



Test Campaign Guidelines and Authorization

Test Campaign Setup Information

Name:

Brokerage:

Phone Number (Displayed on Site):

Email Address For Receiving Leads:

Your Current Website URL(s):

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An effective test campaign should identify the popular search terms in your region and measure the cost of those terms and the volume of leads produced. We will include the various search permutations (i.e. "Reston *real estate*," "Hamilton *homes for sale*," etc.), but we need your help in defining the scope of your area.

Because the point of the test is to see how much capacity there is in your area, we encourage you to include towns that you might consider a reach. Feel free to divide it into "Tier 1" and "Tier 2,".

Here's an example for Fairfax, Virginia:

Tier 1

FAIRFAX COUNTY

Centreville

Chantilly

McLean

Reston

Vienna

Tier 2

LOUDOUN COUNTY

Aldie

Hamilton

Lincoln

Purcellville

Round Hill

Please list the towns and cities, grouped by county, that define your desired territory.

Tier 1

Tier 2

Additional Keywords such as region names



TigerLead Solutions
(888) 844-3744
secure fax (310) 402-5426
authorization@tigerlead.com

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Billing Information

Cardholder Name:

Billing Address:

.....

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Billing Phone Number:

Card Type: American Express MasterCard Visa

Credit Card Number:

Expiration Date (MM/YY):

Test Campaign Authorization

I authorize TigerLead Solutions to charge my credit card \$400 for a trial pay-per-click advertising campaign to assess the keyword terms and costs in my market.

During the 7-14 day PPC test campaign, you will receive:

- *A custom domain and test bed website*
- *An ad campaign and keyword set targeted to your local area*
- *At least \$400 in online lead generation*
- *Delivery of leads to your inbox*
- *Detailed, post-test analysis of home searchers in you area*
- *A space at the front of the line for the fully integrated TigerLead solution in your area*

Cardholder Signature:

We recommend returning the completed form via our secure fax at (310) 402-5426. Completed forms can also be emailed to authorization@tigerlead.com. Please call the Billing department at (888) 844-3744 if you have any questions or changes to your account information.