

Monster IT

Description	Source	Comments	Avail Vol	Cost - depending on volume
DATA				
24 hour old secured loan enquiries	Internet - Natural Search	Must be called immediately	5,000	£5.00
24 hour old unsecured loan enquiries	Internet - Natural Search	Must be called immediately	10,000	£3.00
Older secured/unsecured loan enquiries	Internet - Natural Search	1wk-4wks; 1mth-3mths; 3mths-6mths; 6mths+	100,000	£0.50-£1.00
Broker declines	2mths - 10mths old	Ideally for use with dialers	1,500,000	£0.50-£1.00
Heavy adverse multiple declines - Ideal DM data	Broker declines	Declined by 4 lenders incl Welcome	10,000	£4.00-£6.00
Adverse Homeowner File	Owned data with tel nmbrs	CCJs, defaults & arrears	500,000	£0.20-£0.60
Adverse Homeowner Email File	Owned opt-in data	CCJs, defaults & arrears	300,000	£0.50-£1.00
REAL-TIME LEADS				
Prime Remortgage Leads	Real-Time Internet Leads	£60,000+	3,000	£45.00-£65.00
Prime Remortgage + Cash Leads	Real-Time Internet Leads	£60,000-£149,999	1,000	£55.00
		£150,000+	1,000	£65.00
Debt Management Hot Key Leads	UK 90 seat Call Centre	Standard criteria & full replacement policy	5,000	£40-£50

COMPARISON SITE DATA & LEADS

Description	Source	Comments	Volume	Cost Dependant on Volume
DATA				
24 hour old homeowner loan enquiries	Comparison sites	Genuine loan enquiries from all the main sites	600-700	£5.00
24 hour old unsecured loan enquiries	Comparison sites	Genuine loan enquiries from all the main sites	1,000	£3.00
24 hour old car finance enquiries	Comparison sites	Genuine car finance enquiries from all main sites	300	£5.50
REAL-TIME LEADS				
Sub £10k homeowner loan enquiries	Comparison sites	Real-time enquiries for finance. Hybrid back-end deal - 50/50 split of income with an advance commission.	300-400	£10.00
Secured loan leads - HOT KEY	Comparison sites	Real-time. Min £10k loan value. Hybrid back-end deal - 50/50 split of income with an advance commission.	200	CPA
Car Finance enquiries	Comparison sites	Under £5k, £5k-£7.5k, £7.5k-£10k. Hybrid back-end deal; to be discussed.	200-300	CPA