

Leadsolve Solo Ads

Introduction

I was introduced to this solo ad source through a My Online Business webinar 2 weeks ago.

I have been through the registration process and a “success consultation” call and have garnered some more information about LeadServe which I am sharing in this Blog.

Summary

Leadsolve (Opt-Intelligence) has been around since 2003 and provides opt-in email subscriber acquisition.

Rather like Facebook lead ads, you can define a brief overview of your product or service which the prospect sees before opting in.

You can also decide how much you are prepared to pay for a lead above a minimum price set by LeadServe.

Leads are delivered to you on a daily basis in a CSV file although they do interface with some autoresponders.

Getting Registered

I understand that some people have got directly into the programme.

For me, I put in my email address logging in from a Thai IP Address and received a message that my application was being considered.

I then thought that maybe they were restricting Customers to US IP addresses so logged in with a US IP address through “Identity Cloaker”. This time I got the same message but was contacted 24 hours later with an email saying I may be “a good fit” for their platform and to login and complete my application.

I duly did this and then was invited to join a “success consultation” call which I then did.

I have still to hear anything from the application I put in from a Thai IP address!

When you sign up, you receive a \$25 bonus which can be used for your first small campaign.

Service Overview

The service is targeted at the Internet Marketing audience with a classification of your services into the following headings:

Category		
B2B	Investing	Retail & E-commerce
Beauty & Fashion	Market Research	Social
Entertainment	News & Education	Travel
Food & Dining	Nonprofit	Work Opportubities
Health & Fitness	Personal Finance	

With my focus on education and training in the IM space, B2B, News and Education and Work Opportunities were suggested.

Unlike many solo ad companies, here you can do some narrowing down of your market by country, gender and age. You can also request information like Name, Address etc for additional cost.

You also provide an overview of your product or service.

The third area that Leadserv differs is that they don't take the punter to your landing page, they capture the email address and any other information you have requested and pass on the email address to you rather like Facebook Lead Ads. You are then expected to follow up by email.

Leadserv can integrate with the autoresponders listed below.

Current Integrations			
ActiveCampaign	Acxiom	Bigfoot Interactive	Bronto
CakeMail	Campaign Monitor	Cheetahmail	ClickSpark
Constant Contact	Contactology	CrimsonData	Demandforce
Emma	eWayDirect	Experian Marketing Services	ExactTarget
ExpertSender	Footpath	GetResponse	GoDaddy Email Marketing
GraphicMail	iContact	Infusionsoft	Ionic Media
LeadConduit	LeadMailbox	LeadPrecision	Mad Mimi
MailChimp	Maropost	PostUp	ReachMail
Responsys	Sailthru	Salesforce	SendFree
Silverpop	Sugar CRM	Swiftpage	VantageLeads
VerticalResponse	WagerUnion	WhatCounts	Wishpond
YesMail	Suggest an ESP >		

However, unfortunately for me, they do not integrate with ClickFunnels or with SendGrid so my only option is to receive a daily CSV file of subscribers ... in answer to the question "are the leads conformant with the "can "Spam" act", the answer was yes, they have opted in and can be added to your autoresponder mail lists.

Pricing

For each category, a base price is displayed e.g. for B2B it is \$3.50, News & Education \$0.45 and Work Opportunities \$0.40

Using work opportunities, If I click on the following specific factors individually, the price is increased:

Factor	Price (incremental cost over base price)
Add Home Phone	\$2.3
Add Business Phone	\$2.3
Add Mobile Phone	\$2.3
Add First Name	\$0.05
Add Last Name	\$0.06
(Add first and last name	\$0.11)
Add Gender	\$0.04
Add Age	\$0.06
Add Mailing Address (includes City, State and Zip)	\$0.82
Add City	\$0.15
Add State/Province	\$0.15
Add Zip/Postal	\$0.15

Filtering by male/female or by age range does not seem to affect the minimum price.

The recommended approach is to start with the minimum bid and gradually increase it if the leads are coming through very slowly.

Ad Process Overview

The following screenshots provide an overview of the process to start a campaign and get leads.

First you are asked to create and name your campaign.

Create A New Offer » Select A Campaign

Select a Campaign » Basic Info » Audience & Budget » Creative » Lead Transfer » Review & Save

Create a Campaign

After this step you will start creating the actual Offer.

Name the Campaign

You can then start immediately or choose a date to start on.

Create A New Offer » Basic Info

Select a Campaign » **Basic Info** » Audience & Budget » Creative » Lead Transfer » Review & Save

Basic Info

Campaign name	BYIB Campaign #1
Offer name	<input type="text" value="BYIB Campaign #1 1"/>

Scheduling

When do you want to start generating Leads?

As soon as I submit my Offer and it is approved

I want to set a start and end date

You then select the category for your business from the following:



You then create your offer by selecting your target audience by country, male/female and age range.

Create A New Offer » Audience & Budget

Select a Campaign » Basic Info » **Audience & Budget** » Creative » Lead Transfer » Review & Save

Category

How would you describe your business? Please choose one.

B2B

Target Audience

Show to Country(ies) (add/remove)

Canada
Afghanistan
Albania, People's Socialist Republic of
Algeria, People's Democratic Republic of
American Samoa

United States of America

Add » « Remove

Do you want to target this Offer to people in specific Zip/Postal Codes and/or States/Provinces? [?](#)

Yes No

You then select your data points.

Show to Gender(s) [?](#) Both Male only Female only

Show to Age Range [?](#) Min Age |18 Max Age |

Data Points

What information do you wish to acquire for each Lead? [?](#)

Email Address First Name Mailing Address
 Country Last Name City
 Time Stamp Gender State/Province
 IP Address Age Zip/Postal

Home Phone
 Business Phone
 Mobile Phone

Pricing & Budget

Minimum Price \$ 3.50 [?](#)

My CPL \$ [?](#)

My Daily Budget Cap \$ [?](#)

Daily # of Leads: N/A

I would like to set a Monthly Budget Cap

[« Back](#) [Next »](#) [Cancel](#)

You are then provided with a minimum price which you can accept or increase plus set a daily and monthly budget.

Pricing & Budget

Minimum Price \$ 0.40 [🔗](#)

My CPL \$.40 [🔗](#)

My Daily Budget Cap \$ 10 [🔗](#)

Daily # of Leads: 25

I would like to set a Monthly Budget Cap

Monthly Budget Cap \$ 200 [🔗](#)

Monthly # of Leads: 500

Finally, you define your offer by completing the following form.

Your Offer Logo/Image [🔗](#)

Images help people identify with your product or service. Upload your logo or image using the tool below.

The dimensions of the Offer Logo/Image are 120x60px. However, we recommend uploading a slightly larger image and then resizing with our tool.

[Upload & Resize](#) [🔗](#)

Your Offer Preview [🔗](#)

120 x 60
Image Example

Your headline text will appear here.

Your description text will appear here.

Your Offer Copy [🔗](#)

Offer Headline [🔗](#)

Approximately 100 characters including your company name and a call to action; "Sign up today", "Learn more", etc.

Offer Description [🔗](#)

Approximately 250 characters that provide the necessary details about your product or service including benefits and requirements. Use this text to entice potential leads, but remember to be honest and clear about your offering to ensure success.

Your Privacy Policy [🔗](#)

When your Offer is displayed to users it will be accompanied by a link to your privacy policy. If you do not have a privacy policy published, you can use a generic version that we have provided for you. By selecting our generic policy you agree to adhere to its terms.

Link to your privacy policy

I do not have a published policy, please use a [generic](#) version.

I was not ready to submit my order so haven't gone beyond this point yet but will provide additional feedback once I have.

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