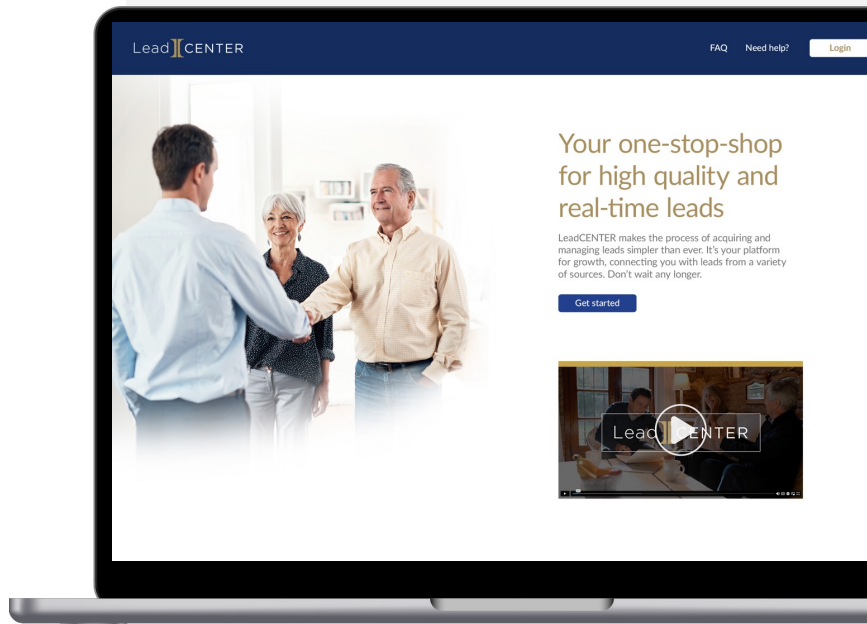# INTEGRITY

LeadCENTER Overview

The best lead acquisition and management technology, built by industry experts

Why LeadCENTER?

All year long, you need a simple way to:

- Manage leads

- Find new, compliant, high-quality leads

- Integrate your lead acquisition into your quoting and enrollment process

- Do all this while serving your clients well.

You need the best possible technology that connects everything. Look no further than Integrity LeadCENTER.

LeadCenter
Overview

LeadCENTER is a single source for compliant lead generation, allowing you to find and purchase leads with just a few clicks! LeadCENTER's built-in features allow agents to:
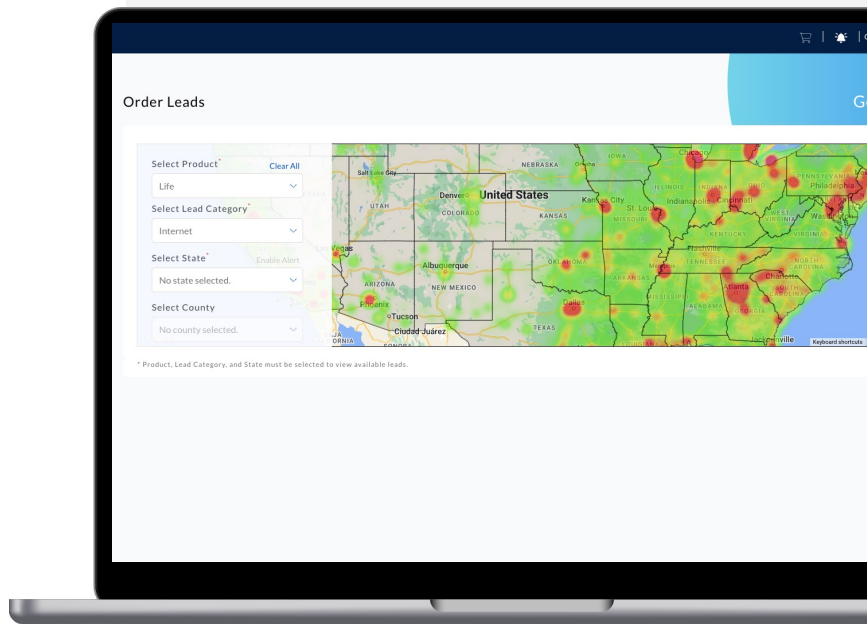
- Purchase compliant leads based on lead type, product type and geography

- Create real-time lead campaigns that send high-quality leads directly to the agent, on the agent's schedule and according to their budget

- Availability Check-In to receive Real-time Warm Transfer and Inbound Calls

- Synchronize lead data with MedicareCENTER for seamless integration that saves you time

LeadCENTER

Purchase High-Quality Leads in Minutes

LeadCENTER lets you search and order CMS-compliant leads using the interactive heatmap! Just a few steps is all it takes to purchase existing leads:

- Choose product type — Life or Health

- Choose Lead Category — Internet or Direct Mail (Health leads)

- Select geographic location for leads by state and county, or click on the interactive heatmap

- Select leads from the list that appears below, enter quantity and add to cart

- Repeat the last two steps to add more leads from other regions

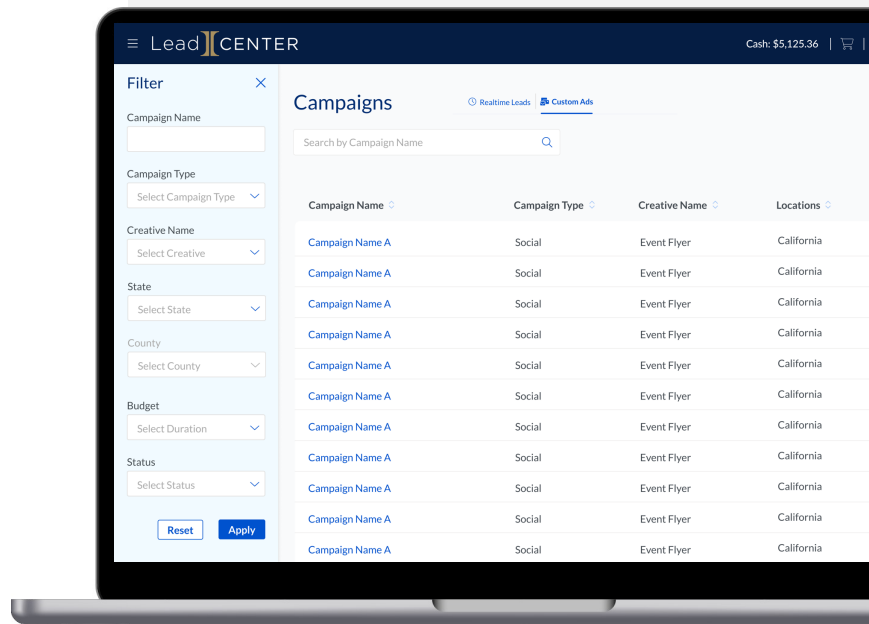- Check out with LeadCENTER Cash or with a credit card

LeadCENTER
Speed to Lead with Realtime Leads

"Speed to lead" matters!

- LeadCENTER offers Real-time Lead campaigns where agents choose every detail — lead type, budget, lead frequency and location

- Leads are sent directly to you in real time as they are secured, either as a warm phone transfer or as a data lead posted directly to MedicareCENTER Client Management

There is no simpler way to have leads funneled right to your book of business
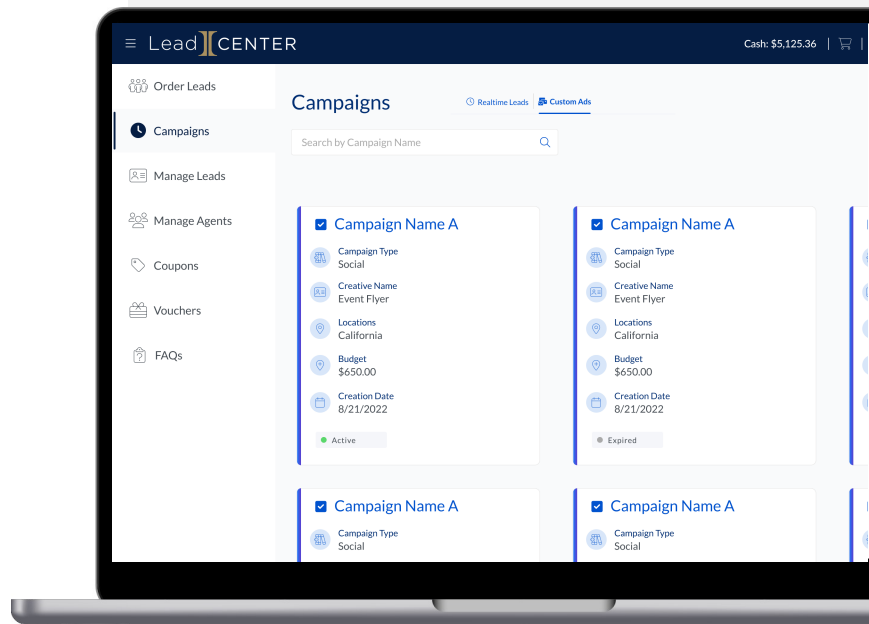
LeadCENTER
Realtime Lead Campaign Setup

How to set up a Realtime Lead campaign:

- Create a New Campaign and choose a name for the campaign

- Select the key campaign preferences — Campaign Type (data or phone call), Product Type (health or life leads), and Lead Type (sourced from PlanEnroll or our network of consumer lead partners)

- Choose one or more geographic regions by zip code or state and county, and how many leads to receive per week

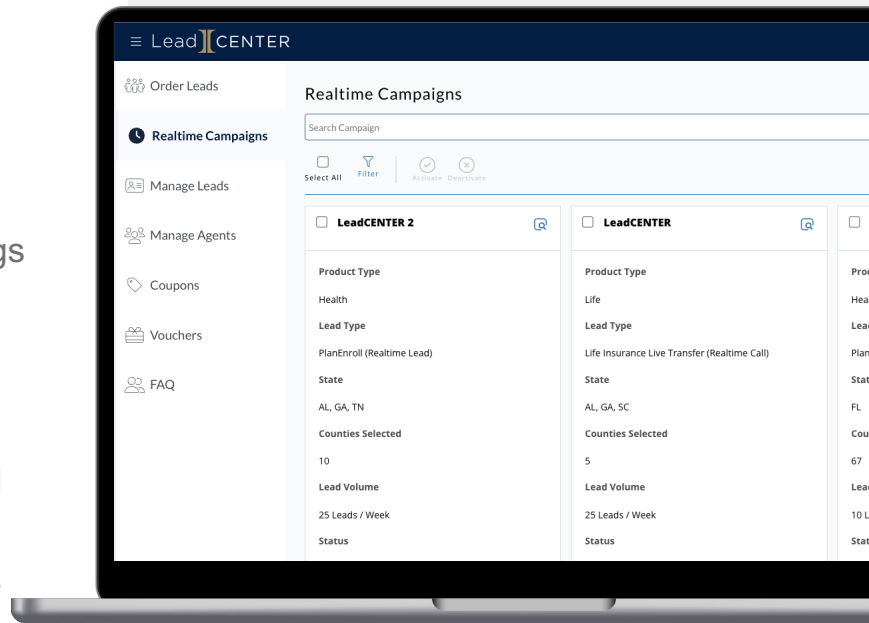- Finalize your campaign by reviewing your budget and clicking Launch

Using Realtime Lead campaigns in combination with LeadCENTER Cash helps you set and stay within your budget.

LeadCENTER
Realtime Leads Availability Toggle

When you have an active Realtime Campaign with live leads selected, you can receive calls in the moment:

- Make sure you have your MedicareCENTER phone number confirmed in your LeadCENTER account settings

- Make sure there's a phone number to route your lead calls to

- Click the "I'm Available" toggle at the top of the screen

- Follow any on-screen prompts to choose lead types and complete the check-in process

- Receive live calls right to your MedicareCENTER phone number!

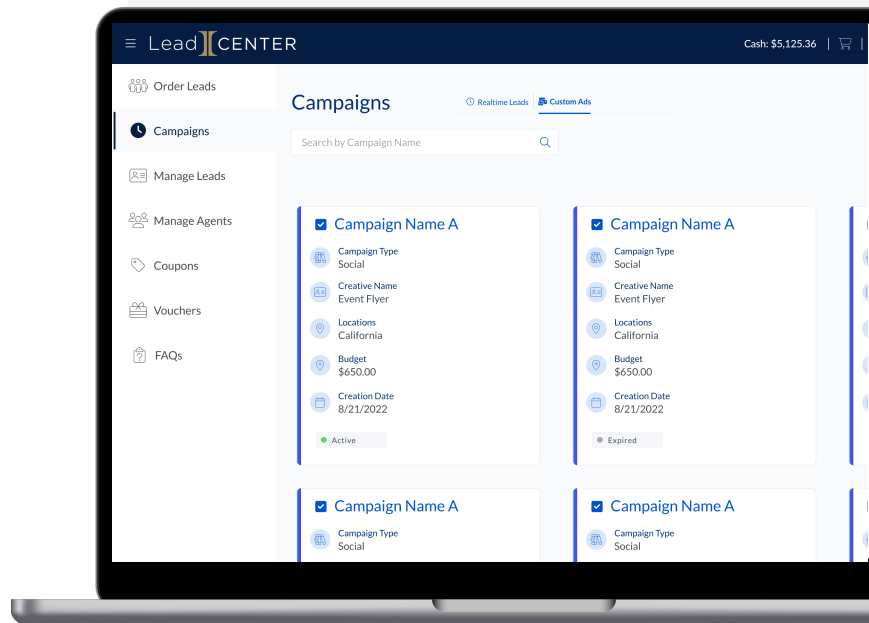- Check in from either LeadCENTER or MedicareCENTER — your choice

LeadCENTER
Custom Marketing Campaigns

Grow your business with custom, pre-approved and compliant campaigns that send all generated leads to you! Creating a custom campaign is easy:

- Choose the type of campaign and creative you want to run, including T65, ANOC, New Mover and Switcher

- Select the geography you'd like the campaign to run in

- Additionally, select the list criteria to narrow the mail quantities and to set your overall budget

- Approve the campaign and fund it using LeadCENTER Cash — you're ready to go!

Any leads generated from these efforts are routed exclusively to you as an agent and will be sent to your LeadCENTER account as well as MedicareCENTER.

Conclusion

At Integrity, we are constantly updating our technology to bring you more of the features and capabilities that will supercharge your business, all year long.

Through LeadCENTER, your ability to connect with fully-compliant, high-quality leads keeps getting better.

To learn more, visit our website at IntegrityLeadCENTER.com or talk with one of our experts today.