

activeprospect

3 Reasons to Use Real-Time Bidding with ActiveProspect

Get the leads you want at the price you want, all in one secure platform.



LeadConduit's real-time ping/post bidding solution gives you the information you need to make the right decisions before you purchase a lead.

1

Stop leads you don't want to buy from ever entering your system before you pay for them with **LeadConduit**.

2

Leverage **SuppressionList** checks to avoid duplicates and identify high intent leads, and **TrustedForm** event data to ensure you pay the right price for the right leads.

3

Operate with confidence, knowing that your lead data stays safe and secure within the **ActiveProspect** platform.

Real-time Bidding with LeadConduit

LeadConduit's Real-Time Bidding functionality helps you make key decisions regarding whether to buy a lead, and what price you wish to bid for that lead.

Ensure that the leads you accept from third-party sources meet your requirements and that you are purchasing the leads most likely to convert.

- ✓ **Check leads against any list** to filter out duplicates or other unwanted leads before you decide to purchase.
- ✓ **Reduce costly and time-consuming returns** by only bidding on the leads that meet your criteria and rejecting unusable leads before they enter your system.
- ✓ **Set pricing rules** that allow you to decide which leads are most valuable and pay accordingly. For example, a lead that is five seconds old might be more value than one which is five minutes old.
- ✓ **Use volume caps** to set criteria for how many leads of each type you purchase. For example, If your target customers more likely to use iOS than Android, you can set a rule to purchase fewer leads generated on Android devices than iOS.

Other Systems

Limited amount of data which restricts your decisioning power.

\$	7.00	Per Lead
State	=	CA
Age	<	25
Gender	=	Male

VS

ActiveProspect

Get more non-PII data to make effective purchasing decisions.

\$	7.00	Per Lead
State	=	CA
Age	<	25
Gender	=	Male
Submit Time	<	2 min
Device	=	Mobile
Lead Age	<	2 seconds
URL Name	≠	freebie.com
Duplicate	=	false

Get the leads you want at the price you choose:



Utilize SuppressionList Capabilities:

Check for Duplicates

Check against your customer lists so you never again pay twice for a lead you already have.

Block 'Do Not Contact' Consumers

Avoid costly lawsuits by blocking leads that have explicitly asked to not be contacted.

Identify High Intent Leads

Use your existing customer list to bid more aggressively on leads who may have a high intent to purchase from you again.

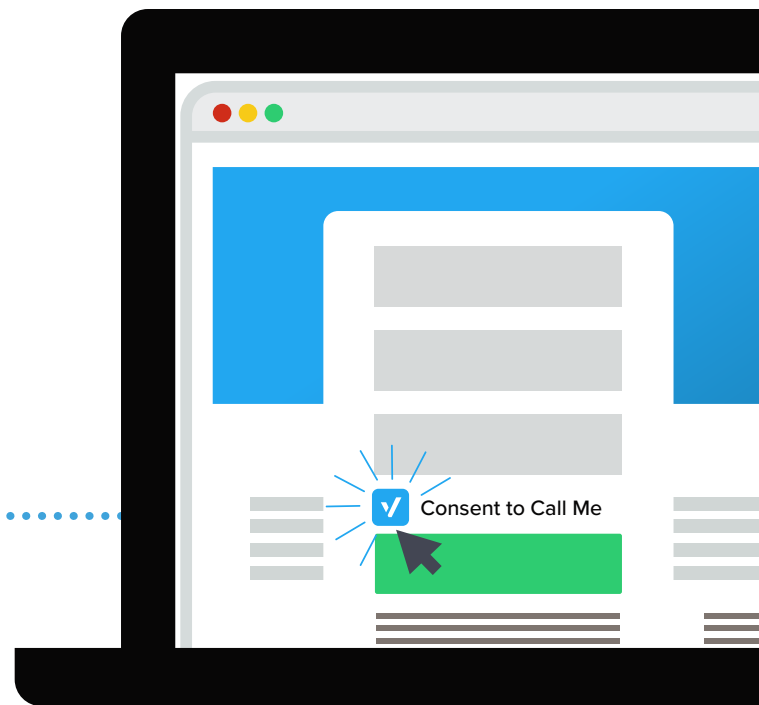


Leverage TrustedForm Insights:

When you buy leads via real-time bidding, more information on the ping helps inform the right buying and pricing decisions, giving you a big competitive advantage.

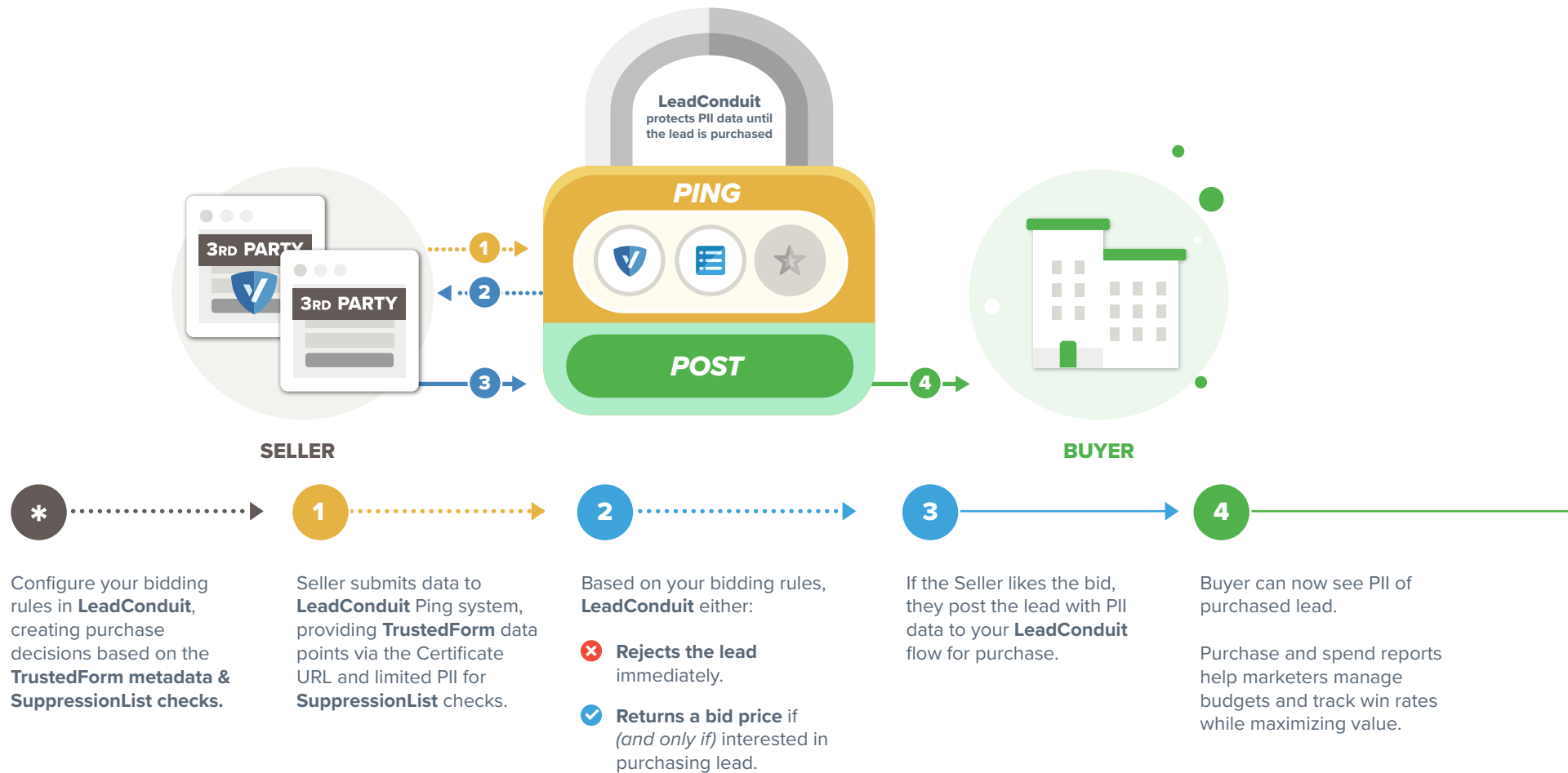
ActiveProspect's TrustedForm is the industry standard for documenting consent. Now you can harness the power of TrustedForm to optimize your LeadConduit lead flow with a wide range of metadata about every lead, including:

- | | | |
|---------------------|----------------|------------------------|
| ✓ Certificate URL | ✓ Lead Age | ✓ IP Address |
| ✓ Website of Origin | ✓ Typing Speed | ✓ Location City |
| ✓ Browser Type | ✓ Time on Page | ✓ Location State |
| ✓ Operating System | ✓ Time Stamp | ✓ Location Postal Code |



ActiveProspect is a *trusted* industry name

Trusted by *thousands of sites* to confidently keep your lead data safe and secure.



Combining **TrustedForm**'s insights with the power of **LeadConduit** not only gives you a competitive advantage – it's also a security advantage. When you use enhanced Real-Time Bidding with ActiveProspect, your lead data is stored securely within our platform and is never sold or shared by us. Buyers only see whether or not the lead fits their purchasing parameters, without seeing any confidential or identifying data.