

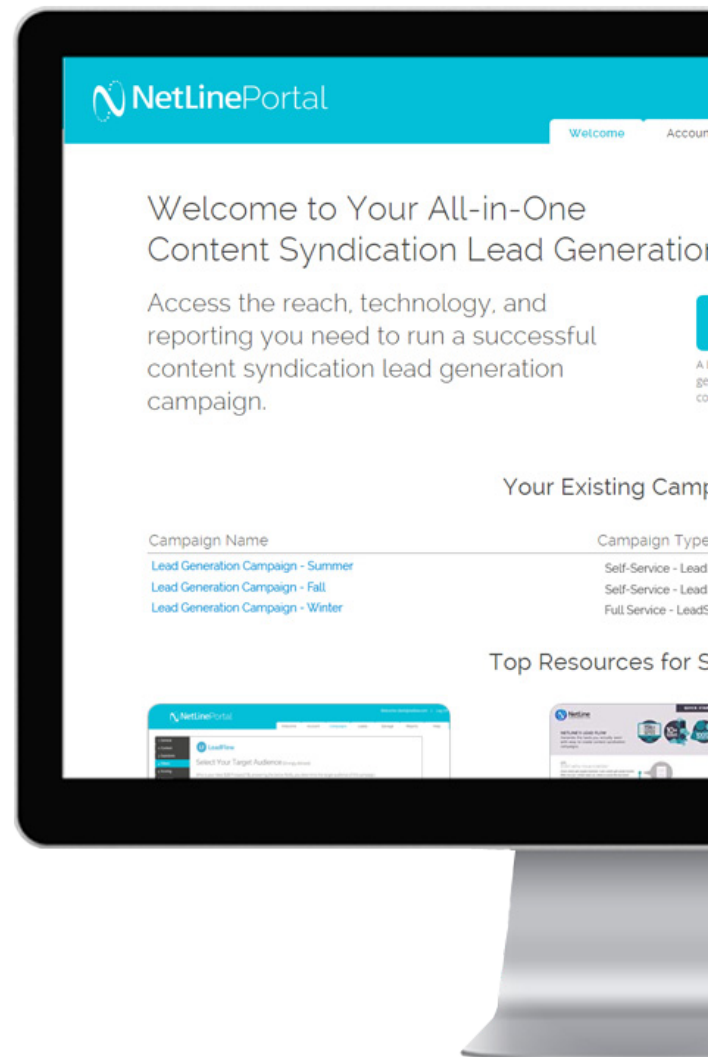
Quick Start Guide to NetLine's All-in-One Solution For Full Service Clients

Welcome to the All-in-One B2B Content Syndication Lead Generation Portal from NetLine.

NetLine's Portal gives you on demand access to:

- Track campaign progress
- View and download leads generated by campaign
- Retrieve salvage leads
- Analysis via campaign summary reports

Your dedicated Client Services Manager will provide full service campaign management, strategy consulting, campaign analysis and optimization to achieve your lead generation goals.



Campaign Tab

The campaign dashboard shows all of your campaigns at a glance. You can quickly see which campaigns are currently live, paused, or complete.

Leads Tab

View and download all leads generated by your campaigns on the Leads Tab. Simply click on the desired campaign to review the leads generated. You can download a csv. file of the leads by clicking “download” at the bottom of the page.

Salvage Tab

Users that download your content after the leads goal was met —or— users that did not meet the filter requirements of your campaign can be found on the Salvage Tab. Here you can review and retrieve leads of your choosing.

Q: Is the CPL the same for Salvage leads?

A: Yes, any salvaged leads will be billed at the CPL of the campaign.

Q: Can I salvage leads if my campaign has already reached the lead goal?

A: You will need to contact your Client Services Manager to increase the lead goal so that you can salvage leads within the Portal.

Reports Tab

Running effective campaigns relies heavily on the ability to view and track campaign progress, start to finish. Our advanced reporting capabilities enable you to extract meaningful insights and develop fully optimized campaigns. To analyze your campaign performance, you can download reports at any time.

Schedule Automated Reports:

You can easily schedule automated email reports to receive your campaign summary report on a daily, weekly, or monthly basis. To schedule the reports, go to “Schedule Reports” within the Reports Tab.

Campaign Summary Reports schedule:

- Daily: 6 AM PST
- Weekly: Mondays 6 AM PST
- Monthly: 1st of every month 6 AM PST

Our Commitment to You:

As the #1 B2B Content Syndication Lead Generation Network we feel that it is important to share with you how we do business. NetLine’s performance-based Portal and our team of lead generation experts ensure that you will only pay for leads that meet your assigned campaign objectives – nothing less. Read more about our commitment to you.

Your Team of Lead Generation Experts:

Your Client Services Manager is ready to plan your path to success, contact your manager directly or email: clientservices@netline.com