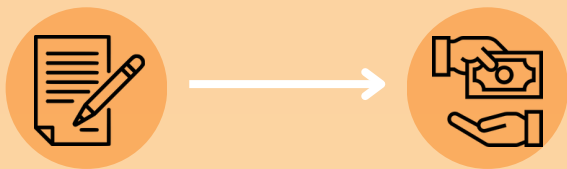


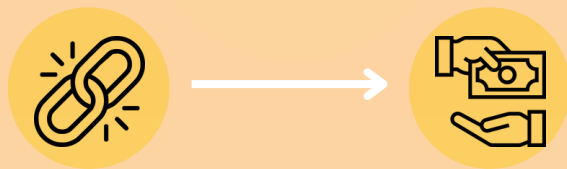
Working With Lead-based Partners

Lead-based payouts



Fixed amount on customer completing a form

Revenue share payouts



Percentage of revenue on partner referral

Examples of lead-based payouts

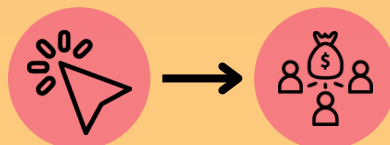
- Traditional affiliates
- Lead generation companies
- Referral partners
- Content publishers
- Comparison sites

Leads



Potential customer provides contact details for future marketing efforts

Conversions



Customer completes an action

Negotiating with lead-based partners



Define your objectives



Understand your partner's needs



Be transparent



Offer incentives



Build strong relationships

Conversion rate



Measured against specific affiliates driving leads

Net new customers



Drive business growth
Increase LTV
Gain a competitive advantage

Determining commission rate

Know your margins

Analyze the competition

Consider the value of every lead

Tiered commission rates

Test and optimize

Maintaining quality

- Quality control
- Fraud prevention
- Performance tracking
- Fair compensation