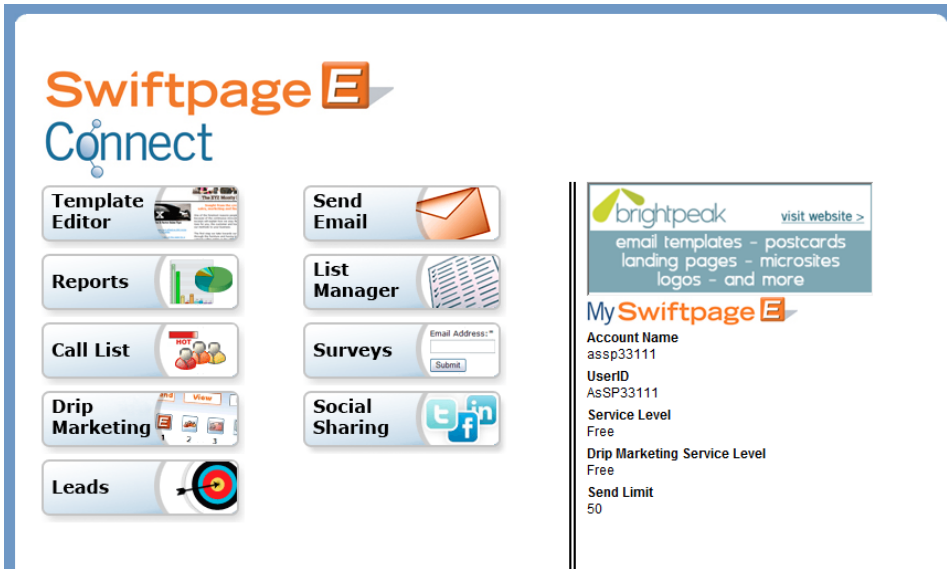**Quick Start Guide To:**

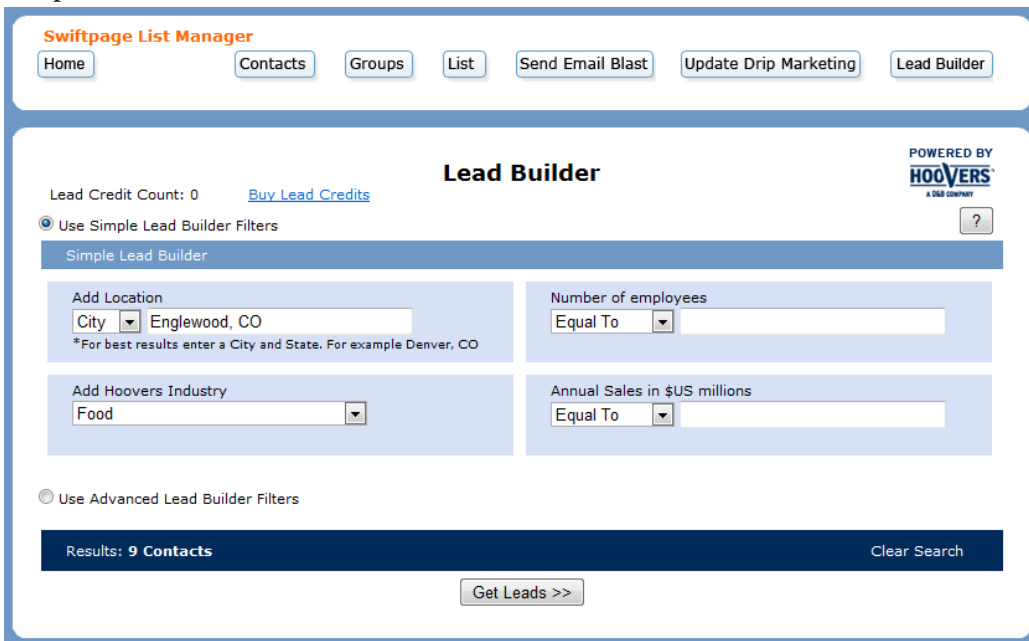## Using the Swiftpage Lead Builder

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

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

2. On the Lead Builder page you will have the option to Buy Lead Credits, perform a query using Simple Lead Builder Filters, or to search via Advanced Lead Builder Filters.

3. Click on Buy Lead Credits to access the purchase page and obtain more Leads. Enter the desired number of Leads in the field provided and then select "Purchase."


You will then be directed to the payment page where you can use the account credit card, existing card if there is one (this will be the last credit card you used for leads) or to enter a new credit card. Enter the account password and press "Purchase". You'll then be directed to the search page where you can select the leads you'd like.


4. The Simple Lead Builder Filters allow you to narrow your search based on location, industry, the number of employees, and annual sales. The Advanced Lead Builder Filters allow you to designate a number of different search requirements based on the company, industry, finances, people, or company name. Once you have selected your filters, the number of results will display at the bottom of the page (**Note:** The result must total no greater than 1000 leads). Click on Get Leads.

5. A page will appear which displays the applied filters, the number of leads found, the number of unused leads, the excess number of leads which would need to be purchased to complete the transaction, and the price of the leads. Click Purchase.
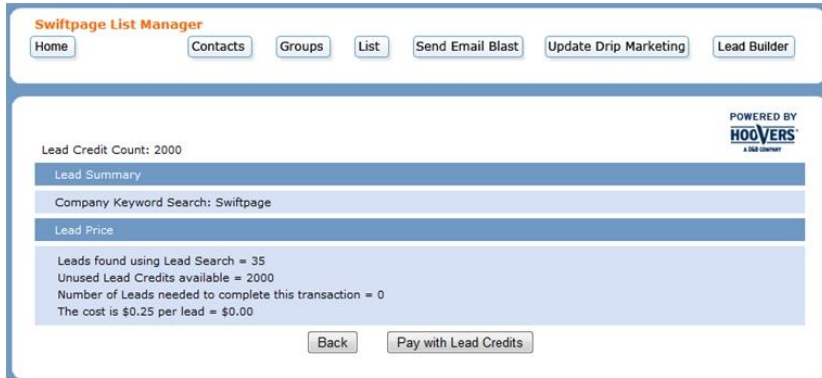
6. Enter your account password in the summary window which appears and click Purchase.
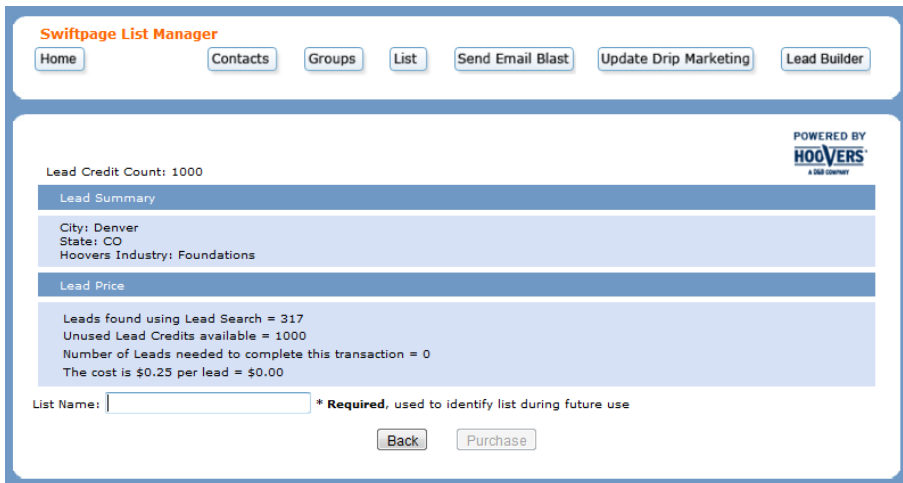
7. You will be redirected to the Contact Manager screen and receive a notice confirming that your purchase was successful and the Lead List is being downloaded. Once the download is complete, a message will appear at the top of the screen stating that you have a list waiting to be uploaded to the List Manager.
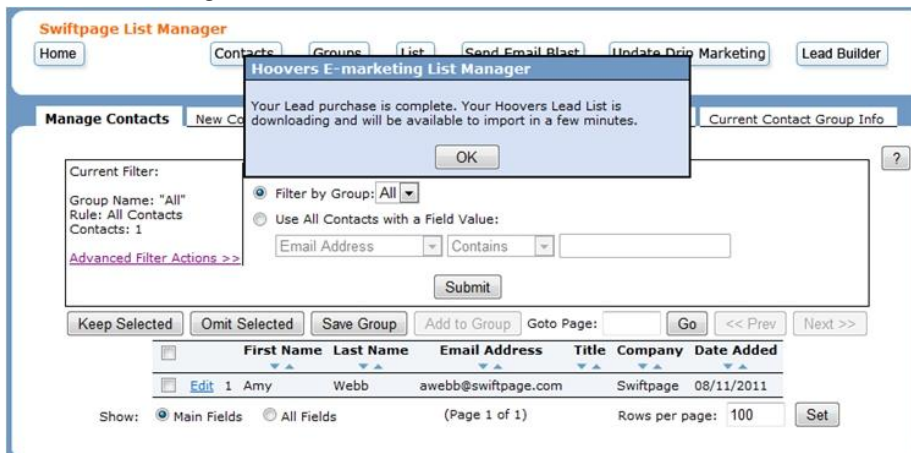
8. Click on List, select From a Contacts file on the Data Bridge, choose the list, and then either click Submit to import the list or Remove file from Data Bridge to delete a former list. (**Note:** You may want to keep the files on the Data Bridge until you have uploaded the Leads into all of the groups in which you might like to include them.)

9. The system will then check the list for duplicates. You can choose to ignore the message, replace the previous contact with the new information, or to skip importing that contact. (**Note:** The system detects duplicates based on name and you may therefore wish to compare other information, such as the company field, before making your selection.)

10. You will then have the option to group your contacts as a new group in the List Manager, add them to a pre-existing group, replace a previous group with the new contacts, or to add them to the List Manager without grouping them. After you have made your selection, click on Submit. The Leads List has now been uploaded to your List Manager.