed" by our system, and delivered to you.

Results:
At iLeads.com, we are always looking to improve, and innovate our systems to "show you success". Since the introduction of our teleVERIFY system our clients have enjoyed a significant drop in "bad lead" data that processes through our systems.

The Future:
Shortly we will be adding new phases of the system that conduct pre and post audits of every lead to determine what has happened to the lead. This next phase of our lead teleVERIFY system is being designed to determine if:

- "John Jones" has completed a purchase prior to his submission to iLeads.com. If so, he would not be eligible to be sent on to an iLeads.com client.
- "John Jones" has completed the process, and placed his business with an iLeads.com client? If so, we will track your stats for you, to "show you success".
- "John Jones" has completed the process, but purchased from another firm, (other than the iLeads.com client that he was assigned to). We'll deliver you a "post order report so that you can look at why the business was lost, and develop strategies for the future.

At iLeads.com, our highest priority is your success. To show you how serious we are about lead quality, we have developed a PDF that illustrates the stringent procedures that every lead goes through before it is passed on to a client.

That document is available here

Additionally we are always happy to answer any question that you might have regarding our systems.

Please feel free to call us anytime at **877-245-3237** to have all of your questions answered.

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iLeads.com teleVERIFY System FAQ's (Frequently Asked Questions)

Q. What is the iLeads.com teleVERIFY System?

R. iLeads.com's teleVERIFY program is designed to ensure that the information that the consumer has provided us in their lead submission is **accurate and associated** with that individual.

Q. How accurate is the teleVERIFY system?

R. No. While the teleVERIFY system is very accurate, no system is capable of eliminating "bad" data 100% of the time. That being said **we will gladly replace a lead** that slips past the teleVERIFY system.

Q. How fast is the teleVERIFY system? Does it work 24/7?

R. iLeads.com teleVERIFY system is approximately **92% accurate** throughout the lead types that we deliver. Some leads types may have a slightly higher or lower false positive rate.

Q. What is iLeads.com's acceptable rate of "bad" leads with the teleVERIFY system in place?

R. We do have to remember that each iLeads.com order is a marketing program, and that **no verification system is 100% accurate 100% of the time.** On average we strive for less than a 5% "bad" lead rate (as seen by our customers) across all lead products. This 5% goal takes into account all of the lead quality systems that we employ, not just the teleVERIFY system.

Q. I just got a lead with a "bad" phone number. Does that mean that the teleVERIFY system is broken?

R. No. Our system is designed to catch the vast majority of "bad" phones that flow through our systems prior to our clients every seeing the lead. That being said, there are situations in which the system can show either:

a. A "false negative" – The phone and / or consumer information is correct, but the teleVERIFY system determines that it is not. In this case the lead would be discarded.

b. A "false positive" – The phone and / or consumer information in not correct, but the teleVERIFY system determines that it is. In this case the lead may be assigned to a client, resulting in a "bad" lead. We would handle this situation by replacement of the lead through our extensive replacement policy.

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Q. Does a human call the leads prior to them being sent to me?

R. No. Our teleVERIFY system is not a "teleVERIFY-marketing" rep calling the lead to "pre-work" the lead for our clients. While we have tried human based teleVERIFY-verification programs in the past, we have found that they are typically inadequate for our client needs. The primary reasons that we have abandoned a human based teleVERIFY-verification system are:

a. Timing to connect – The national connection average for a telemarketer is approximately 10%. With a human based teleVERIFY-verification system we would have to either keep the lead an un-acceptable amount of time, (prior to sending it along), or pass the lead on un-verified in 90% of the circumstances per day.

b. Angers the consumer – Consumers that are filling out lead forms on the Internet are looking for an answer today. With that in mind, we have found that if the first contact that is made after their request is a telemarketer, they are angry that their time has been wasted. The consumer is looking for answers to the questions that only our clients can answer, not a telemarketing call.

c. Influenced by the telemarketer - The verification process is influenced by the telemarketer making the call. If the telemarketer has poor communication skills, then chances are that the consumer's first impression of you, (our client) will be damaged.

Q. Does the iLeads.com teleVERIFY system eliminate your replacement policy for a "bad" lead?

R. No, absolutely not. Our teleVERIFY system is an addition that we provide to your marketing program, (along with our industry leading replacement policy).

Q. Does the teleVERIFY system add any cost to my order?

R. No. The teleVERIFY system is a **free service** that iLeads.com adds to our customers lead orders.

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Q. I just called a lead that claims that the person listed on the lead does not live there. How could this happen?

R. It is important to remember that the teleVERIFY system (while being highly accurate), is not 100% accurate. The situation could be either:

a. The consumer does live there, but has changed their mind, and does not wish to be contacted. (Often it is easier for a consumer to deny being the person listed, vs. admitting that they have wasted your time by changing their minds).

b. The teleVERIFY system posted a false positive in the data verification

Q. Why would I ever get a "bad" (disconnected) phone number if the lead passed your teleVERIFY system?

R. A "bad" phone number can be un-intentionally passed by our teleVERIFY system through a number of circumstances:

a. If the phone number is disconnected during the time **between verification, and the time** that you call on the lead.

b. If the consumer puts an **immediate disconnection order** through their phone company after we have verified the lead.

c. If the consumer has given us a **single viable number,** (that verifies), but puts in a second intentionally "bad" phone. Our system allows for a single valid / verified number per lead.

d. If the consumer has given us a mobile number with **one of the carriers** that we do not have agreements with as their contact information. If this situation occurs, we do continue with the rest of the "phase three data verification" rules. If we can validate the rest of the data, we will pass the lead on to you, with the proviso that if the number is "bad" we will replace it under our lead replacement policy.

We teleVERIFY every lead that comes through our system, but we will gladly offer you a replacement lead should there be any issue.

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Q. I have placed several calls to the lead, but so far haven't had the lead call me back. Does this mean that the lead has not passed the teleVERIFY system?

R. No, quite the opposite. Each lead that we process goes through our Q&A process, including the teleVERIFY system. If the lead had not passed the teleVERIFY system it would not have been sent on to you.

Remember, even though your leads have passed our stringent quality control procedures before being sent on to you, the number one rule of sales still applies. The persistent sales professional gets the deal!

Q. What sort of data sources are used with the iLeads.com teleVERIFY system?

R. Our system uses over 60 different sources of data, (many of these sources are either proprietary, or through First American Financial).

Q. How often are these data sources updated?

R. Our sources update the data that power the teleVERIFY system at various intervals. **Some data is updated as many as 10 times per day and some sources update once per day.** Every source is updated at least once per month.

Q. I just called a lead that claims that they did not input the lead? How could this happen with your teleVERIFY system?

R. It is important to remember that **our teleVERIFY system is only designed to either validate or invalidate the data presented to it.** If the information on the lead is correct, then the lead would pass the system, even if the consumer did not make the original inquiry.

This type of scenario often occurs if the consumer has changed their mind, and does not wish to be contacted. (Often it is easier for a consumer to deny being the person listed, vs. admitting that they have wasted your time by changing their minds. Additionally the lead could have been input by a family member, without the individual's knowledge).

Again, with our industry leading replacement policy, you would simply request a replacement for this lead.

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