



The Benefits of Using LeadConduit™ to Manage Your Internet Leads

LeadConduit™ is a web-based, real-time, lead delivery platform that is used to manage hosted online lead generation campaigns. LeadConduit is offered as a service, so there is no software to install or manage. It handles the capture, validation, delivery, tracking and reporting of Internet lead data as it passes from affiliates to advertisers.

LeadConduit will improve the overall performance of your lead generation efforts by both saving you money and improving lead conversions.

Directly Manage Your Relationships with Lead Providers

- **Total Control over your relationships and your leads** Unhappy with an agency... change agencies. Don't like a lead source... cancel it within minutes. Aren't happy with your call center... move from one to another until you find the one that's best servicing your needs. With LeadConduit, you have one place to go when making changes such as these. Lead Conduit simplifies your life and empowers you to control your own destiny.
- **Save Media costs by buying direct.** LeadConduit simplifies the process of managing vendor relationships, giving you the opportunity to buy direct from lead vendors versus being forced to buy through aggregators.
- **Setup your own rules with vendors.** By contracting directly with a lead vendor, you can exert control over how they collect leads on your behalf.
- **Growing your provider network is simple.**

You manage your own business relationships. We handle the technical stuff. Store campaign creative materials (images, text, sample forms, etc.) via your account to be accessed by your affiliates. Share a campaign with provider with one click. LeadConduit creates the accounts, verifies user information, and connects them to you. LeadConduit acts as the single point of technical integration between you and your providers, handling all the issues of integrating with multiple providers. And LeadConduit Support addresses any questions from you and your providers

Automatically Deliver Leads to the Right Recipients

- **Process leads in real-time so that they can be acted on immediately.**
We capture, validate, and deliver leads in real-time so that you can follow-up in real-time. Leads can be delivered simultaneously to multiple systems such as Email Service Providers (for auto-responders) and Call Centers (for outbound calls) for real-time follow up. Change how leads are received without interrupting lead flow from affiliates.
- **We integrate with your systems according to your specifications.** LeadConduit can deliver leads in multiple methods including Email Batch, Real-time Email, and HTTP POST/GET, FTP, etc. We can customize the integrations based on your needs.
- **Utilize automated, rules-based routing to deliver leads to the right recipients.**
LeadConduit automatically delivers leads in real time to the appropriate call center or representative according to the specifications of the schools. Certified Lead Delivery ensures each lead is properly delivered. And if your server is offline, LeadConduit continues to capture inbound leads and will deliver them automatically once it is back online.

LeadConduit™ Product Description

Real-time Data Validation to Improve Lead Quality

- **Ensure that you only pay for valid leads that meet your criteria.**
LeadConduit automatically rejects bad leads in real-time, notifies the provider, and stops their delivery to recipient(s). LeadConduit ensures all required fields for a campaign are submitted and complete to your specifications, rejects duplicate leads and validates phone numbers in real-time.
- **Greater transparency into the quality of leads your providers are sending.**
LeadConduit provides real-time server responses to providers indicating if leads were accepted or rejected. You and your partners may view real-time copies of each lead submitted or received in their account for easy trouble-shooting.
- **LeadConduit allows you to integrate with 3rd party validation and lead scoring services without using your technical resources.**

Neutral 3rd Party Reporting

- **MDT does not own or operate any lead generation websites.** LeadConduit allows you to work with any lead vendor or lead buyer. Our interests are aligned with the interests of our clients.
- **Real-time, web-based reporting for you and your partners.**
LeadConduit serves as a neutral 3rd party for reporting between buyers and sellers of leads. Providers can access real-time web-based reporting for all their stats. You can track leads from an unlimited number of providers and their sub-affiliates.
- **Automated Lead Return Process.** Lead returns can be automatically updated and reported to providers and detailed audit trails are generated for every lead.
- **Financials.** Get a real-time view of your spend with vendors. Track lead pricing online. Quickly reconcile month end invoices.