

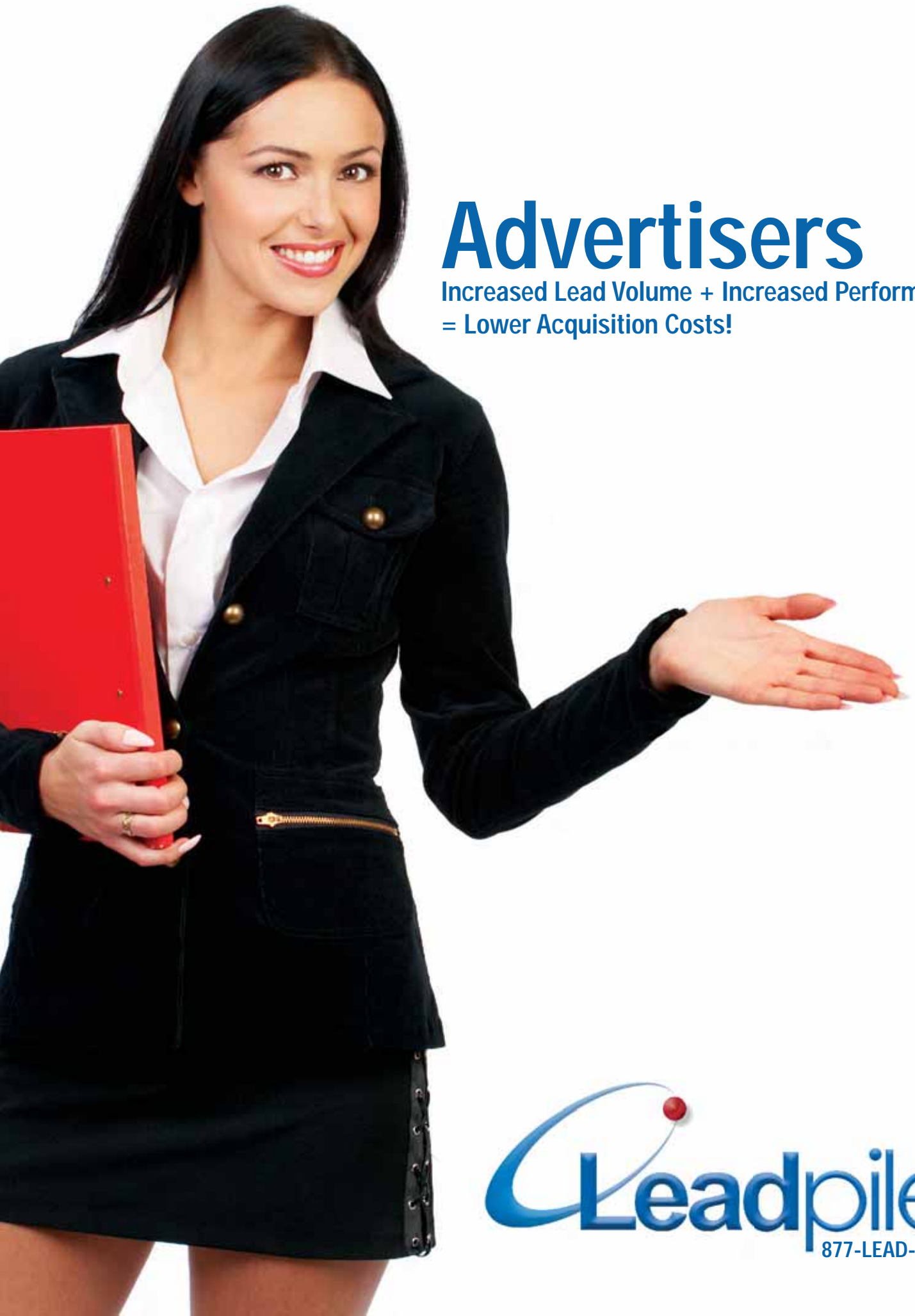
# LeadGen

*The LeadPile Revolution*



## **INSIDE:**

The Power of a Lead  
The Changing Game of Affiliate Marketing  
Who are the “SKIDS?”  
The Leadpile Exclusive Lead Marketplace



# Advertisers

Increased Lead Volume + Increased Performance  
= Lower Acquisition Costs!

 **Leadpile**<sup>TM</sup>  
877-LEAD-PILE



# The Power of a Lead

Every single business transaction in the World begins, and ends, with a Lead. A lead is the greatest power in business. Since the early 1990's, when the Internet became well known by the general public, its entire growth has been driven by the need of its participants to produce a lead.

The sole purpose of all marketing and advertising is to assist the providers of goods or services to procure a lead. A lead is most basic component of all "Sales Cycles", and the completion of a "Sales Cycle" (a sale) is the basis for all economic activity in the world.

In order for any Company to be in business, "Sales Cycles" must continually be started, and completed. An efficient "Sales Cycle" is the ultimate goal of every sales transaction. It is for this reason that the internet's growth has been fueled by the constant, and never-ending, need for high quality leads.

Affiliate Marketing, Search Engine Marketing, Brand Marketing, Behavioral Marketing, Database Marketing, Video Marketing, Promotional Marketing, and Relationship Marketing are all designed to provide a lead to its participants.

Without a lead, the Internet, as we know it, would not exist today. Without a lead, there would be no business.

In essence, the true power of the internet is in its lead generation. Every business and organization in the World relies on the power

of a lead to do business.

This year, in the United States alone, E-commerce will top 120 Billion Dollars, making up 2.5% of total sales in the United States. It is important to note that these online sales only include retail sales of goods and services, where an order is placed by the buyer, or the price and terms of the sale are negotiated over the Internet.

The 120 Billion Dollar Estimate excludes non-retail operations such as travel agencies, financial services, manufacturers, and wholesalers. Including all online sales, it is estimated that E-commerce is a Trillion Dollar Industry.

Each and every transaction in the Trillion Dollar Online Marketplace begins, and ends, with a Lead.

What Industries are currently buying leads on the internet? The answer to this question can only be answered by another question. Which Industries aren't? The answer is...not many.

Every Industry with an online presence is currently buying leads in one way or another. Every Single One: From Mortgage Companies to Plastic Surgeons; from Payday Companies to Dentists; from Insurance Companies to Universities; From Charitable Organizations to Real Estate Companies. All are currently buying leads.

How Companies have been buying their leads is where the story of The LeadPile Exclusive Lead Marketplace begins.

# A brief history of Leads on the Internet

When the Internet became well-known among the general public in the early 1990's, it was easy to understand how e-commerce would soon become a major, world-wide, economic sector.

With the advent of better security protocols in the mid 1990's, more and more people felt safe and comfortable transacting their business on the Web. As more people became comfortable transacting business on the Web, more and more businesses came to the web seeking to convert these potential customers into Leads.

The Lead Race was on.

In the beginning of the Lead Race, companies would simply place a sign-up form on their website and hope for a lead.

Soon, a modern variation of "bird-dogging" happened, where companies (or "Lead Seekers") would pay finder's fees to the "referrer", for the introduction of a potential customer, from the referrer's website, to their own.

These introductions have come to be called Affiliate Programs. An Affiliate Program is basically an arrangement in which an online Lead Seeker pays another site (an "affiliate") a commission to send them a lead. These Affiliate Web sites post links to the Lead Seeker's site, and are then paid according to a particular agreement.

There are three basic types of Affiliate Programs, defined by their payment arrangements: Pay-per-click, Pay-per-lead, and Pay-per-sale.

In the Pay-Per-Click model, compensation is paid by the Lead Seeker, to the Referrer, based on

a certain value for each visit the referrer sends to their website.

In the Pay-Per lead model, a certain value is paid by the Lead Seeker to the referrer (also known as "affiliates" or "publishers") for directing a customer to the Lead Seeker's website, who then, fills out a form, which becomes a lead.

In the Pay-Per-Sale Model, Lead Seekers pay a commission to the referrer for each sale made that was directed by that particular referrer.

While there are other iterations of these three models, these have been the most popular affiliate models.

The advantage Affiliate Programs have over traditional advertising is that in an Affiliate Program, an online merchant only pays its affiliate when it gets a desired result. Traditional advertising, such as the ads you see on TV, and cost-per-impression banner ads on the Internet, are riskier for the advertiser. They spend money on advertising based on a guess of its effectiveness. When an ad brings the company more money than it spent on that ad, the ad is a success. If the company makes less money than it spent, it has to swallow that loss.

Some Companies run their own Affiliate Programs, while others use third party services provided by intermediaries to track traffic or sales that are referred to them from affiliates.

There is a popular urban myth about the origins of affiliate marketing. In July 1996, Amazon.com launched the first Affiliate Program on the Internet. As legend has it, Jeff Bezos, CEO and founder

of Amazon.com chatted with a woman at a cocktail party about how she wanted to sell books about divorce on her web site. After that exchange, Bezos pondered the idea and thought about having the woman link her site to Amazon.com and receive a commission on the book sales. This was the impetus for creating the Amazon's first [Affiliate} Program.

A major improvement with Affiliate programs happened in 1996, with the formal birth of Affiliate Solution Providers (ASP's). An Affiliate Solution Provider (ASP) is a Company that provides the network, software, and services needed to create and track an Affiliate Program. They act, essentially as a middleman to introduce Lead Seekers to Lead Providers. For making the introduction, providing tracking, and acting as a middleman, they typically receive a percentage of every lead bought and sold through their introduction. One of the first ASP's, Linkshare, launched in 1996, and one of the best known Affiliate Solution Provider, Commission Junction, launched in 1998.

Affiliate Marketing has been identified by the National Retail Federation's Shop.org as one of the most effective methods of enabling online retail commerce. It is a \$95 billion industry that is expected to grow to approximately \$230 billion by 2008.

...Since 1996, there have been no major improvements with the Affiliate Lead Marketplace.

...The Leadpile Exclusive Lead Marketplace System is the biggest advancement in the Lead Generation in the past ten years.





## The Inefficient Lead Marketplace as it exists today

Since the advent of Affiliate Solution Providers in 1996, a very strong argument can be made that the Lead Generation Market has made no real strides in its efficiency.

A “Market” is the area of economic activity in which buyers and sellers come together, and the forces of supply and demand affect price. It allows buyers and sellers to discover information and carry out a voluntary exchange of goods or services. A market requires, at a minimum, that both parties expect to become better off as a result of the transaction.

An efficient marketplace requires more... much more.

While the current LeadGen Marketplaces have provided a mechanism for Buyers and Sellers of Leads to transact their business, the marketplaces have been

extremely limited in their ability to provide the participants an opportunity to react to constant changes in the marketplace.

The current LeadGen marketplace’s inherent shortcomings are glaring. Why? In the current marketplace, one party in the lead transaction has more or superior information, when compared to another. The Lead Seller in the marketplace knows more than the Lead Buyer, or the Lead Buyer knows more than the Lead Seller.

This asymmetric information, at its core, is inefficient. This inefficiency is harmful to a marketplace because one party can take advantage of the other party’s lack of knowledge.

The current LeadGen Marketplace does not offer market participants an efficient price/feedback adjustment mechanism, which is necessary to ensure that both sides of the transaction conduct business in the most efficient manner possible.

While it is understandable why Publishers and Advertisers have chosen the Affiliate Model in the past, the model’s inherent inefficiencies have already begun to catch up with it.

If a marketplace is inefficient at its core, it simply cannot exist for the long term if no changes are made. The “Old Fashioned” Affiliate model has made sense for Publishers and Advertisers because, until now, there simply was no other way to conduct business.

Until the advent of The Leadpile Marketplace, no other viable solution has been made available.

Simply put, the Lead Buyers and Lead Sellers have conducted business in these inefficient marketplaces because an efficient alternative was never presented... until now.

## When are Internet Sales Leads Really Internet Sales Leads?

According to Leadpile, the real definition of an Internet Sales Lead is “a real customer seeking a real solution to their needs right now, and asking for an immediate response on a website”.

Leadpile says that many companies are attempting to sell glorified mailing lists as what they call “Internet Sales Leads”, but often times, these are not really real Internet Leads at all.

Real Internet Sales Leads, as defined by Leadpile, are real customers seeking a real solution to their particular needs, right now. In addition, these real customers have just made the request on a website asking for a solution to their needs, right now. While many companies are advertising that they have Internet Sales

Leads available for businesses, what they are really selling is a simple list of names, numbers, addresses, and sometimes even email addresses. According to Leadpile, these lists are nothing more than list brokers selling regurgitated names to unsuspecting buyers. When purchasing real sales leads, companies should be very careful with whom they purchase these leads from, as the many online players in the sales lead generation business are really just mailing list companies spitting out old lists, says Leadpile.

Unfortunately many “so called” Leads Companies are selling nothing more than glorified mailing lists. These Companies are little more than list brokers, list managers, and list compilers spitting out the same old data to companies thinking they are buying real internet leads.



## Leadpile Exclusive Lead Marketplace: **A Revolution?**

Is the Leadpile Exclusive Lead Marketplace a revolution? Many are beginning to think so...

A revolution can be defined as something that replaces an established methodology. Unlike any LeadGen marketplaces currently offered, The Leadpile Exclusive Lead Marketplace facilitates a “true efficiency”, as it places lead buyers and lead sellers in the position to react to never ending, and real-time, changing market conditions.

One of the primary functions of Leadpile’s First, and Largest, Exclusive Lead Marketplace, then, is to adjust prices, based on quality to accommodate fluctuations in supply and demand in order to achieve the highest efficiency for both Buyers and Sellers of Leads.

The Leadpile Marketplace offers participants an opportunity to interpret Lead supply, Lead demand, Lead quality, and to react on a real time basis to the constant changes in the market.

An efficient marketplace generally requires price adjustments to provide quality information to the parties engaging in a transaction. Price adjustments are required so that each party may accurately gauge the subsequent changes of their welfare. This is one of the basic underlying principles of Leadpile Exclusive Lead Marketplace.

As a result, participants in the existing inefficient marketplaces will continue to rapidly move toward Leadpile’s scalable, efficient, and symmetrical marketplace offering.

## **I-savenow Form Revolutionizes Affiliate Marketing**

Leadpile, The World’s Largest Centralized Online Exclusive Lead Marketplace, says that traditional Online Affiliate Programs may become a thing of the past. Leadpile says that their World’s Largest Exclusive Lead Marketplace, combined with their revolutionary I-SAVENOW Form will place, for the first time ever, Affiliate Program “Publishers” in total control of their lead production, and will give these lead sellers an opportunity to receive multiple income streams from their efforts.

Leadpile, who offers the first ever, secure, online centralized location for Lead Buyers and Lead Sellers to engage in an efficient exclusive lead marketplace, says the I-SAVENOW Form will place publishers in the position to control their leads, and efficiently earn future residual income from multiple lead streams, which is currently not available in “Old

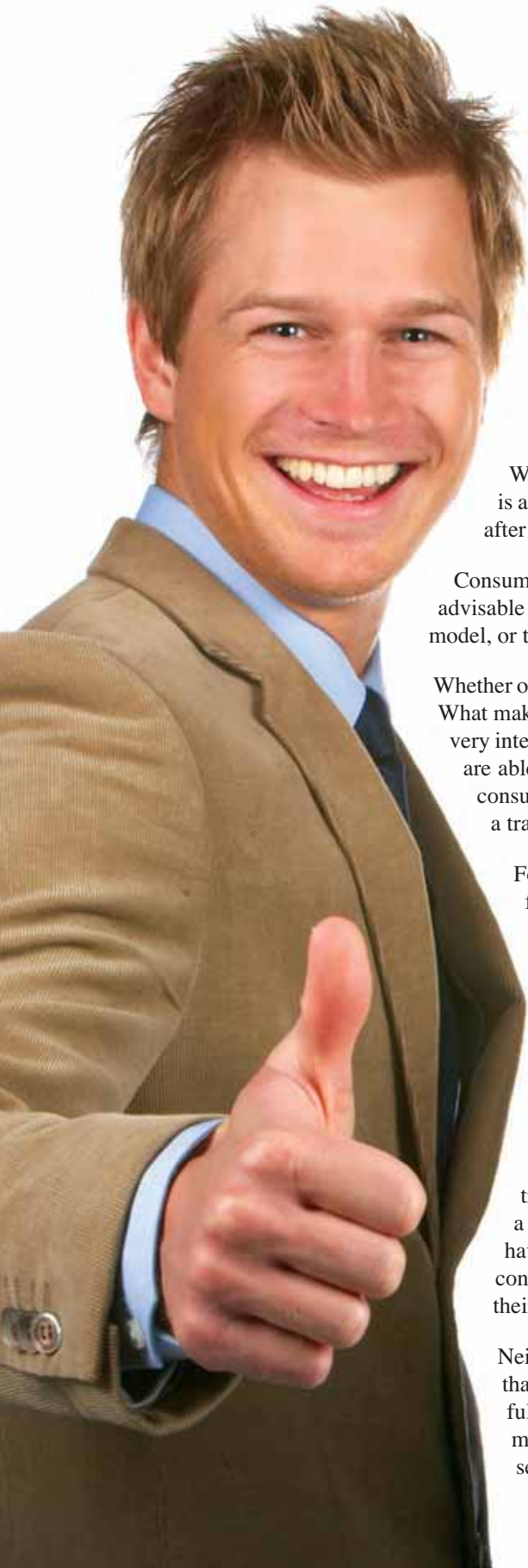
Fashioned Affiliate Programs.”

With “Old Fashioned Affiliate Programs,” a website owner or publisher can earn a commission for referring customers to advertisers. “Old Fashioned Affiliate Programs” typically uses an intermediary to handle all the tracking and accounting. Leadpile says when publishers combine Leadpile’s New I-SAVENOW FORM with their world’s largest Lead Marketplace, Lead Sellers, or publishers, will be placed in a much better position to accelerate their earning power from their Publisher position. In addition, Lead Buyers will finally transact business in an efficient Lead Marketplace that will increase their ROI’s.

Leadpile, who offers the first ever, secure, online centralized location for Lead Buyers and Lead Sellers to engage

in an efficient lead marketplace say the I-SAVENOW FORM can be perfectly integrated on the publisher website with any other ads or links they currently have to their advertisers. The I-SAVENOW FORM will give Publishers more credibility, and Leadpile says it will not negatively influence the clicks to the other existing ads on the page. Studies shows that the visitors to a website buy differently, so the I-SAVENOW Form can transform the Publishers website from a pile of banners and links into a more professional looking website with a real solution to the visitors needs. The I-SAVENOW FORM can help consumers instantly reach dozens of potential companies to assist them, without even spending the time to see their website or fill out any other forms. The I-SAVENOW FORM can be integrated with a simple copy and paste in the publisher’s website.

# Is the consumer really getting the best product/ service that they are looking for with the Leadpile Marketplace?



**In the traditional affiliate marketing model, the consumer believes they are making a proactive choice about the product/ service they are asking for. Does the consumer know who they will be transacting business with in the Leadpile Marketplace?**

The consumer is always the most important piece of a marketplace. In the Leadpile marketplace, it is the goal to supply the customers with a service they need in a fast and efficient manner. The Leadpile system is an exchange, wherein two constituencies (people needing a service/and people providing the service) can find each other in an easy, cost-effective, targeted, and expedient manner.

Whether or not the consumer finds the best product or service available in the marketplace is always up to the consumer. As consumers have been taught, both online and offline, even after they receive a solution to their request, it is wise to shop and compare the offering.

Consumers can continue to do their own research to find the best solution to their needs. It is advisable for consumers to take this prudent approach before transacting with either the affiliate model, or the Leadpile Exclusive Lead Marketplace model.

Whether online, or offline, a motivated consumer will always do their due diligence before buying. What makes the Leadpile marketplace even more efficient than an affiliate marketplace is, really very interesting: With Leadpile, the lead buyers, or people providing the service to the consumer, are able to target their acquisitions using multiple filters. It is these filters that help make the consumer experience with the Leadpile marketplace even better than those experiences with a traditional affiliate relationship.

For example, in a traditional affiliate relationship, the consumer can fill out an application from a company that does not offer the service that the consumer is looking for. In the Leadpile marketplace, multiple filters assist us in sending the consumer to the company that has the highest propensity to fulfill their request.

One key to The Leadpile Exclusive Lead Marketplace model is that consumer's requests can be matched in a more specific manner due to the targeted filtering of the lead buyers or advertisers.

In the traditional affiliate model, while it appears that the consumer is making a pro-active choice for the product or service they are asking for, this is not entirely true. What appears to be a proactive choice may really be no choice at all. Why? In a traditional Affiliate Program, when the consumer chooses to fill out an application with a provider, there is no assurance that that provider can provide the desired request as they have no capacity to set up a filtering for their service. With the Leadpile Marketplace, the consumer has a higher likelihood of being matched with a service provider who can meet their needs based on our filtering technology.

Neither the traditional affiliate model, the Leadpile marketplace, nor any other model for that matter, can offer a guarantee that a consumer is dealing with the best company to fulfill their request. However, with the Leadpile Marketplace, the consumer is offered more choices from more companies who may specialize in delivering the product or service requested based on our multiple filtering technologies.

## “SKIDS”

Leadpile holds steady on its sales prediction that says E-commerce will surpass the \$1 trillion mark by 2012.

The “Super Kids in Digital Space”, or “SKIDS” are going to dramatically change the landscape of our entire culture, including the way we use the Internet and Computers, says Leadpile, a leader in the online marketing and advertising space. Leadpile, who stands by its prediction that e-commerce sales will reach One Trillion Dollars by 2012, has coined the term “SKIDS” for the youth of the world who, they say, will be unlike any other consumer in history. Leadpile believes that this new, young, super internet and wireless consumer, will drive wireless technology, online sales, and our entire culture to levels very few people have even dreamed possible, resulting in a dramatic shift in our lives, and change the way we buy and consume goods and services forever.

“SKIDS” will change the dynamics of the internet and digital landscape forever”, says Andy Jacob, CEO of Leadpile.com. “The Super Kids In Digital Space”, or “SKIDS”, as coined by Leadpile, are growing up fast, and will be even more demanding in their requests for better and faster digital processing, both online and offline.

Jacob says that e-commerce sales have the potential to make up 25% of all sales in the United States by 2012. Jacob says, “The convergence of the aging baby boom population and the new ‘Younger Super Internet Consume’ will make for an explosive combination in the next seven years.”

Jacob says, “Twenty percent of the U.S. population is under the age of 14-years-old. They represent the “SKIDS”. Out of approximately 300 Million people living in the United States, almost 50% are under the age of 17, and almost 60% are under the age of 24 years of age. These are the “SKIDS”. The young people who have grown up embraced in the Digital Age. “SKIDS” obviously need Parental guidance to ensure that the Internet and associated Technology is fun, safe and productive. And with the proper guidance and supervision, the internet can positively impact the way in which “SKIDS” will change the digital landscape in the future.” The ‘Younger Super Internet Consumer will be unlike any consumer in U.S. history. This ‘Younger Super Internet Consumer’ will use the Internet in every facet of their life pushing Internet sales to levels most people are not able to believe.”



## From an affiliate’s perspective, what is the potential risk of alienating the consumer if they are unable to sell a lead within a certain time?

The Affiliate is dependent on there being buyers for the leads they generate. Is there greater uncertainty for the affiliate with the Leadpile Marketplace? While the lead seller may eventually get a higher return per lead with the Leadpile Marketplace, isn’t there an extra step in the lead sale process, unlike a traditional affiliate model? In traditional Affiliate Programs there are no guarantees that a visitor will transact. In addition, the lead seller, or publisher essentially loses that customer once the visitor is delivered to the advertiser’s web site.

In addition with the leadpile marketplace, there is less risk of alienating a customer as they have a much higher chance of having their request fulfilled because of the “consumer centric” targeted filters that multiple lead buyers, or Advertisers are able to place into the Leadpile system.

It is very true that Lead Sellers, or Publishers, are very dependent upon the buyers. In the Leadpile Exclusive Lead Marketplace, the buyers are also dependent upon the Publishers. This is what makes the marketplace work. The marketplace alleviates the uncertainty that lead sellers have because there are multiple Lead Buyers bidding for leads real time, and the real time delivery of a lead is enhanced as the Lead Sellers has “multiple shots at the title” in securing a lead buyer to purchase a lead.

With regard to the question regarding the additional step in the lead process: The delivery, bidding, and resulting consumer experience is all done in real time. The additional step is transparent.

# Are Lead buyers potentially paying much higher for a lead as they are bidding for leads against other buyers?

While taking a first look at the Leadpile marketplace; it is understandable how one can make this conclusion. The key for advertisers or lead buyers however, is to lower their overall acquisition costs, increase their revenues, and drop more money to their bottom line.

With highly filtered leads, the Leadpile marketplace will offer many benefits to Lead Buyers and Lead Sellers, which may not be readily visible to a the non-initiated, at first glance at the system.

Highly targeted leads are more valuable to lead buyers than the more generalized type of leads they currently are purchasing. And with Leadpile, the lead buyers always have control over the expenditures ensuring they never pay more than what a targeted lead is worth to their organization. Lead cost is not as relevant as the ROI, and the Leadpile marketplace places the buyer in the position to target their leads more efficiently which will result in higher conversions, and less time wasted following up on poor quality or non-targeted leads.

## So, is the Leadpile Exclusive Lead Marketplace really a revolution?

As the Internet continues to grow, Companies will be placed in the critical position to decide where they will place their online advertising dollars. As online advertising continues to occupy a significant portion of many company's overall advertising budget, marketing executives will have to further focus on what approach and creative strategies will best increase their return on investment (ROI), and lower their acquisition costs.

Online players will have to pay much more attention to online lead generation and acquisition costs as online advertising gets more competitive each and every day. Only those Companies that find the most efficient route to their target consumer will win.

The Leadpile Exclusive Lead Marketplace places the actual Originators of Leads ("Lead Sellers", "Publishers" or "Affiliates"), and the Users of the Leads ("Lead Buyers" or "Advertisers"), in the enviable position to finally transact business in a technologically advanced, scalable, and efficient marketplace. The marketplace places the participants in the position to finally receive the benefit of a truer supply and demand curve, which leads to more efficiency.

For the first time in E-commerce history, an efficient, scalable marketplace has commoditized the single most important thing on the internet....a lead!"

*Is it Revolutionary?*

*...you decide*



# BUY Leads at LeadPile



Why would a Lead Buyer use Leadpile's Centralized Online Exclusive Lead Marketplace instead of an "Old Fashioned Affiliate Program"? It's simple. Leadpile provides Lead Buyers with an incredible platform to reach the finest Lead Sellers in the world. Lead Buyers will bid on Leads making the marketplace more efficient. And not only that, Lead Buyers will pay a much lower commission than with "The Old Fashioned Affiliate Program." And more importantly, you will purchase leads on a real time basis, and only buy what your system is set up to buy, with the filters you desire! Simply put, at Leadpile, Lead Buyers have a huge advantage over "Old-Fashioned Affiliate Programs" for several reasons. And the number one reason is that at Leadpile, Lead Buyers can make more money. Period.

## **The Leadpile Revolution Advantage for Lead Buyers:**

- Instant and Direct Access to Super Affiliates/Lead Sellers without the need for long-term commitments
- There are no fees to sign up or to use our system
- Receiving quality leads instantly is as easy as signing up today
- No minimum purchase required
- No commitment or long term contracts
- Efficient Screening and Filtering process drives conversions up and waste down
- Enjoy total control over your lead pricing and daily volume
- Buy directly from lead producers: Leadpile is not a lead aggregator or re-seller
- Multiple Lead Sellers compete to provide you the best leads
- Pay No Additional Commissions! Only pay the amount that makes sense for you.
- Multiple campaigns with multiple Lead Sellers give you power to select leads from those sellers providing you the best leads and the Best prices
- Leadpile is simple and easy to use for Lead Buyers, and Leadpile makes it easy to manage your account. On your very own personal account page, you:
  - Receive a simplified contact manager tool for leads
  - Control your bid pricing, filters and caps
  - Determine your preferred delivery method, frequency and format
  - See your personal financial snapshot real-time
  - Receive personal reporting tools
  - Manage personal payment options
  - Customize your real-time delivered leads or cherry pick leads from our online database
  - You control the number of leads you want to purchase, or the total amount you would like to spend
  - You establish your buying criteria and fully customize your lead filters
  - You establish a bid price for each lead and run multiple campaigns at different price points
  - As fresh leads arrive in real-time, Leadpile identifies the leads meeting your criteria at your established bid price, and you receive the lead in the format you specify. It's that easy!

# SELL

## Leads at Leadpile

Why would a Lead Seller use Leadpile's Centralized Online Exclusive Lead Marketplace instead of an "Old Fashioned Affiliate Program?" Simple. You will always earn top dollar, and your leads are always purchased by the top paying lead buyer. With "Old Fashioned Affiliate Programs" you get paid a flat fee. With LeadPile you always get paid Top Dollar because your lead will be delivered to the highest bidder, giving you the highest market value for your leads. With Leadpile, you can also earn money on later sales. Even if a lead is not sold real time, you can make money when it is sold minutes, hours, or days later. With Leadpile, you will receive multiple streams of income on the same consumer.

### The Leadpile Revolution Advantage for Lead Sellers:

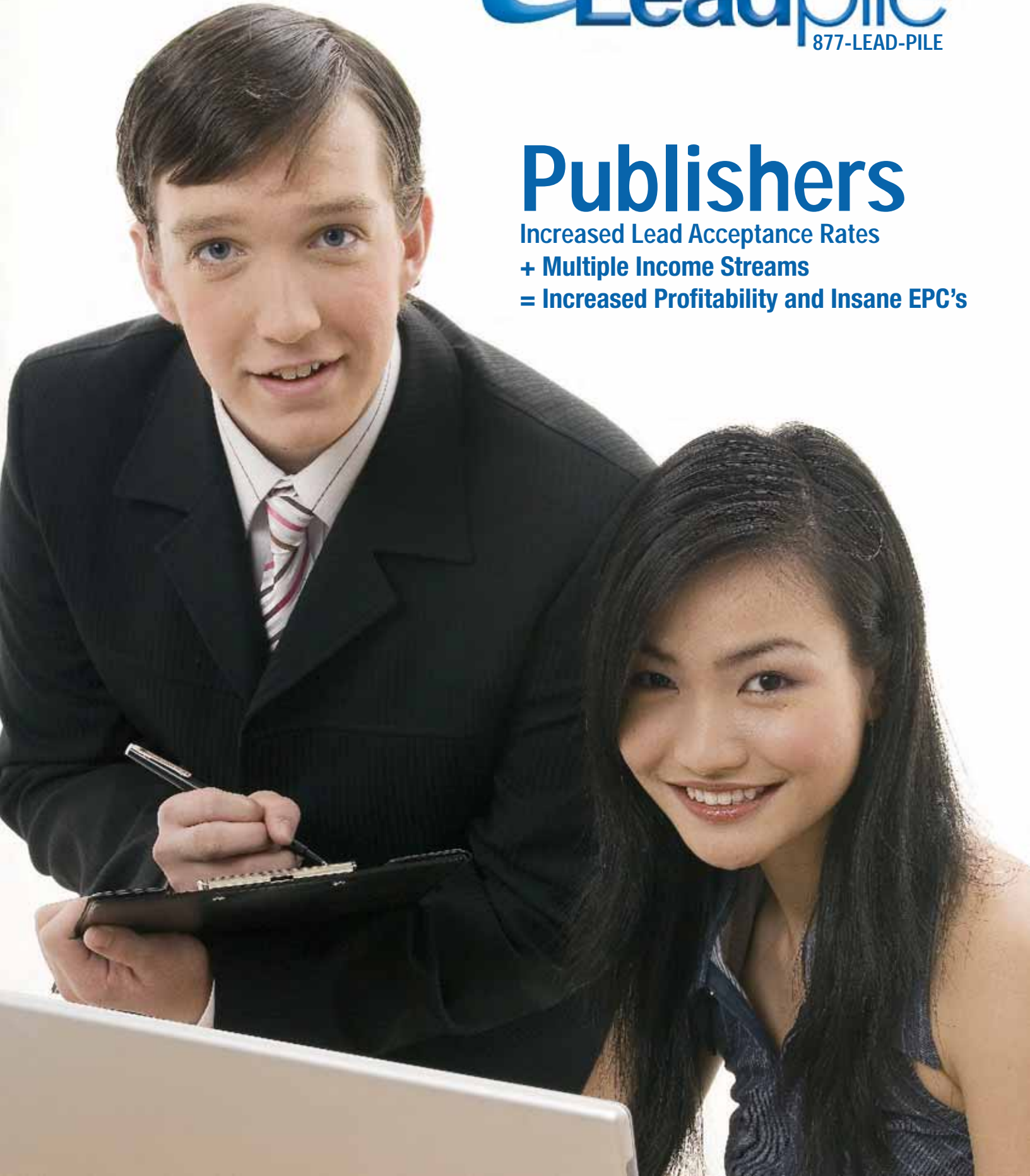
- Unbeatable EPC's
- The I-SaveNow Form is located on your website, resulting in improved conversions
- You always get paid the highest market value
- You earn from later sales
- You earn from "co-registration" leads
- No Broken links: With LeadPile there are no links, your visitor will never leave your website before it converts into a lead.
- NO Website or server "down":
- No Blocked cookies:
- No Expired cookies:
- The user stays on your website, and so you have 100% control over the visitor experience.
- With LeadPile's I SAVENOW form you have a single point of access to all advertisers;
- The LeadPile I SAVENOW form will automatically deliver your lead to the top paying advertiser.
- Co-registrations opportunities located on the I-Save-Now form will generate you multiple streams of income from the same visitor.
- Earn repeated income from the same consumer by re-marketing your leads with permission based email campaigns.
- Use alternate ads:
- 100% control over your tracking.



## Leadpile Changes Game for Affiliate Marketing

As paid search continues its steady growth, Affiliates and Merchants will be placed in the position to have to decide where they will place their online advertising dollars in order to further compete in the expanding online world. As online advertising continues to occupy a significant portion of many company's overall advertising budget, both online ad agencies and Marketing executives will have to further focus on what approach and creative strategies will best increase their return on investment (ROI), and lower their acquisition costs. Bottom line, online players will have to pay much more attention to online lead generation and acquisition costs as online advertising gets more competitive each and every day. The online Lead marketplace for exclusive leads only makes sense, and that is why the response to the marketplace has been explosive.

The online space will continue to get more and more competitive. Only those companies that can keep their acquisition costs low will bloom in the burgeoning online world. Today, many companies are not taking full advantage of the online opportunity, internationally, nationally and locally. Only those Companies that find the most direct route to their target consumer will win. It is why the Leadpile online marketplace for exclusive leads is a win-win for both Affiliates and Merchants.



# Publishers

Increased Lead Acceptance Rates

+ Multiple Income Streams

= Increased Profitability and Insane EPC's