

Overview

Why Leadix?

Leadix is an innovative, web-based lead generation and tracking platform that integrates a variety of tools for lead generation, customer conversion and customer retention

Our platform is an ideal solution for publishers, agencies and marketers who want to get the most out of media campaigns, new product launches and existing websites - as well as any kind of online advertising activity.

Leadix addresses all of the technical, marketing and operational requirements necessary to successfully manage and sustain a web based marketing solution.

Additionally, it offers the ability to support a multi-tier distribution model so that companies can sell services to their customers who in turn can take advantage of Leadix's fully configurable integrated platform to sell their own products to their end-users.

Leadix is a market-tested, scalable platform that enables companies to quickly implement online solutions. It allows you to focus on selling and marketing your products and services while we provide seamless back end services.

What is Leadix?

Leadix offers your company a highly customizable, cost effective way to generate the leads you want and effectively communicate to your customer base about new products, events, and the latest news about your industry.

- Real-time branding and proprietary lead generation advertising platform
- Robust and interactive content capabilities
- Performance reports in real time
- Quick time-to-market and real time campaign adjustments
- Customized lead generation tools to provide your advertisers with the information they need
- Engages users; overwhelmingly positive reviews
- Unique, innovative, stable and continually developed
- ...more

Content options offered

- Downloadable files
- Whitepapers
- Case Studies
- Presentations
- Polls
- Product brochures and demos
- Webcasts – Video and Audio streaming
- Discussion boards
- Blogs
- FAQs
- Protected surveys
- RSS feeds
- Video clips
- . . . And more

Timelines and materials

Included setup and maintenance time

- Our setup fee includes 8 hours of setup time, which covers most standard builds. Any additional setup time is billed at our hourly rate.
- Monthly server fees include 2 hours of site maintenance per month. Any additional maintenance/update time is billed at our hourly rate.

Timeline overview for initial SiteCenter build

- Standard timeline for a SiteCenter is 4 weeks from receipt of content to launch (includes review and approval period).
- Expedited setup times may be possible at an additional setup fee. The timeline must be arranged with the account manager.

Timelines for standard content updates (postlaunch)

- 1 week for multiple changes
- 2-3 days for minor changes

Materials requirements

- Graphics must be sent in GIF or JPG format. Other formats (PSDs, etc.) will require additional time for processing.
- If a specific color is needed please send the hex code.
- All final content must be received for us to proceed with the build of the SiteCenter
- We accept text and links in word, HTML or text format.
- We will need to know which links or downloads will be gated (require a lead form for the visitor to access)
- Lead form questions and which fields will be required for the user to answer.
- If a thank you email will be necessary when someone fills out the lead form.
- A list of requested launchpoint names (ex: "Banners," "Newsletters," etc.).
- Third party items such as tracking links and code are not guaranteed to work with in our system. We will gladly try to integrate client-side scripts but make no guarantees. 3rd party code works a majority of the time and is tested before the launch.

Detailed timeline for initial SiteCenter build

WEEK 1

• Day 1 Client Content

To begin building the SiteCenter, we need all, final content from the client/agency. This includes:

Content deliverables (PDFs, Powerpoint documents, demo files, URLs, etc.)

Registration form questions

Abstracts and headlines for content, organized as client would like to see it on the page (if order is flexible, organization is optional)

Any logos or other imagery requested to be used

- **Day 3 Partner Content**

Content provided by the Leadix™ Partner will be needed, including:

Syndicated content (in the form of URLs or a link to an XML feed)

Banner code, if any

WEEK 2

- **Day 3 Mockup**

An internal link to the SiteCenter will be sent by this day, which can be sent to the agency/client for review and feedback.

WEEK 3

- **Day 1 Final Client Feedback**

All final feedback from the agency/client to be received by this day in order to meet timeline.

- **Day 3 Launchpoint Requests**

Leadix™ Partner should send the names of any launchpoints that should be set up by this day so they can be set up. The

- **Day 4 Final SiteCenter, iFrame and Launchpoint URLs**

Leadix™ will send the Leadix™ Partner the final SiteCenter layout as well as the iFrame code to be embedded into the Partner's domain, and the launchpoint URLs.

- **Day 5 Approval from Client**

Client approves the SiteCenter.

WEEK 4

- **Day 1 SiteCenter Launches**

SiteCenter campaign goes live.