

Lead Capture, Distribution and Delivery Management Software Solution for Lead Generation and Distribution Companies, Ad Agencies and Marketing Firms

Feature Comparison

LeadPro 24|7 is a comprehensive Lead Capture, Distribution, Delivery and Management software solution which includes a variety of functions and features to meet the business requirements of Internet Lead Generation firms, Lead sales and distribution organizations, Lead Companies and Advertising Agencies involved in online lead generation and / or sales.

The following table summarizes the software features and compares LeadPro 24|7's two options: Professional / Agency and Enterprise Editions.

Internet Lead Capture, Routing / Distribution and Delivery Management		
Feature Description	Professional	Enterprise
Lead Capture, Distribution and Management		
Support for Multiple Lead Verticals / Industry Segments	Yes	Yes
Lead Profile Journal / Custom Data Fields	Yes	Yes
Online Lead Capture from Multiple Landing Pages, Sources	Yes	Yes
Lead Extract from Email Feeds (Email Parsing)	Limited	Yes
Lead Routing / Distribution - Manual Push	Yes	Yes
Lead Routing / Distribution - Automatic Process	Yes	Yes
Manual Lead Qualification prior to Routing	Yes	Yes
Real Time Delivery Lead Orders	Yes	Yes
Delayed Delivery Lead Orders	Optional	Yes
Aged / Batch Delivery Lead orders	Yes	Yes
Exclusive / Non-exclusive (shared) Lead Routing	Yes	Yes
Lead Buyers / Clients Profile Maintenance	Yes	Yes
Multiple Lead Delivery methods (Real time Email, SMS Text messaging, HTTP Posting, SOAP API, Back Office delivery)	Yes	Yes
Email / Fax Lead Delivery Customizable Templates	Yes	Yes
Advanced Order / Lead Routing Filters (Geography, Source, Lead Source, Radial Distance, Round Robin, Lead Price, etc.)	Yes	Yes
Daily Max / Monthly Max Limits for Lead Delivery (each Order)	Yes	Yes
Day of Week / Time of Day Limits for Lead Delivery (each Order)	Yes	Yes
Payment Processing (Authorize.Net, Verisign PayPal PayFlowPro)	Optional	Optional
Lead Returns / Credit Request Approval via Online	Yes	Yes
Lead Vendors / Service Providers Integration	Yes	Yes
Email Alerts for Lead Order Delivery Completion / fulfillment	Yes	Yes
Email Alerts for Monthly Maximum Delivery Completion	Yes	Yes
Drip Email Marketing / Follow-up Emails	Optional	Optional
Hosted Lead Capture forms	Yes	Yes

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Back Office Access for Lead Buyers (Basic)	Yes	Yes
Back office Access for Lead Buyers (Mid-level and Premium)	Optional	Optional
Lead Returns / Credit Request via Back Office (for Buyers)	Yes	Yes
Pause / Restart Lead Delivery feature for Buyers	Yes	Yes
Lead Distribution Reporting and Analytics		
Reports for Distributors and Lead Buyers	Yes	Yes
Real time / Online Reports	Yes	Yes
Lead Delivery by Buyer / Journal Report	Yes	Yes
Lead Analysis by Lead Source	Yes	Yes
Lead Capture Summary Report	Yes	Yes
Lead Returns List	Yes	Yes
Lead Sales Report	Yes	Yes
Lead Data Import to Excel spreadsheet	Yes	Yes

General Features		
Feature Description	Professional	Enterprise
Application Features		
Multi-User Support	Yes	Yes
Support for Multiple Clients / Accounts	Yes	Optional
Corporate Branding / White Labeling	Optional	Yes
Web Services - Advanced API	Optional	Yes
Google / Yahoo CPC Integration	Optional	Optional
SFA / CRM / Enterprise System Integration	Optional	Optional
Service Options		
Onsite Training	No	Optional
In-premise Rollout and Implementation	No	Optional
Self Service	Yes	Yes
Full Service	Optional	Optional
Service Modes	Email & Phone	Email & Phone
Consulting / Customization Services	Optional	Optional
Legacy Leads and Sales Zone Territory Data Cleansing / Migration / Loading	Optional	Optional
Pricing (Monthly Subscription Fees)	Starts at \$495	Starts at \$995

What Edition is Right for You?

Here is an indicative list. In addition to the features, consider the pricing and volume restrictions before finalizing the applicability of a suitable edition for your business organization. Also make sure that third party charges such as lead verification fees, fax and SMS text messaging fees (per transaction fee) are taken into account.

- Professional or Agency Edition** - This professional edition would be suitable for national marketing organizations, lead generation companies, advertisement agencies, divisions / business units of large companies, web publishers and franchise systems and organizations. Lead buyers (clients) and

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franchisees can access the system with permissions for their own contents. The agency or franchise home office can access information related to all their clients. Multiple roles can be set up for various types / levels of employees.

- **Enterprise Edition** - This edition would be suitable for large and medium corporate organizations, ad agencies, publisher networks and lead generation companies looking for end-to-end functionality in the lead capture / routing / distribution, tracking and management arena including Back office features. Enterprise systems such as ERP systems, Sales Force Automation (SFA) suites, and Customer Relationship Management (CRM) systems can be interfaced with LeadPro 24|7 using its web services based advanced API. Multiple employee roles are also supported.

Please Note: Features and functions to the LeadPro 24|7 solution suite and additional service enhancements are added on an ongoing basis. Hence the above summary may not indicate the updated versions or match with your custom configured editions. Please feel free to get in touch with us for any additional requirements and wish lists. We will evaluate the requests and consider it for inclusion in future releases. All specifications are subject to change without notice. Using features marked as Optional will incur additional charges; please check with implementation / technical support team for more information.

If you are a small / medium business looking for a lead management / mini CRM solution , then consider using LeadPro 24 | 7 Sales Lead Tracking and Management System.

For More Information

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