



Improving the Lead Ecosystem

Enable the smartest and safest interactions with an independent third-party verification

Lead buyers and lead sellers enable smarter and safer customer experiences by buying clicks, calls, and internet leads that are witnessed by a trusted independent third-party. As a result, they're able to increase transparency, improve performance, and remain compliant.

Originating or aggregating leads without third-party validation increases the risk for all parties, particularly related to the Telephone Consumer Protection Act (TCPA) compliance and brand exposure. Making exceptions for lead sellers who provide their own in-house "verified" solutions is an antiquated concept that has proven reckless and irresponsible.

It's similar to buying a car today without a vehicle identification number (VIN). What if the dealership built its own system and promised it worked just as well as the VIN system? Industry standards evolve, and serve as a quality check for any industry, especially one as complex as lead generation.

Consider a time when lead buyers and sellers exchanged leads without any central record of activity. Without standards or third-party verification, customer information traveled to dozens of lead buyers, creating an overbearing

and intrusive consumer experience rife with fraudulent transactions. It was an era of "trust, but don't verify."

Similarly flawed are in-house "verified" solutions, where lead generators are verifying their own information. This creates a different kind of "trust, but don't verify" situation where the party motivated to make their data look good is the same party verifying it. Without an independent party verifying the data, history shows these problems will proliferate:

- Lack of accuracy of the origin and history data
- Lack of confirmed consumer consent to approved TCPA disclosures that will effectively defend against litigation
- Failure to provide an independent, objective verification of a consumer's consent and all data

A trusted independent third party solution, like Jornaya's LeadiD, provides buyers with the facts they need about a lead to improve performance. LeadiD promotes confidence, clarity, and trust in the lead generation space and has become the de facto standard for the lead generation industry. Understand the benefits on the next page.

WHAT IS A LEADiD?

LeadiD is a unique identifier that's generated the moment a customer lands on a webpage where our technology is installed. As a customer continues their journey on your site, the LeadiD witnesses their interactions and collects data related to their experience in a privacy-friendly manner.

REASONS WHY A THIRD-PARTY SOLUTION ENSURES COMPLIANCE, PERFORMANCE AND OVERALL TRANSPARENCY IN YOUR CUSTOMER ACQUISITION STRATEGY	Lead, Clicks & Calls	
	Third-party witness with LeadiD technology	In-house first-party “verified” solution
Verify the origin and history of all leads through an independent third party	✓	✗
Provide an independent third party witness to TCPA compliance	✓	✗
Deliver independent third party proof of TCPA consent to defend against complaints and lawsuits (this eliminates “Because I said so” defense against TCPA complaints)	✓	✗
Offer single, standard technology solutions and data sets across all media sources	✓	✗
Ensure TCPA compliance solution across all media sources	✓	✗
Provide a record of how many times a lead was sold	✓	✗
Verify leads are not recycled or resold at a later date through an independent third party	✓	✗
Provide proof that a lead was aggregated before it was sold	✓	✗
Demonstrate safe and secure operation on thousands of websites	✓	✗
Alleviate the risk of buying leads via the ping-post network or through an aggregator that was previously rejected	✓	✗
Dispel the illusion that exclusive data is actually exclusive without any method to verify	✓	✗
Diminish risk of falsified or manipulated data due to mistakes or as a means to increase profit margin	✓	✗
Manage a single technology solution and programmatic rule sets for both compliance and performance across all media sources	✓	✗

Safety and Security

Over 300 firms across insurance, mortgage, banking, real estate, home services, automotive, and education leverage Jornaya’s LeadiD technology to increase transparency, compliance, and performance. In the past six years, brands have scaled their programmatic acquisition strategies by accessing deeper insights into the customer journey and real-time TCPA compliance. This is the industry standard for compliance, consumer privacy, and data-driven marketing. If you wouldn’t buy a car today without a VIN, why buy leads without the safety and security of a LeadiD?