

# GETTING STARTED:

## CENTRALIZED LEAD DISTRIBUTION PROGRAM LEAD TYPES

All of the leads available in the Centralized Lead Distribution Program will be **ordered** through Blueprint and **delivered** through Lead Manager, an end-to-end, compliant lead management system.

Lead Type	Description	Additional Detail
<b>Live Call Transfers*</b>	A consumer seeking an auto insurance quote will be out-bound dialed by a qualified telemarketing firm. If their information matches the parameters on the agency's order, they will be directed to the agency via a real-time process.	<ul style="list-style-type: none"> <li>• One of the fastest ways to "turn on" an additional flow of motivated prospects directly to your agency.</li> <li>• Transferred using the phone number the agency provided. <i>Compatible with Integrated Service</i></li> </ul>
<b>Internet Leads*</b>	Consumers seeking an auto or home insurance quote who have completed an online form with parameters that match Allstate selection criteria.	<ul style="list-style-type: none"> <li>• Great way to bring in self-identified and self-reported leads that are actively shopping.</li> <li>• Quick way to source leads, but requires an intensive follow-up strategy.</li> </ul>
<b>Unrepresented Auto Win-back Leads</b>	A former Allstate auto customer who hasn't had any activity for 18 months and no longer has any policies with Allstate.	<ul style="list-style-type: none"> <li>• Prospect may be sent a generic mail piece designed to renew interest in Allstate and win back the former customer.**</li> </ul>
<b>Unrepresented Auto and/or Home Requote Leads</b>	A re-quote lead, is a prospect who quoted with Allstate and hasn't had any activity for 18 months.	<ul style="list-style-type: none"> <li>• Prospect may be sent a generic mail piece designed to generate interest in Allstate again and close more sales.**</li> </ul>
<b>Prospecting Trigger Leads</b>	Includes prospects who have recently applied for an insurance policy, mortgage/refinance, auto loan, financial pre-qualifications or other insurance related trigger.	<ul style="list-style-type: none"> <li>• The names are provided daily by TransUnion and Equifax, so it is an FCRA or prescreened campaign.</li> </ul>
<b>Prospects Likely to Bind Lists</b>	Allstate-created callable list of prospects likely to bind with Allstate	<ul style="list-style-type: none"> <li>• There is no direct mail associated with these lists.</li> </ul>

\*Leads will include standardized filters, such as No DUI/SR22, continuous coverage for 1 year, ages 21-75 and no manufactured homes (for home leads). A Homeowner filter may also be included in some geographies for auto leads.

\*\*These leads may have direct mail associated but will be assessed based on performance and funding

