

## System Overview



Lead Capsule is the premiere software solution for lead management, lead generation and lead distribution. Buying and selling leads can be difficult to manage; this is especially true when working with multiple verticals. Lead Capsule simplifies the management of vendors, clients, and delivers leads to any system quickly and accurately.

## Targeted Delivery



Lead Capsule delivers leads in real-time to your client's CRM or email. Campaigns are easily configured to post qualified leads directly into any system. Our delivery methods include HTTP Post, SOAP and Direct Email. With Lead Capsule, integrating with your client's system does not require hiring a programmer. Our simple interface will allow you to deliver leads of any vertical within 5 minutes.

## Bulk Import



Aged leads often produce great results. Lead Capsule allows you to import these aged leads into their corresponding vertical. Our import engine is intuitive and fast; on average our system can import 100,000 records per second. Simply map the fields of your CSV file to the fields of your vertical, click import and start to monetize those aged leads collecting dust. All of the imported leads are scrubbed to prevent duplicates and may also be suppressed against a client's suppression file.

## Ping/Post



Most vendors have become leery of sending over data only to receive a duplicate lead rejection response. Our ping option allows your vendors to send only a unique identifier for a lead i.e. the phone number. Lead Capsule will return an immediate response indicating whether the lead is unique. In the event the lead is unique, the vendor may send the complete lead. The ping feature gives your vendors total peace of mind.

## Lead Generation



Lead Generation is easy with Lead Capsule. Create a web form in Lead Capsule and have the leads posted directly into your account. Our platform allows you to create unlimited forms with many configuration options. Setting background colors, text colors and even custom CSS for advanced configuration is available. Our web forms also allow you to change the fields on the fly without requiring a programmer.

## Additional Features



Lead Capsule is packed with features and we continue to expand the system to keep the lead management process simple. Here are some additional features not mentioned above.

- \* Client Portal
- \* Call Center Integration
- \* Bulk Export
- \* Scheduling
- \* Vendor Portal
- \* File Management
- \* Lead Exclusivity
- \* Ping Tree