What is JIRA

IT Support

What is a Disposition Report

What is Warm Up (WU)

What is a Disposition

What is Power BI

What is NTU

What is a ShortCode

What is an Campaign ID

What is the LMS

What is the Lead management System

What is GP%

What is Profit

What is PPL

What is CPL

What is EPL

What is QC

What is CC

What is PPC

What is Scorecard

What is Conversion rate

What is Channel

What is a Lead

What is a Client

What is a Distribution Point

What is a payment structure

Affiliates

LMS Campaigns

Loss

Sales

CPA

VAR cost

Attribution Report

Rev share

Blacklist

Answer

JIRA is the project management tool that tracker that IT uses to track tasks and bugs.

Service desk was part of JIRA and provide team member the ability to request support for the IT team. It provided turn around SL

A disposition report is a report that JAG gets from a client or a client's call center. It communicates the results of the clients' agent

Warm up is the recycling of existing data via telephone calls to interest clients in receiving insurance quotations.

A disposition is the status value that a call center agent will assign to a phone call. It indicates the success of failure of the phone

Power BI is suite of software that provides business analytics and data visualisations. Using it we intelligently look at the business

Non Take-Up, a lead who has taken insurance with one of our clients but did not pay their first policy premium.

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Also know as the LMS. This is the system that allows us to receive, process and distribution leads to our clients. Leads are receive

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<mark>Gross Profit percent is calculated by dividing total profit by total earnings</mark>

Profit is used interchangably with Gross profit.

PPL is an acronym for Profit per Lead. It is the total Gross Profit divided by the number of Accepted leads

CPL is an acronym for Cost per Lead. It is the total Cost divided by the the number of Accepted leads

EPL is an acronym for Earnings per lead. Is is the total Earnings divided by the number of Accepted leads.

QC or Quality Control is a department in the business who is responsible for ensuring the quality of our leads and the performan

CC is the Call Center department

Pay per click - used to describe the marketing channel where we generate leads through the likes of Google Adwords.

<mark>Scoring of our leads by numerous #tags that are weighted differently for each client. The product of the weights gives each client</mark>

This is the lead to sales rate. It is calculated by dividing total sales by total Accepted leads. Conversion rate is measured at differer

<mark>The descriptor of a traffic source that is used to generate leads. E.g. by clicking on an ad in Google (PPC), or clicking on a link in a</mark>

These are people (consumers) that are interest in finding insurance. They make use of our services to get in contact with our clier

Partners - companies that we sell leads to

Some clients have more than one "place" that leads need to be sent to. This may be a different location, a different call center or

The financial model that is applied to leads sent to a client. These will range from a simple payment per lead (e.g. R70 per lead), t

We have a big network at JAG, called ReturnX (rX) - Theses are subsidiary people/ organisations which work with us to send leads

The method we use to send leads to clients through campaign rules.

A negative profit outcome, leads sent to clients

a converted lead by a client

Cost Per Acquisition - which is the average amount of money you spend on advertising to acquire a lead

Variable cost - in lead acquisition is a cost that fluctuates with volume or performance.

An attribution report is a tool that helps businesses understand which marketing channels and campaigns are contributing to volu

revenue sharing agreement. It's a way for business to split profit or earnings generated from affiliate channels/partners

A blacklisted lead is a lead that has been marked as undesirable or unreachable for marketing efforts.

nto the LMS to help us analyse our lead generation channels and client relationships and make changes to improve.

client for the consumer. This workflow is managed by campaigns which are configured by the QC team. Once the best
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t distribution points will have different payment structures.
ium sold)

t clients are picked for the lead. The lead is sent to these two clients. The process of sending is know as distribution.