Introduction to the Lead Provider Portal

Overview

As part of the Lead IQ / Lead Deliver v2.7 release on May 15, 2010, Lead Providers will have the ability to login to the Sparkroom platform, if they so desire. This will enable them to review information about leads and lead performance across all of the Sparkroom customers to which they provide leads.

The portal will greatly assist in reducing manual interaction between buyers and sellers of leads. Specifically, it will provide the following benefits:

- Enable vendors to reconcile good leads and bad leads received by the platform in near real time;
- Eliminate the need for schools to email manual exports of bad leads returns files, as vendors will be able to access and download this bad lead information and corresponding reason codes themselves;
- Reduce invoice reconciliation challenges, as vendors can access up-to-date information about lead costs and leads received;
- Provide an easy way for schools to share conversion and lead score information, if they wish to do so.

Security

Upon request by a school or a lead provider, a provider will be assigned a user name and password.

A lead provider account has a number of built-in security measures, as follows:

- A lead provider account will enable a user to see information solely about the leads which they have directly provided to one or more schools. They will not be able to see any information about leads provided by any other source,
- A lead provider can see only aggregate performance data limited to good leads, bad leads, cost, pacing and cap information (if applicable for a given school).
- Conversion and cost / enrollment and cost / start metrics can also be optionally shared, if the school explicitly wishes to do so.
- Lead detail information is limited to basic information posted in the lead.
- Conversion milestone dates and lead score information can optionally also be shared at the lead detail level, if the school explicitly wishes to do so.
- Accounts are set-up with a 90-day password expiry policy.

Requests to set-up an account for a lead provider can be directed to support@sparkroom.com.

Lead Buyer Dashboard

Lead providers utilize the lead buyer dashboard in order to gain summary information about leads that they have provided to schools.

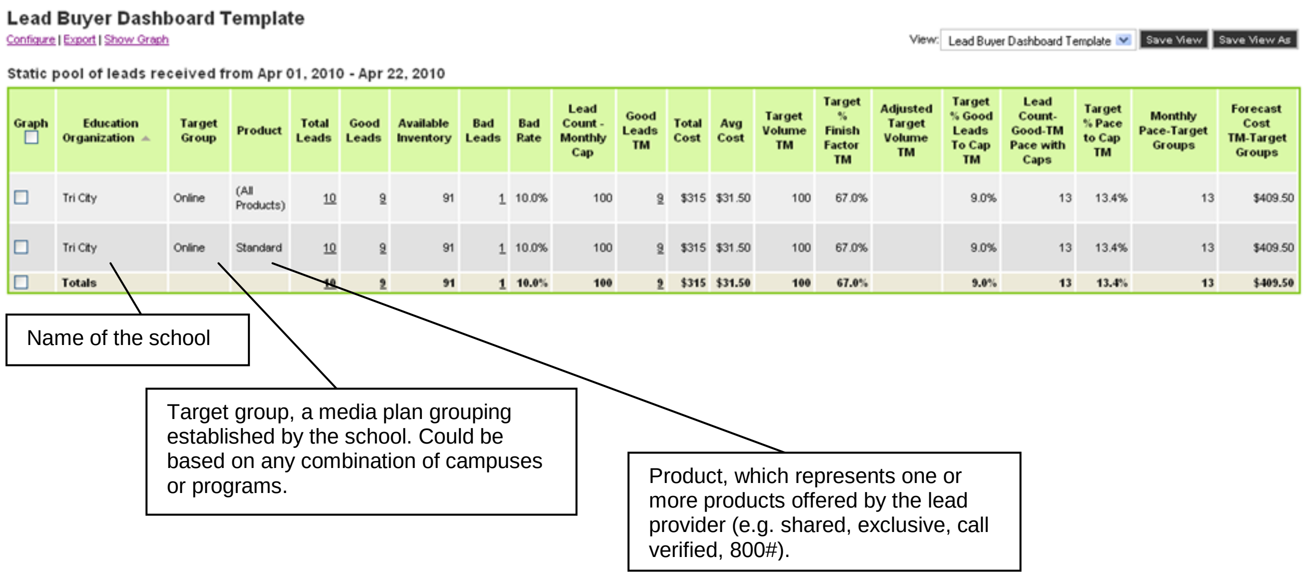
The dashboard breaks out lead information based on the:

- **Lead Buyer**, or school.

- **Target Group**, which represents a media plan grouping established by the school. Target groups can be based on any combination of campuses or programs, or rolled up to the entire school. For example, a school might break out their online and campus programs as two separate target groups for media planning purposes.

- **Product**, which is the type of product provided by the lead provider, such as shared, exclusive, call verified, or 800#. If a provider offers more than one type of lead generation product then each will be broken out separately in the dashboard.

An example lead buyer dashboard, showing a sample school called “TriCity” with one target group set-up for their media planning for online programs is shown below:


Lead Buyer Dashboard Template

Configure | Export | Show Graph

View: Lead Buyer Dashboard Template | Save View | Save View As

Static pool of leads received from Apr 01, 2010 - Apr 22, 2010

Graph	Education Organization	Target Group	Product	Total Leads	Good Leads	Available Inventory	Bad Leads	Bad Rate	Lead Count - Monthly Cap	Good Leads TM	Total Cost	Avg Cost	Target Volume TM	Target % Finish Factor TM	Adjusted Target Volume TM	Target % Good Leads To Cap TM	Lead Count-Good-TM Pace with Caps	Target % Pace to Cap TM	Monthly Pace-Target Groups	Forecast Cost TM-Target Groups
	Tri City	Online	(All Products)	10	9	91	1	10.0%	100	9	$315	$31.50	100	67.0%		9.0%	13	13.4%	13	$409.50
	Tri City	Online	Standard	10	9	91	1	10.0%	100	9	$315	$31.50	100	67.0%		9.0%	13	13.4%	13	$409.50
	Totals			**10**	**9**	**91**	**1**	**10.0%**	**100**	**9**	**$315**	**$31.50**	**100**	**67.0%**		**9.0%**	**13**	**13.4%**	**13**	**$409.50**

Measures Available

Lead providers will have access to a variety of performance measures, which they can configure against any desired date range and slice by various dimensions such as state/province, school/campus, program, degree type, campus type and affiliate ID. By default, the information in the dashboard shows month-to-date information for all leads for all lead buyers that the lead provider serves.

Basic Measures

- Lead Count - Total
- Lead Count – Good
- Lead Count – Bad
- Rate - Bad
- Rate - Good
- Lead Count - Available Inventory
- Lead Cost - Total

Advanced Measures

- Lead Count – Monthly Cap
- Good Leads TM
- Total Cost
- Avg Cost
- Target Volume TM
- Target % Finish Factor
- Adjusted Target Volume TM
- Target % Good Leads to Cap TM
- Lead Count TM Pace with Caps
- Target % Pace to Cap TM
- Monthly Pace – Target Groups
- Forecast Cost TM – Target Groups

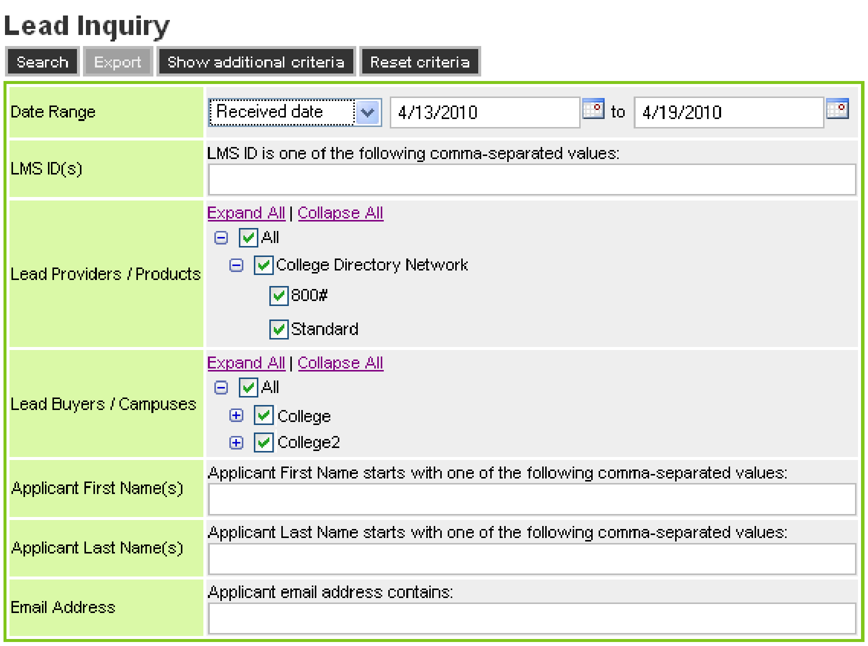
Conversion Measures

- Lead Cost – Per Enrollment
- Lead Cost – Per Start
- Lead Count – Accepted
- Lead Count – Admitted
- Lead Count – Application
- Lead Count - Canceled
- Lead Count - Completed
- Lead Count - Contacted
- Lead Count - Dead
- Lead Count – Enrolled
- Lead Count – Interview Scheduled
- Lead Count – Started
- Lead Count – Transferred
- Lead Count – Viewed
- Lead Count – Visited
- Lead Count – Withdrawn
- Rate - Accepted
- Rate - Admitted
- Rate - Application
- Rate - Bad
- Rate - Canceled
- Rate - Completed
- Rate - Contacted
- Rate - Dead
- Rate - Enrolled
- Rate - Interview Scheduled
- Rate - Started
- Rate - Transferred
- Rate - Viewed
- Rate - Visited
- Rate - Withdrawn

Lead Inquiry

Lead providers can search for their leads across any of lead buyers which they provide leads to. They can search across a variety of fields, including:

- Received date range
- Sparkroom lead ID (called the "LMS ID")
- Lead provider product
- Lead buyers, schools and campuses
- First name
- Last name
- Email
- City
- Zip / Postal Code
- Phone
- Program
- Degree Level
- Lead Verification Status (bad lead reason Code set during processing or subsequently by the lead buyer)



Results Summary

Once the user hits the "Search button" a list of matching leads is shown, as depicted below.

Sparkroom ID	LMS ID	Lead Provider	First Name	Last Name	State / Province	Received Date	Requested Program	Target Group	Requested Division	Requested School	Requested Campus	Requested Degree Type	Verification	Lead Provider Product
5447830	35905905810	College Network		Artelle	ON	Dec 01, 2009 09:07:00 AM	PHYST	Canada	Canada	Everest	Ottawa East - 636	Associate	Good Lead - Assigned Externally	Standard

Clicking on the LMS ID link will in turn drill down into the lead details.

Lead Details

Lead Provider	College Network	Lead Provider Lead ID	35905810	LMS ID	35905810	Sparkroom ID	5447830
Campaign		Advertising Key	INCF152	Received Date	Dec 01, 2009 09:07:00 AM	Affiliate	Unassigned
Lead Provider Product	Standard	Verification	Good Lead - Assigned Externally				

Lead Summary | History

References			
Sparkroom ID	5447830	Student Number	
Original Filter ID	INCF152		
Applicant			
Last Name	Artelle	First Name	
Home Phone		Work Phone	
Mobile Phone		Email	
Address Line 1	215 Avenue Du Grand Bois	Address Line 2	
City		State / Province	ON
Zip	K1E 2S7	Military Affiliation	Not Specified
High School Graduation Year		Highest Level of Education	Not Specified
Requested Program			
Program	PHYST	Degree Type	Associate
School	Everest	Campus	Ottawa East - 636
Division	Canada	Original Category	
Processing Results			
Cost	$36.00	Quality Grade	Unassigned
Target Group	Canada	Call Center Disposition	Unassigned

Export

Lead providers can export the list of matching leads as a CSV file but clicking on the Export button at the top of the Lead Inquiry page.