TKLi | LEADFEED
Lead Generation System

The TKL LEADFEED System is an **advanced co-registration technology platform** customized to generate higher quality leads by distributing targeted advertising offers.

LEADFEED functions as a seamless offer serving system easily integrated into a publisher's web site - typically on a main registration page, but anywhere registrant data is available.

CAPABILITIES

Targeting

- Target offers based on advertiser selected criteria

- Rotate offers by Popularity, Bounty, Success, Need-to-fill, Even and Random Rotation or Weight

- Target offers for display to specific publishers

- Target by page location on publisher's website

- Accept unlimited data fields from publisher

- Data validated 2x - on receipt from publisher and also prior to lead export

- Define up to five additional questions for pre-screening and advanced offer qualification

- Disqualify a lead based on information gathered in custom fields

- Dedup leads against current house file to obtain new prospects
  (Can be provided in MD5 encrypted format for additional security)

Customization

- Auto-collection of required registrant information if not provided by publisher

- Offer capping by publisher and/or page

- Append IP/Gender/Geo/Census data

- Automated form field expiration dates for custom questions or menu items

- Rule creation based on lead data received to redirect a registrant to a specific URL on publisher site

- Multiple real-time and batch lead delivery methods
  (Email , CSV , HTTP, SOAP, Customized)

- Client user interface for system management and offer trafficking

- Registrant email receipt with customizable content

- Optional 'Thank You' page recapping selected offers

- Optional lead export of partially qualified data

Reporting

- Real-time, 24/7 access, password protected

- Grouping by publishers for enhanced reporting

- Export lead for offer analysis by publisher or page

- Track by most successful offers for earnings optimization

- Classification of leads into billable and non-billable categories

- Automated email updates to advertisers and publishers summarizing current lead results and offer performance

BENEFITS

Publisher

- **Generates revenue** - create new revenue from existing registration process

- **Reduces cost** - directly offset subscriber acquisition costs

- **One-time set up** - quick and easy integration

- **Maintain control** - over advertiser approval process

- **Adds value** - to existing channels, current advertisers and subscribers

Advertiser

- **Precision targeting** - lead matching using unlimited combinations of demographic data & custom filters

- **Eliminates risk** - only pay for fresh leads or new contacts

- **Leads are exclusive** - no sharing with competitors

- **Build database** - easy, automatic, guaranteed data

- **Budget control** - multiple capping methods control lead flow by quantity, month or average

Subscriber

- **Targeted** - only see ads meeting advertisers' specific criteria

- **Relevant** - only see ads matching demographic profile

- **One-click system** - no need to enter repetitive contact information

- **Adds value** - receive unique offers, products and services

- **Saves time** - user friendly