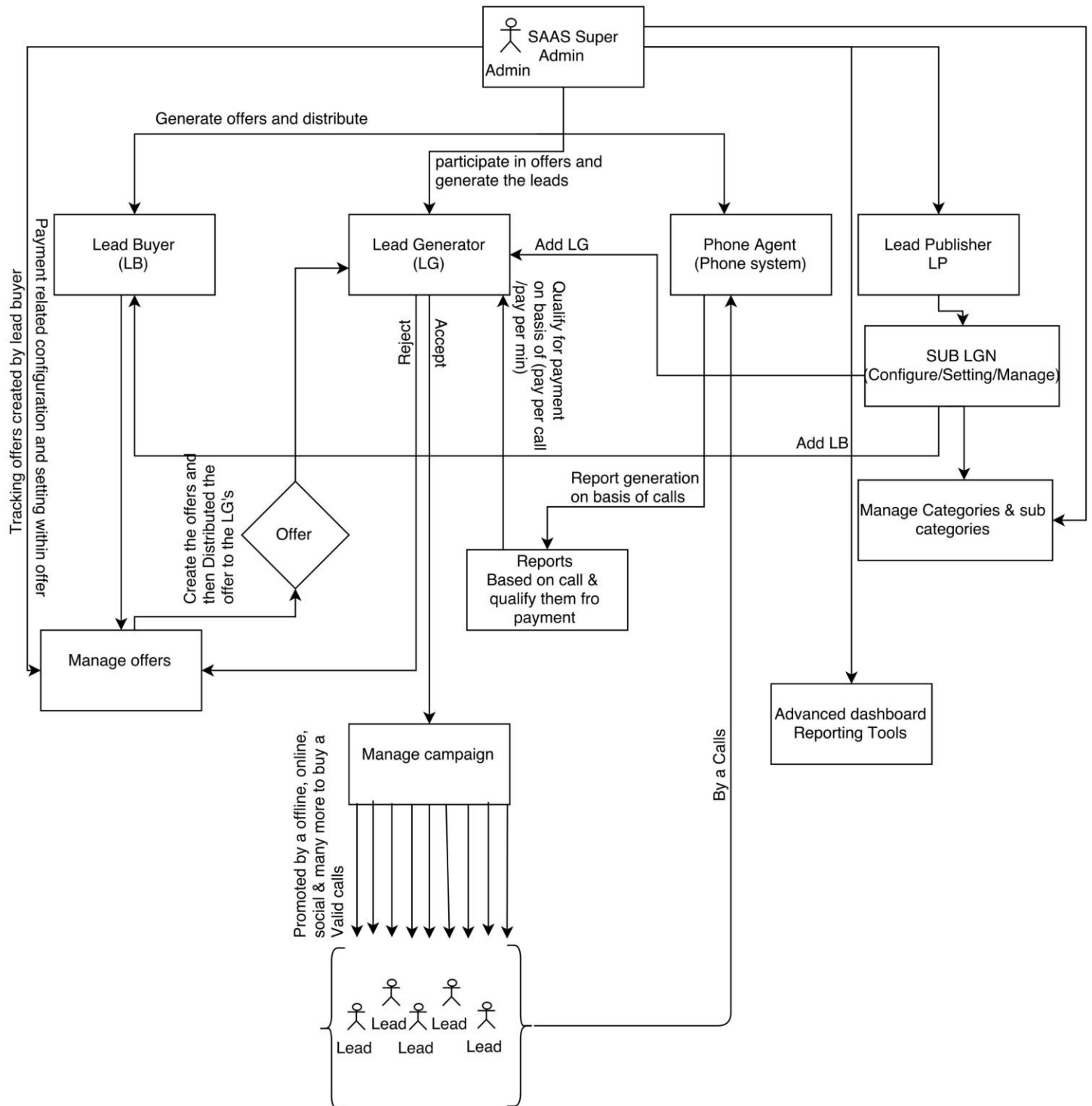


# Call Based Lead Generation - Process Flow



### Description:

- There are 5 types of login (i.e. SuperAdmin, Lead Buyer[LB], Lead Generator[LG], Phone Agent, Lead Publisher[Lead Generator Network(LGN)] )
- **LGN** will create its domain (i.e. sub-LGN), in which he can configure/manage Categories and sub-categories
- **Lead Buyer** will create/manage offers for Lead Generator
- **Lead Generator** may accept/reject the offer,
  - If rejects : LB may modify the offer
  - If accepts: LG will create campaign for publishing to Google AdSense and Other Advertising channels.
- Now, **Leads** will see the campaign and may contact **Phone Agents** (Phone Call System)
- These calls will be recorded, and reports will be generated
- These Reports will be used for paying(pay per call/pay per min) the lead generators, and other analysis
- **Super Admin** can generate different types of reports and can manage all the sections

### Questions:

- What is white label applications which we are using in lead generation networks?
- What is dynamic number generation? How we associated with the offer? Is this phone number or just a number (ID)?
- What is campaign ? How will it associate with the dynamic numbers ?
- What is role of the Phone Agent and Phone system?
- Inside the call Center section 7-d, What do you mean by Call Queues, SIP and DID ?