



Quick Start Guide To:

Searching for Leads

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. Acquiring the Leads through the Swiftpage Lead builder will start on the Lead Builder page where you will have the option to perform a query using Simple Lead Builder Filters, or to search via Advanced Lead Builder Filters.

Note: at the bottom, you will see the Result of the amount of leads each time you change a criteria. The query has to be 5,000 contacts or less before the system will allow for the purchase.

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. The main section is titled 'Lead Builder' and is powered by HOVERS. It features a 'Lead Credit Count: 0' and a link to 'Buy Lead Credits'. There are two radio buttons for filter types: '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 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). At the bottom, it shows 'Results: 9 Contacts' and a 'Clear Search' button. A 'Get Leads >>' button is located at the very bottom.

The Simple Lead Builder Filters:

Add Location – Search by Location

Number of employees – Search by the number of employees in the company

Add Hoovers Industry – Search by Industry type

Annual Sales in \$US millions – Search by the yearly sales of a company

The Advanced Lead Builder Filters:

Company Information - Search based on the company criteria information

Industry Information – Search by Industry type

Financial Information – Search based on the Financial information of the company/person

People – Search based on specific employees

Company Search – Search based on company name

3. Once you have the desired refined query, you can click the Get Leads button to finish the purchase and downloading steps.