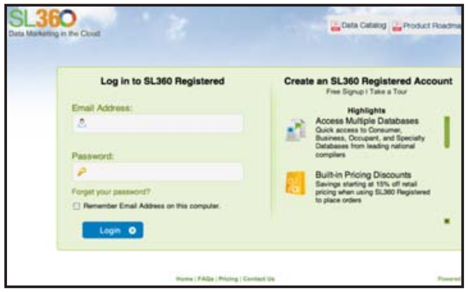
SL360
Data Marketing in the Cloud

Storyboard: SL360 Registered
Title: SL360 Registered Tutorial

1

Welcome to SL360 Registered, our free and easy-to-use application for running list counts and placing orders for your organization or on behalf of your customers.



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To get started, simply enter your username and password and click Login.

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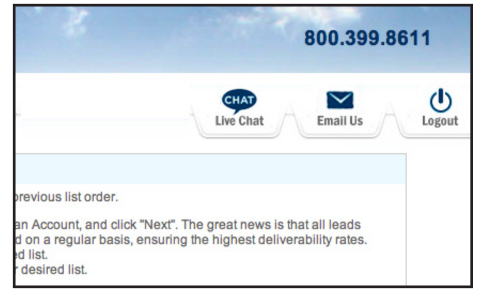
You're now at the home screen, where you have several options. You may order new leads as well as view and retrieve your most recent saved list counts or orders.



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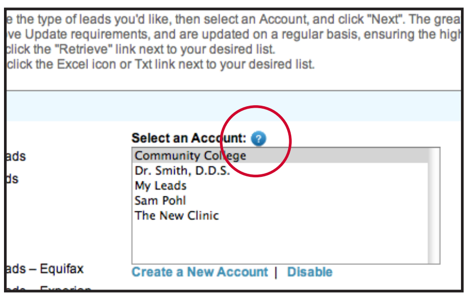
At any point if you have questions, live help is available from our Data Specialists. You may call us toll free, Chat Live, or email us.



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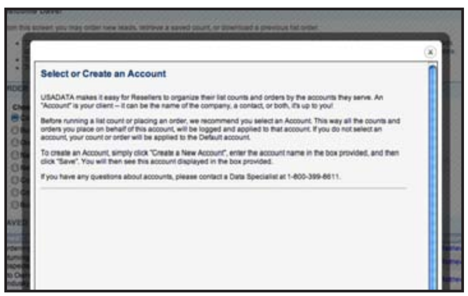
You may also notice small question mark images throughout the site. These are there to help you.



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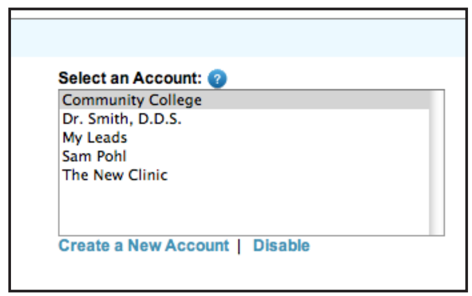
Click the image and a dynamic help box will appear to help answer your questions and guide you through the screen.



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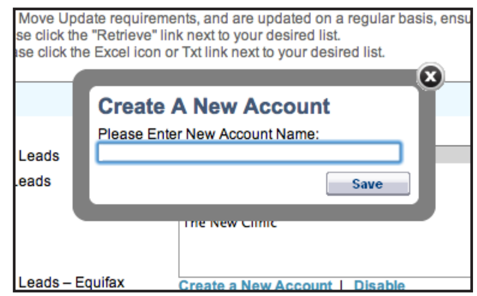
If you order leads for your clients, we recommend you first choose their account from the list displayed,



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or you can easily enter a new name.

This will help you organize your work so that it's more easily retrievable in the future.

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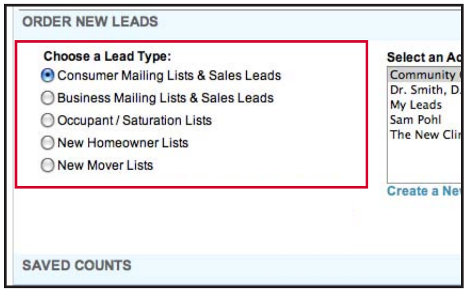

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Then choose the type of leads needed and click "Next" to continue.

Step 1

Choose Target Geographic Area

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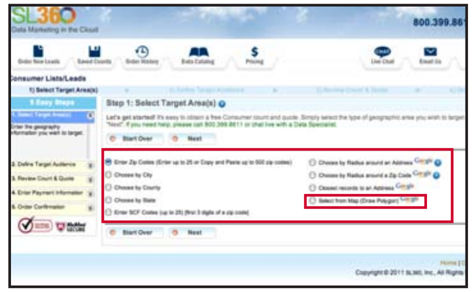

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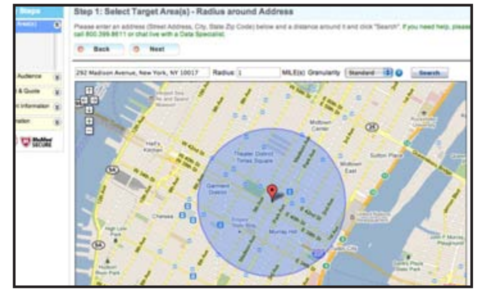
You are now in Step 1 of 5 easy steps, where you will choose your target geographic area. Several options are available including zip codes, radius around an address, state, county, cities and now polygon mapping.
Choose your preferred type of area and click "Next" to continue.



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In this example we've chosen a radius around an address. Simply enter the center address and radius distance and a map will be instantly displayed. You have the option to expand or contract the radius by adjusting the distance.

Once you're comfortable with the area, click "Next" to continue.

Step 2

Define Target Audience

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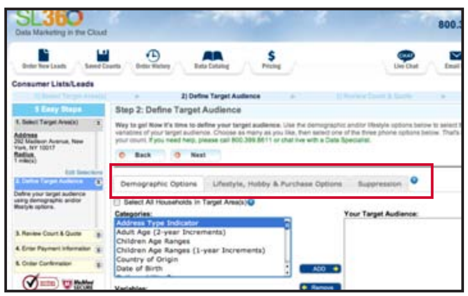

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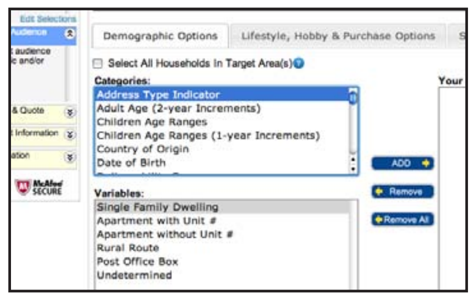
You are now in Step 2, where you will define your target audience.

There are 3 tabs, and behind each are multiple selection options.



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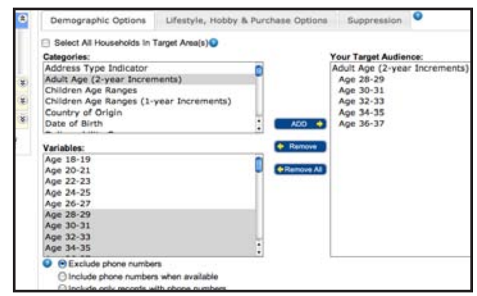
The first tab contains demographic options. Listed in the top box are dozens of categories to choose from. Click any category and the selection options associated with it will appear in the "Variables" box below.



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Highlight your preferred variables and click "Add". Your selections will then be displayed in the Target Audience box at the right.

Of course if you don't see what you need, please contact us, additional selection options may be available.

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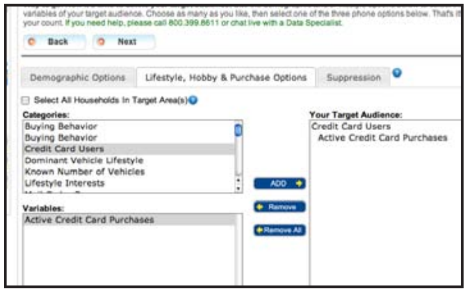

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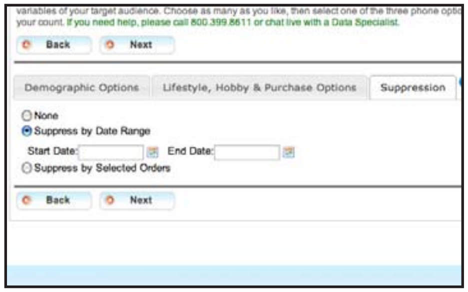
The second tab contains selection options based on lifestyles, hobbies and purchase information. This works in the same fashion as the first tab. Choose a category, select your preferred variables, and click "Add".



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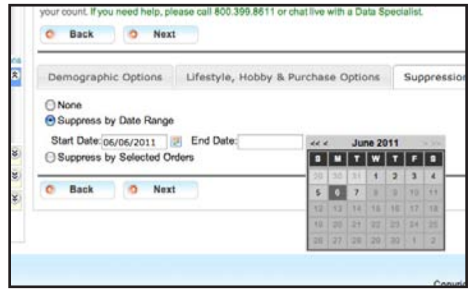
The third tab is for suppression. This is where you can exclude leads you purchased previously, in this new list order. This ensures you will not receive any duplicate leads from previous orders.



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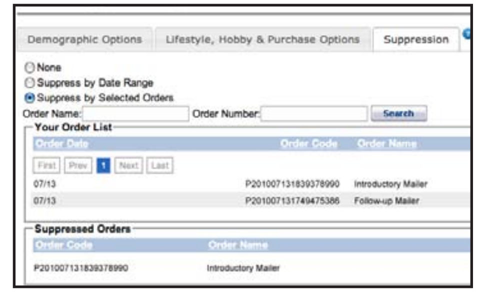
You have 2 ways of excluding past orders – you can choose to exclude all orders placed within a given date range, or,



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you can choose specific individual orders to exclude.

Once your selections are complete, click "Next" to continue.

Step 3

Review Count & Quote

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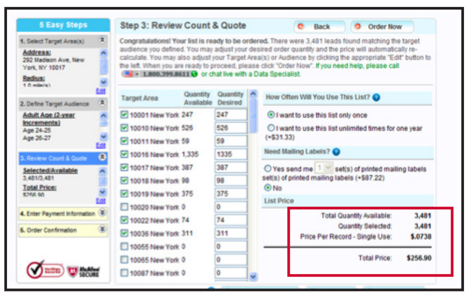

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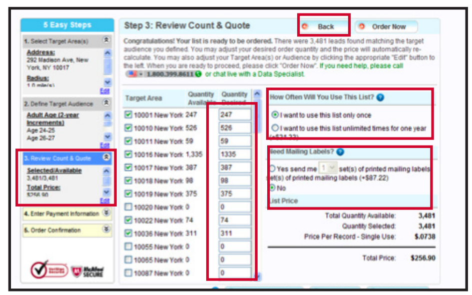
You are now in Step 3, which displays your list count and quote based on your previous selections displayed at the left.



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On this screen you may choose your desired quantity, list usage, and you have the option to order printed labels as well. You may furthermore view standard and two-dimensional count breakdown reports, and for reseller clients, actually send your customers a count and quote directly from this screen.
If you wish to edit any selections, you may click the Back button or Edit links at the left.

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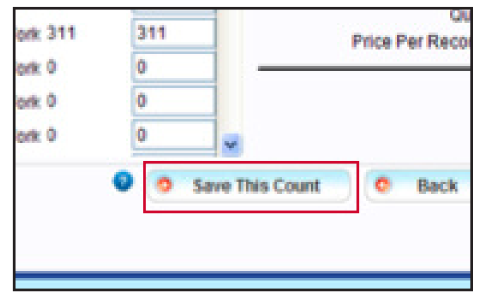

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If you're not ready to order and want to save your selections for later, click the "Save This Count" button.

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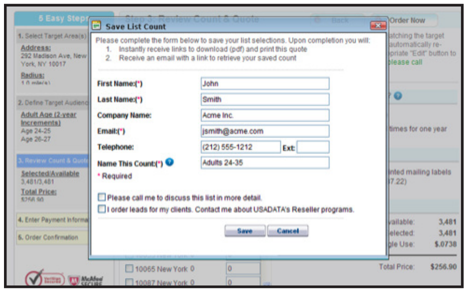

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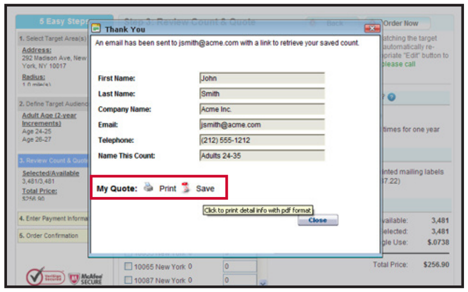
Complete a brief form, click Save, and you will instantly receive an email with a link to retrieve the count,



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as well as print-ready and pdf copies of the quote.

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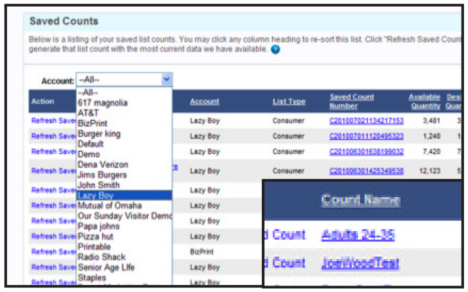
You will also find this count when clicking the Saved Counts tab.



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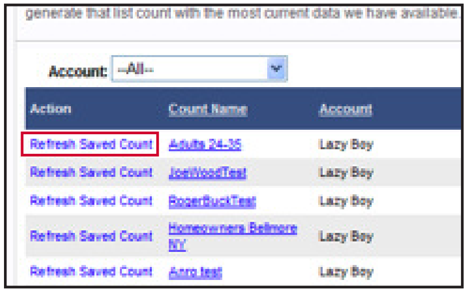
Use the dropdown menu to view them by account,



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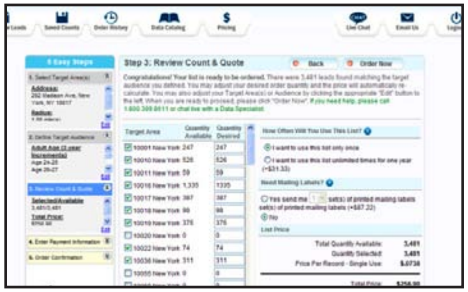
and click Retrieve Count



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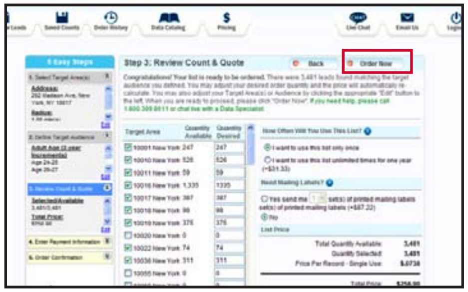
to quickly view the most up-to-date quantity of available leads based on your selections.



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When you're ready to order, click "Next".

Step 4 & 5

Enter Payment Information and Order Confirmation

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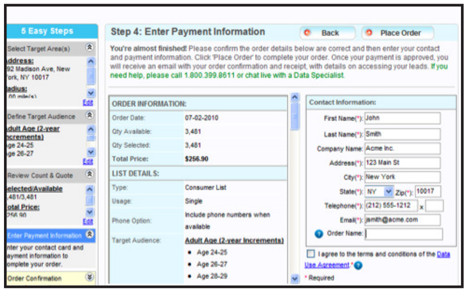

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You're almost finished. On this screen you simply review and confirm that your order is correct.

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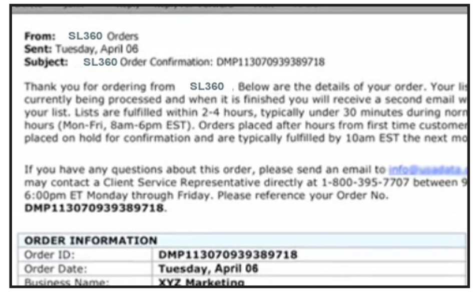
Then enter your contact and payment information. Name your order. Check the "Terms and Conditions" box and click "Place Order".

Your order is now complete!



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Your order confirmation will be displayed and you will also receive confirmation instantly via email.

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Within 15 minutes you will receive a second email with the links to download your order in Excel or in comma-delimited text format.

Order History Overview

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Your previous orders are listed within the Order History section of your account.

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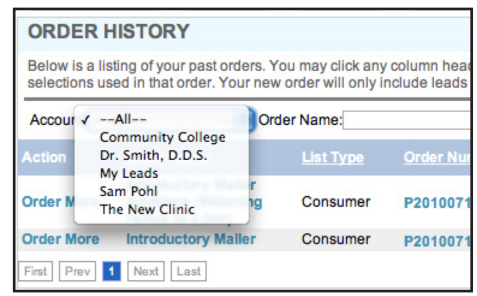
You may sort the orders displayed by clicking any of the column headings at the top.



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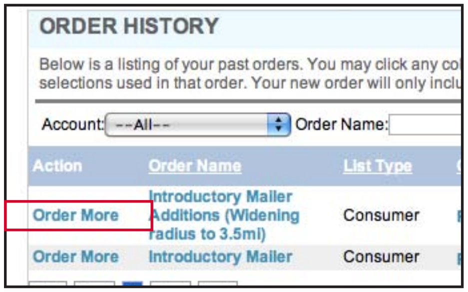
Use the dropdown menu to view orders by account,



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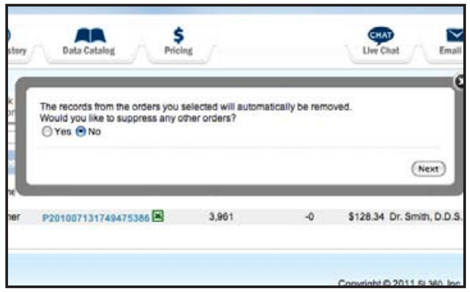
and to order more leads based on the same selections as a previous order, simply click "Order More".



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You will have the option to exclude other prior orders,

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and you'll then receive a new count, excluding your previous order, with the freshest available prospects in real-time.

Additional Features

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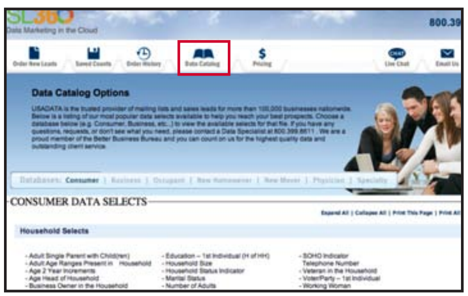

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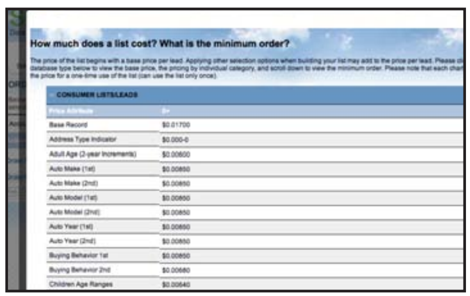
Your SL360 Registered account also includes other features. Click the Data Catalog tab at the top to review our available selection options by database.



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You may also choose the pricing tab to view your cost by database.

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SL360 Registered is an easy-to-use application for placing mailing list and sales leads orders. However, if you have questions, need help finding the right leads or would like recommendations, our team of expert Data Specialists is available to assist you.

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800-399-8611

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For a guided tour or to get set up with a free account, please contact a Data Specialist at 800-399-8611.