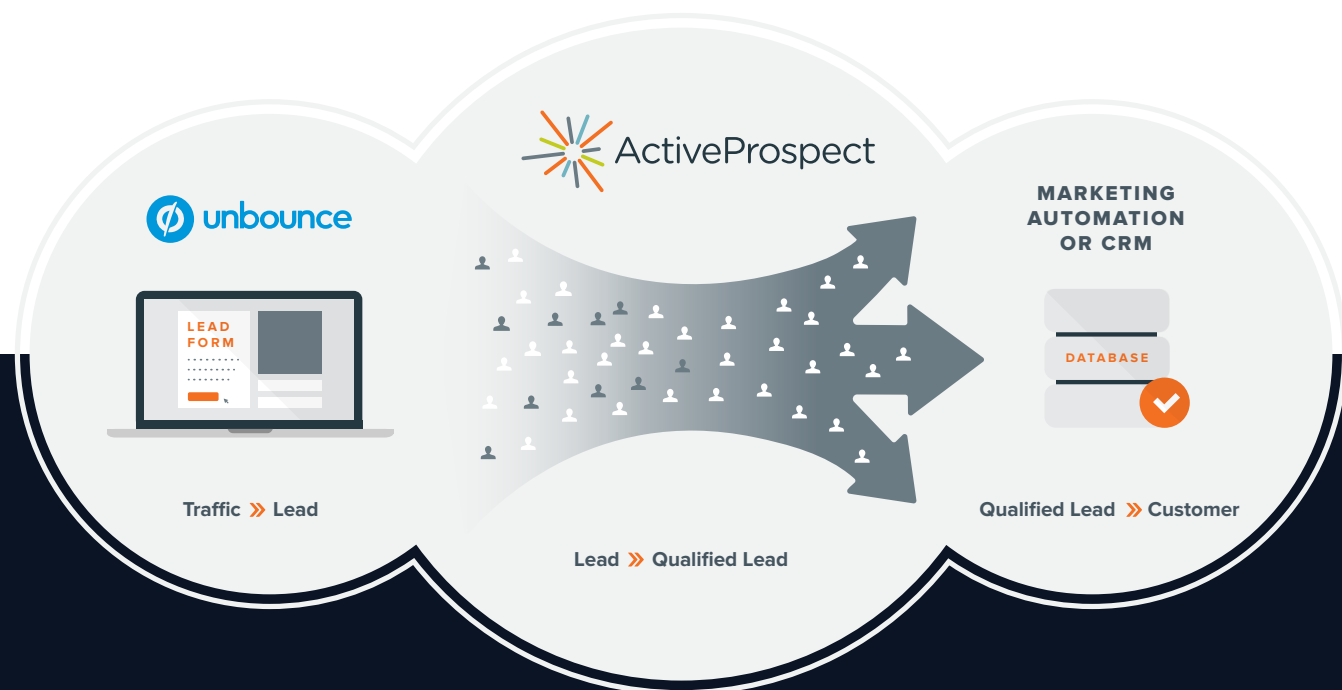


Don't Gamble With Your Leads

If you want to gamble, *play scratch cards*

Online lead generation campaigns are plagued with problems. Too many Internet leads have invalid contact information, are duplicates, unqualified, fraudulent, or even just plain fake. And now, due to recent changes in government regulations (TCPA & CASL), simply contacting leads could result in litigation if you haven't properly documented proof of consent.



ActiveProspect **takes the risk out of** your lead generation campaigns

Filter Unwanted Leads in Real-time

Block junk data or duplicates based on criteria you set. Verify phone, email, or other details before the lead reaches your system.

Deliver Leads Based on Custom Rules

Build custom lead flows and send leads to multiple places using rules-based logic. All types of lead delivery supported.

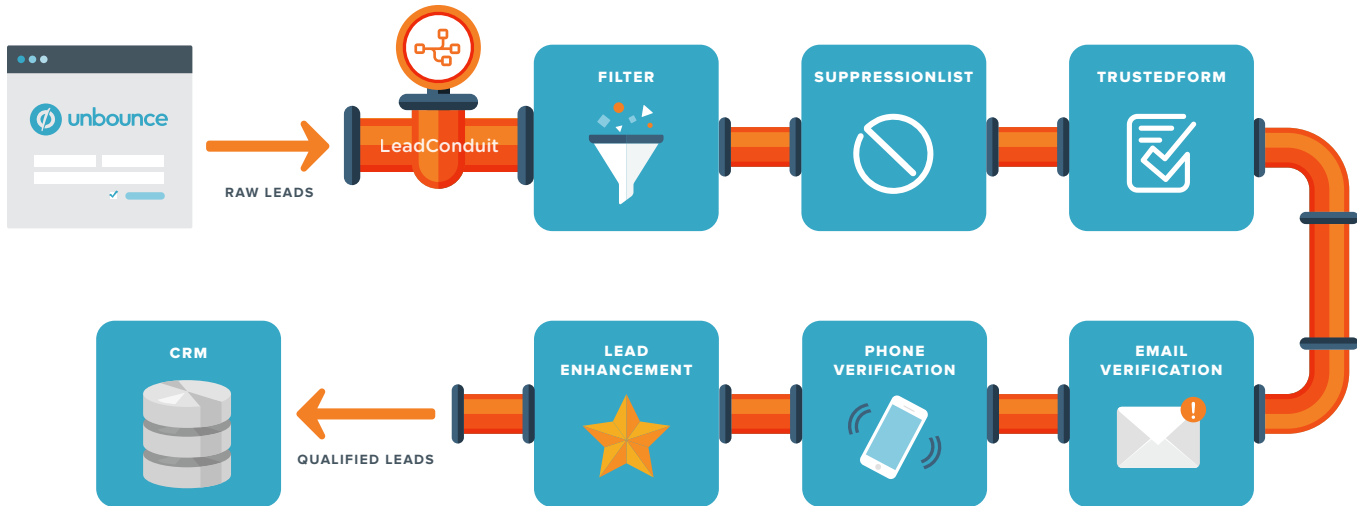
Enhance Leads Using Any Data Service

Append information to your leads in real-time & leverage shorter forms without sacrificing data insight. Shorter forms mean more conversions.

Document Consent for Legal Compliance

Protect yourself from litigation by documenting proof of consent for regulations like TCPA and CASL.

Use **LeadConduit** to create advanced lead flows



Improve your odds LEVERAGE OUR FULL SUITE OF PRODUCTS

LeadConduit

LeadConduit has processed more than 1 billion leads for the world's biggest brands. It's a powerful, real-time data acquisition hub that enables marketers to filter, enhance, & deliver leads to any system.

TrustedForm

TrustedForm is the highest standard for independent proof of consent, providing individual certificates for every lead. Verify and document consent for compliance with regulations such as TCPA and CASL.

SuppressionList

SuppressionList is a powerfully simple tool for checking leads against your lists in real time. Check leads purchased from a vendor, opt-out email addresses, fake names, seed contacts, duplicates, and more.

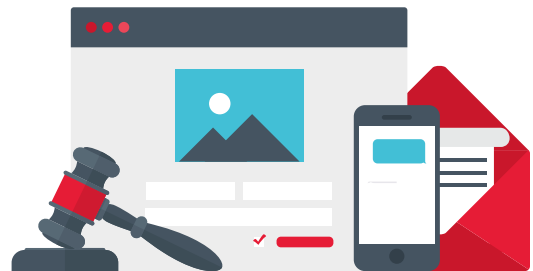
Usage Based Pricing With Plans Starting at **\$10/month**

SIGN UP AT **ACTIVEPROSPECT.COM/GO/UNBOUNCE**

Don't Gamble With Legal Compliance

Did you know you could potentially be sued for contacting the leads you collect on your Unbounce landing pages?

Regulations like TCPA (Telephone Consumer Protection Act) and CASL (Canada Anti-Spam Law) increasingly require that you document proof of consent to contact the consumer.



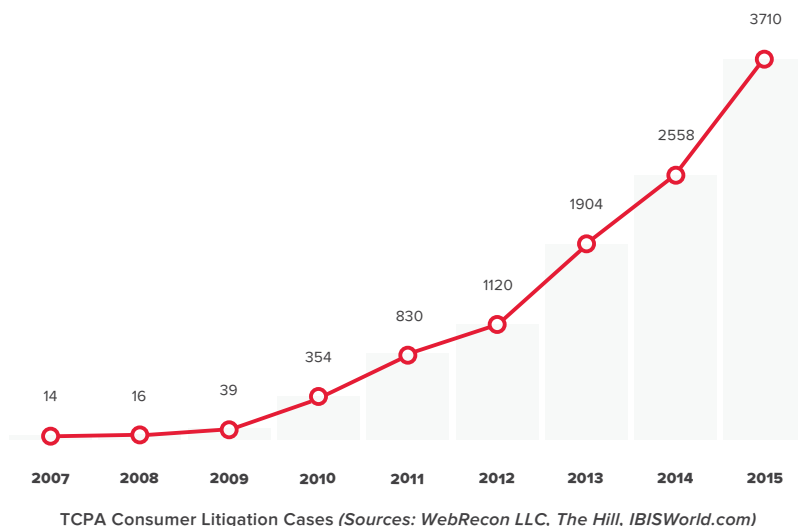
The Penalties Can be Severe

TCPA

If you contact consumers in the U.S. on their mobile phone and don't comply with the TCPA, you could be liable for \$1,500 for EVERY call or text.

CASL

If you send commercial email or texts to Canadians, your liability for CASL non-compliance can range from \$200 per email to \$1,000,000 per day.



TCPA Litigation is Rapidly Growing

The word is out - the TCPA can mean easy money for people ranging from angry consumers to class action litigators. Multi-million dollar settlements are commonplace. To make matters worse, suits can be filed for perceived violations up to four years after the date of contact.



Protect Yourself From Litigation: Document Consent With TrustedForm

TrustedForm is a lead certification service that independently captures what happens when a consumer fills out a web form and allows you to watch it later with VideoReplay.

“ Documenting consumer consent is an essential part of your TCPA and/or CASL compliance program. When you’re facing a claim, the best way to shut opposing counsel’s mouth is to provide rock-solid proof of consent. Without this, companies can spend tens of thousands of dollars in legal fees defending bogus claims. Document consumer consent now; save legal dollars later. ”

SLADE CUTTER, PARTNER, WITTLIFF CUTTER AUSTIN, PLLC

Legal Protection

As an independent third party, TrustedForm provides proof of what the consumer saw when they filled out the webform. This allows you to demonstrate that your legal disclosure language was present on the form.

Long-Term Storage

TrustedForm Certificates are stored in your account for as long as you need. We recommend storing for at least 5 years because of the statute of limitations for TCPA.

Easily Shared

Certificates are easily accessed by clicking on the TrustedForm Certificate URL stored with your leads in your database. You can easily email a certificate to an interested party such as a litigator or a consumer that has complaint.

PROTECT YOURSELF FOR JUST \$.10/LEAD

Sign up for an account - [ACTIVEPROSPECT.COM/GO/UNBOUNCE](https://activeprospect.com/go/unbounce)