



## Quick Start Guide To:

### Purchasing Leads

This Quick Start Guide will walk you through the steps of Purchasing with the Swiftpage Lead Builder.

There are two ways to Purchase Leads using the Swiftpage Lead Builder.

- Buy Lead Credits – Purchase leads in bulk ahead of time (prepay method) to have available for download at any time. Purchasing in bulk reduces your price per lead. This step is complete before you run the search query of your desired leads.
- Purchase Leads – After you have searched for your Lead Builder Filters, you will be brought to the step of purchasing the Leads selected. This step is completed after you run the query.

1. Select the Leads button from the Swiftpage Connect portal.



### To Buy Lead Credits:

1. To Buy Lead Credits before searching your desired query, you'll want to select the Buy Lead Credits button

The screenshot shows the Swiftpage List Manager interface. At the top, there are navigation buttons: Home, Contacts, Groups, List, Send Email Blast, Update Drip Marketing, and Lead Builder. Below this is the 'Lead Builder' section, powered by HOOVERS. It features a 'Lead Credit Count: 0' and a 'Buy Lead Credits' link, which is highlighted with an orange arrow. There are two radio button options: 'Use Simple Lead Builder Filters' (selected) and 'Use Advanced Lead Builder Filters'. Under 'Simple Lead Builder Filters', there are four filter sections: 'Add Location' (City: Englewood, CO), 'Number of employees' (Equal To), 'Add Hoovers Industry' (Food), and 'Annual Sales in \$US millions' (Equal To). At the bottom, it shows 'Results: 9 Contacts' and a 'Clear Search' button. A 'Get Leads >>' button is also present.

- Select the desired amount of Lead Credits. The system will automatically give you a total for the amount of Leads you insert. (Note: Purchasing in Bulk reduces your price per lead)  
Click Purchase.

POWERED BY  
**HOOVERS**  
A USG COMPANY

### Bulk Lead Purchase

Lead Credit Count: 0

Lead Price

Lead pricing is displayed in the chart on the right. Enter the number of Lead Credits to be purchased.

Lead Credits before purchase: 0

500 Leads @ \$0.20 per lead = \$100.00

Lead Credits after purchase: 500

# of Leads	Price per Lead
0-100	\$0.25
101-300	\$0.22
301-500	\$0.20
501-1000	\$0.18
1001+	\$0.15

- This pop-up will allow for you to insert your billing information & credit card details. You can use the Account Credit Card, use existing Credit Card or select to use a new credit card for the purchase. Insert your Account Password then press Purchase.

**Charge credit card for one-time purchase of leads** X

Use the existing "Account" Credit Card, ending in xxxx  
 Use the existing Credit Card ending in xxxx  
 Enter a new Credit Card

Name\*:

Email Address\*:

Credit Card Billing Address

Name on Credit Card\*:

Address 1\*:

Address 2 (optional):

City\*:

State\*:

Zip/Postal Code\*:

Country:

Phone Number\*:

Credit Card Details

Card Type\*:

Card Number\*:

Expiration\*:   CVV:

Purchase Summary

Leads Credits to purchase: 500  
Price per lead: \$0.20  
**Total cost: \$100.00**

Account Password\*:

\* Required

- Now you will have successfully pre-purchased your Lead Credits. You will see the number available on the main Lead Builder Page.

### Swiftpage List Manager

Your Lead purchase is complete. Your Hoovers Lead List is downloading and will be available to import in a few minutes.

## To Purchase Leads:

1. To purchase Leads after you've searched your Lead Builder Filters, you'll want to start with selecting your desired criteria within the Filters.
2. Once you have selected your desired criteria within the filters, click Get Leads.

The screenshot shows the 'Lead Builder' interface. At the top, there are navigation buttons: Home, Contacts, Groups, List, Send Email Blast, Update Drip Marketing, and Lead Builder. Below this, the 'Lead Builder' section is titled 'Lead Builder' and includes a 'POWERED BY HOOVERS A D&B COMPANY' logo. The interface is divided into two main filter sections: 'Use Simple Lead Builder Filters' (selected) and 'Use Advanced Lead Builder Filters'. Under the simple filters, there are four input fields: 'Add Location' (City dropdown set to 'Englewood, CO'), 'Number of employees' (Equal To dropdown), 'Add Hoovers Industry' (dropdown set to 'Food'), and 'Annual Sales in \$US millions' (Equal To dropdown). A note below the location field reads: '\*For best results enter a City and State. For example Denver, CO'. At the bottom of the filter section, it shows 'Results: 9 Contacts' and a 'Clear Search' button. A 'Get Leads >>' button is located at the bottom center.

3. This will bring you to a summary page of what you've searching and the pricing for the leads you've purchased. If this is all correct and you're ready to purchase, enter a List Name for this set of Leads and click Purchase.

The screenshot shows the 'Lead Summary' and 'Lead Price' sections. At the top right, there is a 'POWERED BY HOOVERS A D&B COMPANY' logo. The 'Lead Credit Count: 0' is displayed at the top left. The 'Lead Summary' section shows: City: Englewood, State: CO, and Hoovers Industry: Leisure. The 'Lead Price' section shows: Leads found using Lead Search = 149, Unused Lead Credits available = 0, Number of Leads needed to complete this transaction = 149, and The cost is \$0.22 per lead = \$32.78. Below this, there is a 'List Name' field containing 'Leisure in Englewood, CO' and a note: '\* Required, used to identify list during future use'. At the bottom, there are 'Back' and 'Purchase' buttons.

- This pop-up will allow for you to insert your billing information & credit card details. You can use the Account Credit Card, use existing Credit Card or select to use a new credit card for the purchase. Insert your Account Password then press Purchase.

**Charge credit card for one-time purchase of leads** X

Use the existing "Account" Credit Card, ending in xxxx

Use the existing Credit Card ending in 1111

Enter a new Credit Card

Purchase Summary

Leads to purchase: 740

Price per lead: \$0.22

**Total cost: \$54.78**

Account Password\*:

\* Required

Purchase

- For the first time of purchasing leads, you'll need to agree to the License Agreement and click Continue.

**Charge credit card for one-time purchase of leads** X

All Leads sold through the Swiftpage Lead Builder do not include email address data. Leads sold by Swiftpage are provided by Hoovers. Please accept Hoovers EULA to continue.

LICENSE AGREEMENT

SCROLL DOWN TO READ THE TERMS OF THIS LICENSE AGREEMENT ("AGREEMENT") AND CLICK THE "ACCEPT TERMS" BUTTON AT THE END. CLICKING ON "ACCEPT TERMS" MEANS YOU HAVE READ, UNDERSTAND AND UNCONDITIONALLY AGREE TO THESE TERMS AND CONDITIONS AS IF YOU HAD ORIGINALLY AGREED TO THEM IN A SIGNED WRITING. IF YOU DO NOT AGREE, HOOVERS IS UNWILLING TO LICENSE THE INFORMATION TO YOU. In consideration of the mutual covenants and agreements hereinafter set forth, the sufficiency of which is hereby acknowledged, the parties agree as follows:

Information and software is licensed by Hoover's Inc. ("Hoovers") to You provided that You comply with the terms and conditions below. "You" "Yourself" or "Your" means the single end-user customer organization executing this Agreement. "Information" means information Hoovers collects and compiles on business entities anywhere in the world which may include, but is not limited to, business data, legal or financial data, data about individuals associated

I have read and agree to the terms and conditions detailed above.

Back Continue

- Now you have successfully purchased your desired leads.

**Swiftpage List Manager**

Your Lead purchase is complete. Your Hoovers Lead List is downloading and will be available to import in a few minutes.

OK