



# The Online Lead Generation **GLOSSARY**

## Autoresponder Email

An Autoresponder Email (aka Confirmation Email) is an email that is automatically sent to an Internet Lead immediately after they submit a form. It could take the form of a welcome message to a new email newsletter subscriber, or a thank you message to someone requesting information about a product or service.

## Call Center Lead

A Call Center Lead is a lead that was generated by first being pre-qualified by a call center. The typical process involves the company buying inexpensive opt-in leads and using a call center to contact them to verify their interest. The call center then sells the verified leads to lead buyers either as web leads or call transfers.

## CASL

CASL (or Canada's Anti-Spam Legislation) was put in place to regulate commercial electronic messages (CEMs), an umbrella term including emails and SMS text messages. It specifies that any CEM sent within, from, or to Canada requires prior written consent.

## Certified Lead

Certified Leads are leads that come with a TrustedForm Certificate of Authenticity. The certificate provides critical information about the lead like when and where the user signed up, including the IP browser version, and even a video of the user signing up (VideoReplay).

## Co-Registration

Co-Registration is a common type of Hosted Lead Generation. Co-registration is the practice of allowing a consumer to opt-in for multiple offers while registering for one primary offer. For example, while signing up for a newsletter, a consumer might see a checkbox with a sign up for a related newsletter from another company. This checkbox is the opt-in for the co-registration. By checking that box, the consumer data will be transferred to both Advertisers presented on the form. It is important that consumers must explicitly opt-in for the co-registration placement to ensure that they truly want to be contacted for the offer.

## Cost Per Lead (CPL) Advertising

Cost Per Lead Advertising (CPL) is a form of performance-based advertising where the Advertiser only pays for Leads generated by the advertising. CPL has a lower financial risk for the Advertiser, compared with CPM (Cost per Thousand impressions) and CPC (Cost Per Click) where the Advertiser still pays even though there may be no tangible results from their advertising dollars. There are two forms of Cost Per Lead Advertising: buying web traffic on a CPL basis (affiliate marketing) or buying Internet Leads on a CPL basis (aka Hosted Lead Generation).

## CRM

CRM refers to Customer Relationship Management. Examples include Salesforce, SugarCRM, InfusionSoft, Zoho, and MS Dynamics. CRM applications are used to manage ongoing communications with potential customers as well as existing customers. These tools are typically used by sales people to convert leads into customers.



## Double Opt-in

Double opt-in is a method of acquiring and confirming consent for communications where a user submits a form on a website which then triggers an email containing a link for the user to click to confirm their interest in further communications. The form is the initial opt-in and the confirmation email process is the second opt-in.

## Email Service Provider (ESP)

ESP refers to an Email Service Provider, also known as Email Marketing Software. These are companies/applications that specialize in providing technology for managing email marketing campaigns. Examples include MailChimp, SilverPop, PostUp, ConstantContact, Epsilon, and more. Because they are specialized applications, they offer rich functionality for sending and tracking email.

## Effective CPL (ECPL)

The effective CPL is the effective price paid per lead after accounting for the scrub rate or unpaid leads. For example, if the agreed upon cost-per-lead is \$100, but 50% of the leads are rejected and unpaid, the effective cost per lead is \$50.

## Internet Lead

An Internet lead is generated by someone that has proactively submitted information on a web form, thereby requesting to be contacted. Also known as a web lead or an inquiry.

## Lead Acquisition

Lead Acquisition is what happens between Lead Generation and Lead Conversion. It involves capturing, enhancing, filtering, and delivering leads. It is about turning a raw lead into a qualified lead.

## Marketing Leads

Marketing leads have expressed an interest in learning more but aren't necessarily ready to buy. A marketing lead could be a subscriber to your email newsletter or someone that downloads one of your white papers. An E-Commerce company might acquire marketing leads in the form of email subscribers with the goal that they will eventually make a purchase on the site. A Consumer Packaged Goods company might use marketing leads for a loyalty program to distribute special offers or samples to their customer base. Their marketing database provides a means to build and maintain a relationship with their customers – even though purchases are made through retailers/distributors.

Marketing leads are typically comprised of only a few data fields (name & email) and are cheaper to acquire than sales leads. A marketing lead might be generated via Facebook Lead Ads or a CPL ad placement on a registration path. A marketing lead might eventually turn into a sales lead, but that is not necessarily the goal.

## Ping-post

Ping-post is method of selling leads based on providing (or “pinging”) potential buyers partial lead information and allowing buyers to bid on the partial lead. The winner is then given (or “posted”) the rest of the complete lead data.

## Pre-ping

Pre-ping is the process of querying a list to see if a lead is a duplicate before displaying that lead gen offer. This gives lead providers the opportunity to not display an offer to consumers that are already in a Advertiser's database.

## Pricing: CPA (Cost-Per-Action)

CPA (or Cost-Per-Action) is when an advertiser pays when a consumer takes a specific action. For example, they might only pay their partner once a consumer becomes a paying customer.

## Pricing: CPC (Cost-Per-Click)

CPC (or Cost-Per-Click, PPC, pay-per-click) is a digital marketing measurement denoting the cost of a click on an advertisement. When pricing is listed as CPC it indicates the cost of each click, and that charges are based on clicks, as opposed to impressions or conversions/leads.

## Pricing: CPL (Cost-Per-Lead)

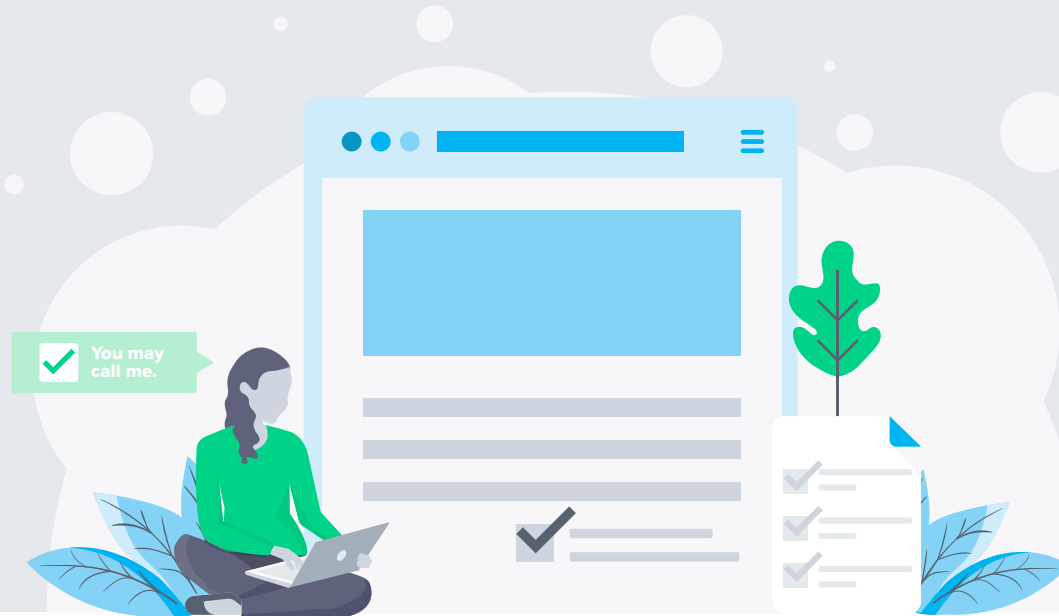
CPL (or Cost-Per-Lead) is when an advertiser pays for a lead that has filled out a form. This indicates pricing is based on leads, as opposed to impressions or clicks.

## Pricing: CPM (Cost-Per-Thousand)

CPM (or Cost-Per-Thousand) is a common digital marketing measurement denoting the cost of one thousand advertisement impressions. When pricing is listed as CPM it indicates the cost of one thousand impressions, and that charges are based on impressions, as opposed to clicks or conversions/leads.

## Publisher

In lead generation, a publisher typically refers to a company that owns websites and publishes unique content there. Publisher is often used interchangeably with “lead vendor” because the publisher's content is what drives traffic to their sites. The content meant for web publishing can include text, videos, digital images, artwork, and other forms of media. Examples of publishers include LendingTree, Healthcare.com, Education Dynamics, ShareCare.com, and ThePennyHoarder.com.



## Online Lead Generation

Online Lead Generation refers to the practice of turning Internet traffic into an Internet Lead (where a user submits a form requesting contact) or an Inbound Call (where a user calls the Advertiser). Three common ways in which online advertising is purchased is CPM (Cost per Thousand impressions), CPC (Cost Per Click), and CPL (Cost Per Lead).

## Opt-in

Opt-in is the term used in digital marketing to describe signing up for something. Consumers might opt-in on a form or over the phone to receive emails or calls from a company.

## Opt-out

In online lead generation, an opt-out offer is one where the opt-in box is pre-checked. The consumer must uncheck the box to opt out if they don't want to be signed up for the offer. Opt-out also refers to a user choosing to unsubscribe to communications they have previously signed up to receive. In order to be CAN-SPAM compliant, all email solicitations require the ability for users to opt-out from communications from within each email.

## Sales Leads

Sales leads are meant to be contacted directly by a salesperson. They are leads that have requested contact by submitting your “Talk to Sales” form on your website or completing a quote request on a comparison site.

For example, when a mortgage lender buys a lead from LendingTree.com, that is a sales lead. That consumer has filled out a form to get mortgage quotes from multiple mortgage lenders. They are in the market to purchase your product now. Sales leads are typically comprised of more data fields (name, email, phone and address) and are more expensive to acquire than marketing leads.

While it is important to respond to all leads quickly, when dealing with sales leads every second counts. Companies that buy shared leads from comparison sites often try to call the consumer within seconds of form submission.

## SuppressionList

A suppression list is a list of records that should be “suppressed” from contact. In lead generation these could be leads that were previously purchased or existing customers. A lead provider would check against a suppression list before delivering the lead to their buyer.

## Scrub Rate

The scrub rate is the percentage of leads that were not purchased by the Advertiser. If 100 leads were generated but only 80 were bought, the scrub rate was 20%. These are leads that didn’t make it through the Advertiser’s acquisition process - so they were scrubbed out. These are typically leads that are rejected in real-time because they didn’t meet the criteria of the lead buyer (also referred to as lead scrubbing). The higher the scrub rate the lower the effective CPL.

## Take Rate

The take rate refers to the number of users or site visitors that take action on an offer. It is also known as the visitor to lead conversion rate or the form completion rate. An attractive offer will have a higher take rate as more consumers will want to sign up. Offers with a high take rate provide a higher effective CPM for the publisher.

## TCPA

The TCPA (or Telephone Consumer Protection Act) is a law passed in 1991 and modified in 2013 that limits the use of automatic dialing systems, voice messages, SMS text messages, and fax machines to contact consumers. The law is designed to protect consumers from unwanted telemarketing solicitations. The law requires that consumers provide prior express written consent in order to receive a text message or receive a call on their cell phone using an automated dialing system or pre-recorded message.