

# LEAD FLOW

## Frequently Asked Questions

### WHAT IS THE CRITERIA TO ORDER A LIST WITH LEAD FLOW?

All marketing material must be approved by Lead Flow before a list order is processed. For data orders, offers are to be sent to [orders@leadflowdata.com](mailto:orders@leadflowdata.com) along with the hotline list you are requesting and the form of payment you will be making. The minimum quantity to order is 2500.

### WHAT TYPE OF LISTS DOES LEAD FLOW DATA OFFER?

Lead Flow offers business opportunity buyers, seekers and responders. We broker all types of mailing lists, compiled and response. Contact [orders@leadflowdata.com](mailto:orders@leadflowdata.com) for more information on our phone and email lists.

### WHAT IS A 'COMPILED LIST'?

As the term indicates, a compiled list is a list of names that is compiled from an existing directory or other source of public information. Home owners, credit card users, auto registrants, members of the Auto Club etc.

### WHAT IS A 'RESPONSE LIST'?

A response list is created from people who have responded in some way to an advertisement, either by purchasing a product or service or by making an inquiry for more information about a product or service. Because people on response lists have indicated their interest, the list that contains their names will probably pull better for specific sales offers than will a compiled list. Lead Flow manages and brokers both types of lists.

### WHAT IS THE COST OF A LIST RENTAL? TURNAROUND TIME?

Our standard price is \$125.00 per thousand names with additional costs that include formatting, processing and shipping. Label orders are shipped priority mail with a turnaround time of 24 hours. Digital (emailed) orders are shipped via csv, txt, or excel format with a turnaround of 48 hours once your offer has been approved to mail.

*\*\*Lead Flow Data offers list fulfillment services via*



Order Online



[www.msidr.com/leadflow/lists](http://www.msidr.com/leadflow/lists)

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## Frequently Asked Questions *(continued)*

### WHAT IS THE TYPICAL RETURN FOR YOUR LISTS?

Lead Flow does not guarantee a specific return on the lists we offer. Usually we see at least a 1-2% response rate, but it can vary depending on the offer you are promoting and if it in fact matches the list you have rented.

### HOW OFTEN DO YOU UPDATE YOUR DATA?

Lead Flow updates lists quarterly to ensure that data is freshest on the market and will garner responses for your marketing campaign. This is why each quarter, our lists are scrubbed and cleaned to ensure addresses are active and still valid. Lead Flow also makes sure to remove any duplicates between segments to prevent overlap of names.

### HOW MANY TIMES CAN I USE THE LIST ONCE I PURCHASE IT?

Lead Flow does not sell its lists. All lists are rented for a one-time use and any multiple use of a rented list constitutes as a unauthorized reuse. This will require payment from the mailer at the reuse price of \$120.00 per thousand names ordered. Each list is seeded with addresses to ensure a one-time use. Please be sure to report any duplicate reuses.



**CONTACT US**



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